

HEART OF AMERICA FEDERATION
of
Square Dance Clubs

MINUTES
BOARD OF DIRECTORS/DELEGATE MEETING

Saturday, February 7, 2026
Approved on Saturday, March 21, 2026

The meeting was held at Shoal Creek Patrol Division, 6801 NE Pleasant Valley Rd, KCMO.
Roberta Beier, President, called the meeting to order at 1:00 p.m.

Attending the meeting:

Federation Officers and Staff:

President: Roberta Beier
Vice President: Juline Norman
Recording Secretary: Laurie & Paul Russ (via Zoom)
Corresponding Secretary/Insurance Coordinator: Brenda Colvin
Treasurer: Ginny Battiest
Fed Facts Editor: Karla Jones
Fed Facts Circulation Manager: Tom Bender (via Zoom)
Historian: Gay Clemenson

Club Delegates:

BNR Squares: Claude Burch
Docey Dandies: Tom Bender (via Zoom)
Harmony Dancers: Teddy Ballard
Heartland Squares: Michelle Wilson
KC Plus: Mike Shedor
Live Wires: Rick Long
Pistols 'n' Petticoats Delegate: Joyce Schemmer

Guest: Mike Salerno, Caller for Docey Dandies & Heartland Squares (via Zoom)
Steve Wilson, Heartland Squares
Dan & Jean Wheeler, Cross Trailers

Absent:

Co-President: Jackie McKown
Co-Vice President: Robert Norman
Fed Facts Circulation Co-Manager: Susan Bender
Cross Trailers: Sue Bates
Savannah Sashayers: Jerry Belgum
Past President Dick & Libby Gilbert
Past President Doug & Sandy Finnicum
Past President Brad & Annette Davis
Past President Don Strange

Past President Fred & Carolyn Goucher
Past President Edythe Weber

Minutes from the previous meeting held on November 22nd are posted on the website. Mike Shedor made a motion to approve the minutes from that meeting. The motion was seconded and there was a unanimous vote for approval. Minutes will be notated as approved and posted on the website.

Officer and Staff Reports:

1. President

- Roberta said that the HOAF made a \$100 donation to Wayside Waifs in honor of Lois Zeller rather than sending flowers to her funeral which was her request.
- Per the Bylaws, Roberta will be setting up these committees:
 - 1) She needs 3 volunteers for the Nominating committee to create the slate of candidates. Some of the current officers are willing to serve another year, others are not. We need candidates for Treasurer and Secretary (perhaps combining the Recording and Corresponding duties).
 - 2) She needs 3 volunteers for the Audit Committee to review the financials which must be completed by the end of June.

2. Vice President

- Juline had no report.

3. Treasurer

- Ginny distributed new financial statements (attached). She reported that we have \$31,193 in cash plus some pre-paid postage.

4. Recording Secretary

- Laurie had nothing to report.

5. Corresponding Secretary

- Brenda had nothing to report.

6. Committees

- Festival Committee: Mike Shedor is chairman of this committee. Roberta reported that 25 ribbons have been sold. There are 300 fliers available for clubs to make available at dances for the festival. Roberta mentioned that she has been hearing negative comments about the HOAF and it will take time, willingness, caring and an open mind to turn this around. Roberta plans to devote more time to square dancing after June 3rd when she will retire from the workforce.
- Bylaws Committee: Mike Shedor is chairman of this committee. There is no official proposal at this time; however, he reviewed some of the articles they anticipate changing or adding (see attached). One of the new proposed articles is a Code of Ethics which he reviewed (see attached).

7. Fed Facts

- Editor, Karla Jones asked that she gets the Chatter and ads for each Fed Facts in a timely manner. She is open to including any stories and pictures that members would like to share.
- Circulation Manager, Tom Bender, reported that there was an increase in subscriptions and there are now 84 for the printed magazine and 4 for electronic only access.

8. Historian

- Gay Clemenson had nothing to report.

