

President's Report to CSRDS AGM18

The past year has proven, once again, that I enjoy one of the most rewarding positions on the CSRDS Board of Directors, that of Society President. Not only have I had outstanding support from all the Directors, but also from all the provincial Federations, Associations, Clubs, and dancers. You have all done great work throughout the year and I offer my gratitude.

On behalf of the Canadian Square and Round Dance Society, I take great pleasure in congratulating Dan & Retha Roy and their whole team of extraordinary volunteers for their dedication! This Festival has given us the wonderful opportunity to "Make the Scene in 2018". Here we can greet old friends, meet new friends, and enjoy the 'fun, fitness, and friendship' that is the backbone of our Society. WELL DONE!

The past year has seen a continuation of discussions regarding the decline in Society membership and what to do to turn it around. Two of the major items identified were the update of the CSRDS Website and rebranding initiatives for the Society as a whole.

In January of 2018, after more than a full year's hard work, our Webmaster and his team launched the newly constructed CSRDS Website. www.squaredance.ca This new web design will remain under review until the end of 2018. All Society members are encouraged to visit the site and give it an in-depth review. Any comments, positive or negative, with constructive suggestions may be forwarded to the webmaster.

The CSRDS Marketing committee has also been working diligently to develop methods to entice new dancers and to retain our existing members. As part of their Canada wide campaign they have developed and maintained a burgeoning Face Book page and are continually updating the thousands of square dance related links on Twitter. This team is presently working on a more modern logo that will combine the "Live Lively" logo and the Canadian Maple Leaf. Additionally, the Marketing Committee has offered, for review, a recent publication from Callerlab which is intended to assist in the development of Canada specific marketing procedures. This is seen as essential to the survival of our activity when our membership is in decline.

The Society has continued to provide bursaries to Leaders, and prospective leaders, and to schools to conduct training and increase the number of Leaders in our activity. This Society benefit helps all five forms of Society dancing to stay alive. The Bursary program needs to continue to be promoted and funded by the Society members.

Plans for Festival 2020, under the guidance of Norm Cox and Steve Edlund, are progressing well. Society members are encouraged to share the available information and register for a great time in beautiful BC.

Dancers and Leaders in other provinces are asked to consider hosting a Festival in 2022 or 2024. The Society requirements and plans for these events have been simplified and make it easier for provinces to host them. Contact should be made through your provincial Society Directors.

The volunteers on the Board of Directors continue to work diligently on behalf of the members to manage the affairs of the Society. Their enthusiasm for all five of the Society's family of dance forms is commendable and deserves the gratitude of all Society members. As we progress into the future I am confident we will continue to enjoy the benefits of their efforts.

Eric McCormack
President, CSRDS