

Minutes of NCASDLA's Meeting/ Executive Committee Meeting held at Vicino's on Wednesday evening May 2, 2018 at 7 p.m.

The following attended: Pete Kasper, Steve & Viia Lucius, Mac and Phyllis McCall, Tom Sellner, Al and Betsy Taylor and Jim Wass.

While eating, discussions occurred and decisions were made.

It was explained that we decided to cancel our June Jamboree/ annual meeting scheduled for June 3 because of a direct conflict with the Panhandlers Appreciation Dance honoring Rich Steadman. We have attached a flyer. Those callers who would like to honor Rich and can make it to the dance in Charles Town, WV are urged to go. You will be allowed to call a tip.

Since we must have an annual meeting in June, the main purpose of the Vicino's meeting was to schedule a date, time, and location for the annual meeting, as well as an agenda.

It was decided to hold the annual meeting on Saturday morning, June 9, 2018 at 11 am at the Olive Garden in Tyson's Corner (8133 Leesburg Pike, Rte 7, Vienna, VA 22182). Four agenda items were agreed on:

- (1) Election of officers and one Board of Directors member;
- (2) Discuss and decide whether NCASDLA should dissolve or find another way to continue more minimally. There will be Pro and Con arguments prepared in writing ahead of time. Betsy will write the Pro argument and Mac will write the argument for a more minimal change.
- (3) Decide whether NCASDLA should spend money to pay for one or more dues paying members to go to the Callerlab Convention in Richmond, VA in 2019. Tom will write a Pro argument and Mac or Steve will write a Con argument.
- (4) There will be a report given by Tom on his discussions with Larry Winegard about a possible joint dance in 2019 with the Shenandoah Valley Callers Council.

After deciding on the above agenda, Jim Wass had some points to make for the good of the order:

Callerlab Marketing Manual. The Callerlab Marketing Committee has existed in various forms for 25 years or more. It recently completed work on a marketing manual, detailing marketing fundamentals, strategies, brand management, a

number of no-cost tactics, and more. This manual is available at <http://callerlabknowledge.org/wp-content/uploads/2018/03/CALLERLAB-Square-Dance-Marketing-Manual-V1-2b.pdf> Jim Wass would like to present an education session on use of the manual with a slide show prepared by Marketing Committee Chairman Mike Hogan. He suggests doing this in the fall in anticipation of next year's recruiting effort.

Caller Mentor Program. The Callerlab Caller Training Committee has produced a Mentoring Guidelines for use by an experienced caller in guiding the early development of a new caller. This document is available at http://www.callerlab.org/Portals/1/Mentoring_Guidelines_Project.pdf and is intended to help you give a new caller a sound foundation to build on. The committee anticipates a possible Caller Mentor certification program of some sort, but that does not exist yet. All are welcome to use the document now in mentoring new callers.

Kip Garvey Online Caller School. Long-time square dance presence Kip Garvey created some on-line materials for use by students at his caller school. He is also offering anyone access to the online program for a small fee (\$30). If you are interested, you may check it out at <https://www.kipgarvey.com/rls/rls-intrologin.php> (There is a button at the top left for information.)

Tom Sellner proposed that we should hold an hour and a half education meeting in November with Jim Kincaid and, possibly, Tom's daughter about the new tax laws and how callers will need to deal with them.

Betsy Taylor

Recording Secretary, NCASDLA

Correction by Mac McCall:

John Kincaid, not Jim Kincaid.