Old Business:

Roberta continued the meeting and discussed the contract with Rhythm & Roots that was approved at the previous meeting. There were delays in finalizing the contract due to multiple revisions to include all verbal agreements that had been discussed. She shared the signed Marketing Services Agreement (attached). The \$100 copay was paid to R&R. Clubs will be responsible for printing costs and other costs or fees from extra outside services. Implementation for marketing is planned for Fall 2026 lessons. Interested members from all clubs will receive training on using social media. A few non-HOAF clubs have expressed interest in the Social Media training as well. Roberta shared a list of clubs who are planning lessons this year. The quick overview is attached.

New Business

- A Caller School is being started at Croco Hall starting in July 2026. The flyer is attached for review. Donations that will help with the coach, Jerry Junck, equipment, music, laptops, etc. for new callers are being collected by Dana Schirmer. The Northwest MO District donated \$500. Mike Shedor moved that we donate \$500 to this school. The motion was seconded. Mike Salerno spoke in support of the school. Clubs and individuals are encouraged to donate as well. No other discussion and there was a unanimous vote to approve the donation.
- The KSDA hosted a seminar on January 31st called Improving Your Club's Health. Roberta said it was good and they stressed the need to do things differently. Juline also attended and she provided a summary of the meeting (see attached).

There being no further business, the meeting was adjourned at 2:57 pm.

Laurie Russ, Recording Secretary

Heart of America Federation of Square Dance Clubs
Profit & Loss YTD Comparison
 November 2025 through January 2026

	Nov '25 - Jan 26	Oct '25 - Jan 26
Ordinary Income/Expense		
Income		
GF Dues & Registration	180.00	180.00
GF Insurance USDA	1,020.00	1,020.00
GF Interest Income	444.35	488.71
GF Registration Fed Dance	360.00	510.00
Total Income	<u>2,004.35</u>	<u>2,198.71</u>
Expense		
GF Advertising & Promotion	100.00	100.00
GF Bank Service Charges	0.00	0.48
GF Donation	100.00	100.00
GF Dues and Subscriptions	0.00	25.00
GF Insurance U.S.D.A.	1,081.60	1,081.60
Total Expense	<u>1,281.60</u>	<u>1,307.08</u>
Net Ordinary Income	722.75	891.63
Other Income/Expense		
Other Income		
Fed Facts	20.00	35.00
FF Ads & Contracts	315.00	595.00
FF Subscription Income	285.50	1,601.50
Total Other Income	<u>620.50</u>	<u>2,231.50</u>
Other Expense		
FF Printing & Reproduction	506.04	506.04
Total Other Expense	<u>506.04</u>	<u>506.04</u>
Net Other Income	114.46	1,725.46
Net Income	<u><u>837.21</u></u>	<u><u>2,617.09</u></u>

Heart of America Federation of Square Dance Clubs
Balance Sheet
As of January 31, 2026

	<u>Jan 31, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
Academy CD 9450672218	13,323.25
UMB Checking	1,442.26
UMB MoneyMarket/Savings	16,427.51
Total Checking/Savings	<u>31,193.02</u>
Other Current Assets	
FF Prepaid Postage Expenses	287.17
Total Other Current Assets	<u>287.17</u>
Total Current Assets	<u>31,480.19</u>
TOTAL ASSETS	<u>31,480.19</u>
LIABILITIES & EQUITY	
Equity	
General Fund Balance	28,863.10
Net Income	2,617.09
Total Equity	<u>31,480.19</u>
TOTAL LIABILITIES & EQUITY	<u>31,480.19</u>

Bylaws Committee Report

ARTICLE 6: OFFICERS

- Section 1. HOAF Officers shall be elected by the Board of Directors (Officers and Delegates) at the Annual Meeting. The candidates shall be selected from the HOAF membership at large, nominated and announced at the previous Board of Directors meeting and must receive a simple majority vote of the Board of Directors members present and voting. The number of eligible voters must be determined prior to a vote. In addition to the slate of Officers presented by the Nominating Committee, nominations will also be taken from the floor at the time of the vote. The Officers shall be installed in office immediately after New Business is completed following the election and shall hold office during the ensuing year. Transfer of documents, equipment, email access, respective passwords must be completed within 14 days following the election.
- Section 2. The elected Officers of the HOAF shall be a part of the Executive Committee and shall conduct day-to-day operations of the HOAF. The President may select any Committee Chairpersons or others to serve on the Executive Committee. The President shall Chair the Executive Committee.

