

CALIFORNIA SQUARE DANCE COUNCIL, INC.
REPORT FROM THE YOUTH ADVISORY COMMITTEE

August 9, 2002

COMMITTEE MEMBERS: First of all I want to thank the members of Council for their support over the past year as we undertook some new and very ambitious projects on behalf of the youth. I had no idea when Michael Streby asked me to replace him as Chair of this committee what I was getting into! Thanks, Michael!!! I also want to thank the members of the 2001/2002 Committee and thank them for their hard work this past year ... Michael & Kimberlee Streby, Ray Thompson, Jerry Janke and Sue Kabage, plus all those who helped with the establishment of the Youth Square Dance Competition. I would also like to introduce the members of the 2002/2003 Youth Advisory Committee, mostly because I want you to become very familiar with who they are, and because they've already been hard at work even though their appointments didn't become official until today. They include Michael & Kimberlee Streby representing the Southern area; Don Orsbern representing the South Central area; John & Jackie Rowe, representing the Central area; and Bob Kamuf and Ben & Terri Jellesed representing the Northern area. If I have my way you are going to be seeing a lot of these folks over the course of the year as we endeavor to recruit new youth dancers and keep the ones we already have.

GREEN FOLDERS: Below and attached is information to be added to your Green Folders. Please take the opportunity to review this material and share it with the members in your association. This is information that should be duplicated and distributed to your members, including publicity pieces, newsletters, applications and other, what we hope will be valuable, information in our efforts to promote youth square dancing throughout the state. But, our efforts won't do any good unless you do your part, which is to share the information we provide you. This bright green folder will help you keep it right at your fingertips! Keep it handy, pass it along when you leave office, and above all, **USE IT!!!**

DISPLAY BOARD: I hope you've all had a chance to check out our display board promoting youth programs. Ben & Terri Jellesed and Bob Kamuf put this one together for use in the Northern Area, and I'm asking each of the committee members to put together their own board for use in their area. By coordinating our efforts with the Area Vice Presidents, we hope to get these display board put up at festivals, special dances and club workshops throughout the state in an effort to reach out to the youth. The display boards will be accompanied by copies of the newsletter; scholarship information; froggie stickers; copies of the informational brochures; and information on the youth competition.

"FROGGIE TALK" NEWSLETTER: You've each been given a copy of our first quarterly newsletter, "*Froggie Talk*". You've also been given one copy for each of your clubs. The newsletter will be posted to the web site, e-mailed to youth dancers and youth clubs wherever possible, and mailed to the others. We ask your support in delivering these to your clubs to keep our postage costs down. You will find one article in this newsletter by a youth dancer and we will continue to solicit articles from the youth. This issue did not contain any advertising, and the committee has not decided yet whether or not we do want to include advertising, but we want to know if the Council has any problem if we do.

YOUTH PAGE ON COUNCIL WEB SITE: Council's webmaster Mickey Manning has gotten our pages set-up on the Council's web page and we've had our first response from someone looking for club where they could take their children. We are hoping that with the newsletter and other publications being put together we will generate more contacts. Copies of the flyers distributed today will also be put on the web site.

PROMOTIONAL FLYERS: Each association has been given a packet today containing 10 copies each of our two new flyers, plus one "original" for each to be used to make additional copies as

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needed. I realize that 10 copies will be plenty for some and not nearly enough for others, but we only printed 1000 of each, most of which will remain with the Youth Committee members for their displays. The first flyer (green) is targeted towards adults with children who might like to get involved in square dancing. The second one (yellow), tries to take a more "hip" approach – that of one youth dancer talking to one of their friends. Debra Mills, our former California and USDA Youth Director, should be credited with much of the copy included in the "Adult" flyer – we just edited it down a little bit from what appears on the USDA website. Both of these flyers will be downloadable from the web site.

LETTERS TO ASSOCIATIONS AND FESTIVALS: A letter has been distributed to each Association president today asking for the name of the Youth Director for their association. We are also asking each Association-sponsored festival to consider offering a discounted admission fee for youth dancers.

PRESS RELEASES: Press releases covering a myriad of topics concerning the youth are being put together and will be sent out sometime in the next few weeks to square dance publications throughout the state.

YOUTH CLUB/DANCER LISTING: We've been able to expand our youth club and youth dancer listings a little, and have provided a list to update the web page. Forms were included in your green folders last meeting, can be downloaded from the website or picked up from the back table by our display board.

CALIFORNIA YOUTH SQUARE DANCE COMPETITION: This year's competition will take place on Saturday, April 26, 2003 on board the Queen Mary in Long Beach. The event will once again be held in conjunction with the California Square Dance Convention. The competition is open to all youth dancers who are 21 years of age or younger at the time of the convention. The "mystery hot hash" format will include calls 1 – 68 as based on the Callerlab teaching schedule. This way, even those youth who join a September new dancer class will still be able to participate. This is an excellent recruiting tool as you promote your new dancer classes or to outreach to schools.

CALIFORNIA YOUTH SCHOLARSHIP: Thanks to the Council's willingness to let the Youth program be part of the State Convention door prize ticket sales program, we now have a major avenue to generate the funds to support our Scholarship. We have set a goal of selling 700 tickets this year, which at 40% commission would earn us \$280. To date 180 tickets have been sold, and we're hoping others have been contributing to that number. Each member of the youth committee has been challenged to sell a minimum of 50 tickets each, and I'm challenging each of you sitting at the table to sell at least 10 tickets for the Youth program. I have to give special recognition to Sandi Boone and Jacque Cozby – even though they were staffing at the State Convention booth at Fun Weekend in Grass Valley SELLING State Convention door prize tickets, they each bought tickets from me to support the youth program. We've put the word out in our e-mail messages and in the newsletter asking that others purchase tickets on behalf of the youth so we are going to keep our fingers crossed that we can get people's attention. The committee will be meeting this weekend to formalize the scholarship application, letters, criteria, etc. and will be bringing a proposal to the November meeting to get formal approval from Council to offer the first scholarship to be presented in the Spring of 2003. Hopefully by then we will be well on the way to meeting our funding goal. Of course, direct donations to the Scholarship funds would be accepted if you know of any individuals or companies that would like to support the program.

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