

President's Report to CSRDS AGM 2019

Over the past year the CSRDS, with the hard work of an outstanding volunteer Board of Directors, has seen several positive updates. We have seen outstanding support from all the provincial Federations, Associations, Clubs, and dancers. You have all done great work throughout the year on behalf of our five types of dance and you should be proud.

This year, health considerations, made it necessary for Norman and Loretta Demeule, Alberta representatives for nearly two decades, to pass the baton. This hard working, incisive, decisive and eternally helpful couple will be missed on the Board. However, as the saying goes “every cloud has a silver lining”. Norm and Lorretta recommended Lorne and Barb Smith as the new Directors representing the Alberta Federation. Alberta concurred and the Board voted unanimously to welcome them. We already know they will serve Canadian dancers with the same level of dedication as their predecessors.

The past several years have seen a continuation of discussions regarding the decline in Society membership and what to do to turn it around. The major items of concern were the update of the CSRDS Website, gaining ground on social media, rebranding of the Society as a whole, possible initiatives to make hosting of National Conventions more appealing to the provinces, and an examination of the recruitment and retention activities of the more successful provinces.

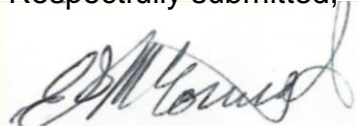
In January of 2018 CSRDS launched the new Website. www.squaredance.ca After a full year of review, the Website now has all the suggested changes incorporated and is continually being updated. Constructive suggestions are still gladly accepted by the webmaster.

Changes were made to the Letter of Agreement for National Conventions. The Society has lowered the ceiling on the amount to be withheld from the attendance receipts. Thus, host provinces will find it easier to hold National Conventions. Dancers and Leaders in all 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.

This year the Board developed a more modern logo that combines the “Live Lively” logo and the Canadian Maple Leaf. Can’t get more Canadian than that! The CSRDS Marketing committee has continued with the Society Face Book page and to update the thousands of square dance related links on Pinterest. As well, at this AGM weekend, they are spearheading a brainstorming session with the successful marketing people in the BC Federation intended to assist in the development of Canada wide marketing procedures.

Festival 2020, under the guidance of Norm Cox and Steve Edlund, is looking great! Dancers are encouraged to share the available information and register for a great time in beautiful BC. Space is limited.

Respectfully submitted,



Eric McCormack
President, CSRDS