ARTICLE 7: CODE OF ETHICS

The HOAF shall adopt and follow the United Square Dancers of America (USDA) Code of Ethics for all members. This code addresses dancers' rights and addresses the conduct required to be an Officer of the Club. The HOAF Officers will be required to sign the Code of Ethics annually after election and no later than July 31. The President is responsible for accumulating all signed copies.

ARTICLE 8: HOAF OFFICERS

- Section 1. Each Officer will hold office for an elected period of no less than one year or until the Officer's death or until the Officer resigns or if the Officer is removed as provided in these By-Laws.
- Section 2. President. The President shall conduct all meetings of the HOAF, shall preside over meetings of the Board of Directors, shall appoint all committees and shall be a member, ex-officio, of such committees. The President is responsible for the general management and supervision, direction and control of the business and affairs of the HOAF. The President ensures that all orders and resolutions of the Board are effectively carried out.
- Section 3. Vice-President. The Vice-President shall perform the duties of the President in the absence of the President. The Vice-President also chairs the Credentials Committee.
- Section 4. Secretary. The Secretary shall record the minutes of the meeting of the Board of Directors. The Secretary shall also manage other correspondence necessary to the operation of the HOAF. The Secretary shall notify members of all meetings at least seven (7) days prior to such a meeting.
- Section 5. Treasurer. The Treasurer shall keep all funds of the HOAF, shall collect all funds due to the HOAF and Disburse funds as directed by established written guidelines. The Treasurer shall present a true and complete financial statement at all HOAF Board Meetings. The Treasurer shall file any formal return or financial statement(s) required on time and shall present such statement for review at the next Board Meeting.
- Section 6. Registration & Insurance Coordinator. The Registration & Insurance Coordinator function is the liaison with the HOAF and our insurance provider.

ARTICLE 9: REMOVAL AND REPLACEMENT OF OFFICERS

- Section 1. If any elected Officer should fail to perform their official duties, such officer may be removed from office upon the recommendation of a simple majority of the Executive Committee or at least five (5) members of the Board of Directors. The recommendation must be approved by a vote of two-thirds majority of the members present and voting of the Board of Directors at a special meeting called for the purpose of hearing such charges and recommendations. The Officer so charged may appear at such meetings to answer any charges.
- Section 2. Should any Officer resign or be removed from office, their successor shall be elected at the next called meeting of the Board of Directors by the same procedure in Article 6.

UNITED SQUARE DANCERS OF AMERICA

SQUARE DANCING CODE OF ETHICS

I. Definition of Ethics

Ethics is basically defined as rules or standards for governing the relations between people to benefit all concerned, with mutual respect for the needs and wants of all parties involved.

The essence of ethical behavior is:

- A. To conduct all relations between parties in friendliness, honesty and good faith;
- B. To honor fully, in word and in spirit, all agreements, once made; and
- C. To confine any critical comment to a reasoned and temperate discussion of actions and practices.

II. Dancer Rights

- A. Dancers should realistically evaluate their own dancing abilities and dance within those abilities.
- B. Dancers should be aware that some of their dancing habits may be uncomfortable or undesirable to other dancers in the square and should make every effort to avoid such actions.
- C. Dancers should treat other members of the club and its visitors and guests with courtesy, friendliness, and helpfulness. They should assist the less experienced dancers.
- D. Dancers should enthusiastically take part in the activities of any club that extends to them the benefits and privileges of membership and should accept all the responsibilities of a club member.
- E. Dancers should be concerned that the relations of their club with callers, other dancers, and other organizations are conducted in an ethical manner.

- F. Dancers should keep within the club any criticism of the conduct of club members, club officers, or a club caller or teacher. Any such criticism should be offered in a constructive manner.
- G. Dancers who feel they can no longer accept the rules and practices of the club should resign from the club.
- H. Dancers should not wear the badge of a club if they are not members in good standing of the club.

III. Ethics for Clubs and Club Officers

- A. Club officers should have as their primary purpose and concern the welfare of the club and the square dance community as a whole.
- B. Club officers should conduct all club business and honor all club contracts in an ethical manner. An honest effort should be made by the club officers to resolve any problems prior to dismissal of a caller or employee of the club.
- C. Upon change of club officers, the new officers should be made fully aware of any outstanding club commitments. The new officers should consider themselves and the club to be legally and morally bound to fulfill any official commitments made by the previous officers on behalf of the club.
- D. In contractual matters, club officers should assure that all expectations and requirements, such as schedules, fees, expenses, etc., are clearly stated in writing and are understood by all contracting parties prior to signature.
- E. Clubs should plan and sponsor beginner classes to promote and perpetuate the square dance activity. Graduating dancers should be accommodated by the club, or the club should provide information regarding dancing opportunities in the area.
- F. Clubs should assure that visitors and invited guests are informed of club admission policies, such as attire and admission fees, as well as dance levels.
- G. Clubs should discourage "set squares" and cliques, in order to promote the fun and fellowship of square dancing.
- H. Clubs should use officially defined dance levels and should conform with the official definitions of the level.

MARKETING SERVICES AGREEMENT

This Marketing Services Agreement ("Agreement") is entered into as 2/1/2026, by and between:

Client: Heart of America Federation (HOAF)

Contact Person: Roberta Beier

Address:

Email: robertambeier@gmail.com

R&R: Rhythm & Roots Marketing, Inc

Address: 1141 Blykeford Ln, Wake Forest, NC 27587

Email: Eva@rhythmnrootsmarketing.org

Collectively referred to as "the Parties."

1. Scope of Work

R&R agrees to plan and execute a three-phase project designed to prepare HOAF for a strong, measurable fall lesson campaign while building long-term marketing capacity within the federation. This proposal positions Heart of America Federation as the central hub for square dance outreach in the Kansas City area. By combining shared infrastructure, targeted training, and a coordinated fall campaign, HOAF can support its member clubs more effectively while creating a sustainable model for future growth.

These phases are outlined here while the specifics of these project phases are detailed in Exhibit A.

Phase 1: Marketing Tools & Infrastructure (Immediate)

Rhythm & Roots Marketing will develop a set of shared marketing tools that allow HOAF to lead area-wide outreach while supporting club-level class promotion. These tools are designed to be reused and maintained by HOAF over time.

Phase 2: Training & Preparation (Spring)

Training will be provided for HOAF leadership and interested club representatives, focusing on practical, beginner-friendly marketing skills. The goal is to ensure participants understand how the tools work, how leads are generated, and how federation-level marketing supports club enrollment.

Phase 3: Coaching & Fall Campaign Execution

Leading into the fall lesson season, Rhythm & Roots Marketing will guide HOAF and participating member clubs through a federation-led campaign that drives interest and registrations to specific fall

classes. This phase combines hands-on coaching with campaign execution to ensure measurable results and confident participation by clubs.

2. General Responsibilities

- 1) The client shall provide a principal Federation point of contact and coordinate the availability of club representatives and information as required.
 - 2) R&R shall provide a principal point of contact and additional subject matter experts as appropriate. The principal point of contact may vary by project phase.
 - 3) The Client agrees to provide timely access to necessary materials, approvals, and digital accounts; assist with member engagement; manage class registration; and respond promptly to communications. Delays in these responsibilities may impact the campaign's success and timeline.
 - 4) R&R shall provide weekly status updates on the progress and status of the work.
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3. Scope of Participation

All marketing tools, training, and campaign support described in this proposal are designed specifically for Heart of America Federation's current member clubs. The project scope, staffing, and grant-supported investment are based on participation by 11 HOAF member clubs.

If HOAF wishes to extend participation beyond its member clubs — including additional square dance clubs in the greater Kansas City area — this would require an adjustment to project scope, staffing, and associated costs. Any such expansion would be discussed in advance and documented through a mutually agreed-upon amendment.

This approach ensures that the project remains sustainable, delivers meaningful support to participating member clubs, and maintains clarity around expectations for all parties.

4. Compensation and Payment

Funding for the Project Detailed Plan as shown in Exhibit A is covered by a grant from Rhythm & Roots Marketing, Inc. unless specifically excluded in Exhibit A. The grant covers the development of shared marketing infrastructure, delivery of training, and professional guidance through the fall campaign.

The total value of the marketing tools, training, and fall campaign support outlined in this proposal is approximately **\$8,000**, based on standard Rhythm & Roots Marketing rates and projected staff time.

The client is responsible for \$100 copay cost, flier printing costs (if any), and any client funded marketing specifically noted in Exhibit A. The \$100 client copay is due at contract signing.

This structure allows HOAF and its member clubs to receive the benefit of a comprehensive, professionally led marketing initiative while keeping costs accessible for a volunteer-driven organization.

5. Timeline

The services will be delivered according to the phases and tasks outlined in Exhibit A. Each project phase will have a start and end date which will be set as the project progresses. The general time frames are specified in Exhibit A.

6. Revisions to Exhibit A

Revisions to Exhibit A after the contract is signed must be made in writing with agreement by the parties. Revisions which increase the labor for R&R shall be billed at the hourly rate of \$60/hour.

7. Independent Contractor

R&R is an independent contractor and not an employee of the Client. Nothing in this Agreement shall be interpreted to establish an employment, partnership, or joint venture relationship between the Parties.

8. Intellectual Property

All materials produced under this contract, including graphics, copy, and video content, and deliverable software shall become the property of the Client upon contract completion and final payment, if applicable. R&R retains the right to showcase work in their portfolio unless requested otherwise in writing.

9. Termination

Either party may terminate this Agreement for convenience in writing with 7 days' notice. In the event of termination, the Client agrees to pay for all client-funded services in Exhibit A rendered up to the termination date. The \$100 client copayment is non-refundable.

10. Limitation of Liability

R&R will not be liable for any indirect, incidental, or consequential damages arising from the services provided, and total liability shall not exceed the fees paid under this Agreement.

11. Entire Agreement

This document, along with any exhibits, constitutes the entire agreement between the Parties and supersedes any prior agreements, oral or written. Any changes must be made in writing and signed by both Parties.

SIGNATURES

CLIENT: Heart of America Federation

Name: Roberta Beier

Signature: Roberta Beier

Date: 02/01/2026

R&R: Rhythm & Roots Marketing, Inc.

Name: Hal Barnes, R&R Officer

Signature: Hal Barnes

Date: 01/31/2026

R&R Marketing Lead for the work encompassed by this agreement

Name: Stephanie Latchford

Email Address: Stephanie@rhythmnrootsmarketing.org

HOAF Primary Contact for the work encompassed by this agreement

Name: Roberta Beier

Email Address: robertambeier@gmail.com

Exhibit A: Project Plan — Heart of America Federation (HOAF)

Marketing Tools & Infrastructure

Rhythm & Roots Marketing will create a HOAF marketing landing page that promotes square dancing in the Kansas City area and lists upcoming beginner classes offered by member clubs. This page will include:

- Visual storytelling (photos and videos)
- A list and map of participating clubs and class locations
- Clear pathways to individual club class pages

Each participating club will have its own class-focused landing page where prospective dancers can request information or register. These tools are specifically designed for marketing and lead capture and are not intended to replace full club websites. Note that each club manages its own content and colors on their landing page, but the structure and functionality are fixed to enable the replication approach for development.

The Marketing Tools will be available for HOAF testing by the beginning of April and in production status by May 1, 2026.

At the conclusion of the project, HOAF will retain full use of the system and be responsible for ongoing updates, such as adding or removing clubs based on class schedules. HOAF may extend the use of the system at its own expense to cover non-member clubs having a landing page. However, HOAF shall not transfer its management or distribute the system of linked landing pages to any other organization.

Web hosting is provided to HOAF for a year and may be extended thereafter.

Training Phase

Training is designed for marketing beginners and focuses on skills clubs can immediately apply to the fall campaign. Topics include:

- Understanding basic marketing goals and audiences
- Using social media effectively for local outreach
- Creating simple, professional visuals using Canva

The emphasis is on simplicity, consistency, and sustainability, allowing clubs to participate without feeling overwhelmed.

A more technical class for those with social media background will train students how to create and maintain the landing pages in the Marketing Tool.

The grant includes teaching for all HOAF members at no cost. Classes will be conducted with an instructor once using Zoom and will be recorded for later use. Classes will have a syllabus with supporting material which can be downloaded by the students. Classes will be conducted in the April – May time frame with specific schedule determined by the parties. R&R Marketing shall retain ownership of the class recordings, but they will be available to HOAF members at no cost.

Marketing Campaign Phase

The fall campaign will be HOAF-led and outcome-focused, designed to increase awareness of square dancing while prioritizing measurable actions, such as:

- Requests for more information
- Sign-ups for beginner classes
- Engagement tied to specific club offerings

Rather than general awareness alone, the campaign will funnel interest through a centralized HOAF landing page and into individual club class pages. This approach ensures that marketing efforts translate into tangible results for member clubs.

HOAF and club personnel will lead this marketing campaign with support from R&R Marketing. HOAF personnel are expected to use the skills gained from the training phase, using R&R personnel for advice and consulting. The grant covers the cost of all R&R support personnel but does not include direct marketing costs such as printing fliers, cost of print or broadcast media advertising, or Facebook advertising. R&R Marketing assistance with these areas may be a negotiated addition to this Exhibit.

The Marketing Phase will begin with the detail planning in June, initial marketing beginning in July, and conclude one week after the last class has begun in the September – October time frame or October 31, 2026, whichever is earlier. All marketing materials used in the campaign remain the property of HOAF.

Measuring Success

This marketing campaign is built around measurable outcomes, including:

- Number of inquiries generated through the HOAF landing page
- Engagement with club-specific class pages
- Registrations or interest submissions tied to fall lessons

These metrics allow HOAF to evaluate campaign effectiveness and refine future efforts. The metrics are owned by HOAF who agrees to allow R&R to include the metrics in its analytics database. R&R Marketing agrees to get permission from HOAF before displaying them in a public setting.

HOAF

Club Information for 2026 R&R Marketing Project

As of February 7, 2026

Quick Overview of Club Mainstream Lesson Plans					
Club Name	HOAF Club	Spring Lessons Start Date	Fall Lesson Start Date	Fee	Notes
B-N-R Squares	Yes	April (TBD)		\$70 for session	
Cross Trailers	Yes	Sunday, 1/25/2026		\$75 for session	
Docey Dandies	Yes		August or September	\$5 per lesson	
Harmony Dancers	Yes				
Heartland Squares	Yes	Thursday, 2/12/2026	Early September	\$5 per lesson	
KC Plus	Yes	N/A – Plus only club	N/A		
Live Wires	Yes				Next lessons likely Spring of 2027
Pistols & Petticoats	Yes				
Savannah Sashayers	Yes	April (TBD)			
The below non-HOA clubs have expressed interest in the Social Media Training Program					
Happy Time Squares	No		September		
Lone Wranglers	No				
Ottawa Promenaders	No		September 3 rd , 2026	Free	
St Joe Squares	No	April (TBD)			

KAW VALLEY CALLER'S SCHOOL



CROCO HALL

6115 SE HIGHWAY 40

TECUMSEH, KS



July 26-30, 2026

FOR NEW
CALLERS

Music
Singing Call Techniques
Smooth Delivery Of Patter
Formation Management
Mechanics Of Choreography
Sight Resolution



Jerry Junck

Wayne, NE—Mesa, AZ

CALLERLAB

Accredited Coach

FOR EXPERIENCED
CALLERS

Improve Choreographic
Delivery
Development Of
Entertainment Skills
And Showmanship
Improve Teaching Skills
Addressing Individual Needs

School includes a syllabus with CALLERLAB recommended curriculum. Some subjects will be taught with the whole group, others will be in session designed for the level of experience. There will be plenty of microphone time for all, with constructive evaluations of your calling skills for both patter and singing calls. Cost will be \$350.00 per caller.

For Information Contact:

Jerry Junck (402) 980-2446 Junck@aol.com

KSDA January 31, seminar – Improve your club’s health – Summary of Discussion

- If we want square dancing to grow we are going to have to do things differently. So ask yourself, “Am I the barrier to change?”
 - Don’t say:
 - We’ve always done it that way.
 - We tried that before and it didn’t work.
 - Do say:
 - That’s a great idea, maybe we should try it (or revisit it).”
 - Be open to anyone that is trying to be helpful
 - Think globally – we need more square dancers. Seeds you plant here and now may not take root at your club or even in Kansas City, but they may take root somewhere.
 - Try not to alienate anyone, as bad seeds can grow faster than good ones. Everyone is important to your club from those that are at every dance and volunteer a lot to those that show up to an occasional dance.
- ADVERTISE
 - Get square dancing into the public eye – spend money on advertising dances and lessons. Advertising is the key to our future.
 - Ideas – big and small
 - Magnetic sign for vehicles
 - Bumper stickers and window clings
 - Clothing (t-shirts, sweatshirts, travel bags, grocery store bags, pens, pencils – anything that you use regularly and that people see – think of yourself as a walking billboard)
 - Social media
 - Websites – keep them updated and linked to other sites
 - Billboards – share the expense among several clubs or associations
 - TV spots – share the expense
 - Radio ads – share the expense
 - Yard signs
 - Business cards
 - Flyers – put them everywhere (Ask first)
 - Schools
 - Colleges
 - Senior centers
 - YMCA
 - Gym
 - Doctor/dental office
 - Libraries

- Post office
 - Grocery stores
 - Church bulletin board
- Demonstrations and one-night stands (make sure you have a booth where people can stop and ask questions)
 - Churches
 - Homeschool meetings
 - Local college
 - Business team meetings
 - Birthday parties
 - Girl/boy scouts
 - Local PTAs
 - County Fair
 - State fair
 - Craft shows
 - Parade
- Put out a donation jar for advertising costs
- Ask business for donations and sponsorships
- Make square dancing public again
- Encourage all clothing, not just traditional. Make sure all advertising depicts dancers in casual street clothes and traditional square dance attire.
- Figure out ways potential dancers can participate and HAVE FUN soon – not in six months
 - Stagger lessons
 - Community dances
 - 30-minute pre-dance for novices
 - Garage/living room dances
- Keeping your members engaged
 - Those that play together stay together.
 - Traveling
 - Dinners
 - Plays/musicals
 - Game night
 - Picnics
 - Museums
 - Concerts
 - Sports
 - Make “friendship cards” inviting people to your club. Newbies invited to an open house, other club members get in free (or half off – or something)
 - Get to know newcomers – learn their names, socialize with them.

- Have a suggestion box
- Have an anniversary dance
- Create challenges
 - Collect caller signatures from all are callers
 - Find the hidden symbol at certain dances
 - Collect game/puzzle pieces
- Creative fundraisers – not just pot of gold
 - Joker pit
 - Bake sale
 - Garage sale
 - Craft Sale
 - Door prizes
- Don't overwork the go-getters
- Make laughter the main ingredient
- Invite newcomers to dinner or coffee
- Be accepting of everyone
- Encourage dancing at all levels
- Make just coming to the dance and socializing the MOST IMPORTANT part of our activity.
- Whatever you do, do it with laughter
- Think outside the box and share information
- Above all else: Have Fun! Share Laughter!