

SOS Carefree Times

2023 Winter

Online Edition

**Merry Christmas 2023
& Happy New Year 2024**

2024 SOS Mid-Winter





State of SOS



The attendance of Spring Safari and Fall Migration certainly appeared very large when I was out in the street or inside the clubs. If I had been on the beach, I'm sure there was a very large crowd there also. It seemed that SOS was once again, well and thriving, that many of our members were in attendance. However, the appearance of SOS membership support was not justified. SOS membership sales for 2023 Spring Safari and Fall Migration were off by 40%. This is an alarming fact, and places SOS in a dangerous position. The SOS events do not happen without cost. The cost of each event is very expensive undertaking. Ticket sales (SOS memberships) are what keeps these events alive.

Since Covid, our sales and support has fallen. Our numbers of SOS memberships sold have fallen from a level of approximately 13,000 plus members in 2019 to a level of 8,000 sales in 2023. The 2020, 2021 and 2022 years sales were dismal. The reasons for lost membership sales are varied. In the suppositions that are rendered here, the causes represent several known facts.

First, attrition of the older SOS membership base. Older SOS participants have been placed on the couch. They have not been to an event in the past three years because of their fear of Covid or health issues. They may not return because of rumors that Covid persists during our SOS events, or they find other interest that keep them isolated from crowds. Secondly, in past years, the relaxed door coverage at Ducks, that has allowed too many participants entry without an SOS membership card. Scott, the new owner of Ducks has been very pleased with SOS support and will improve his door situation. The third reason is SOS members sharing their card with other friends so that they can enter the SOS club events without paying. Last, persons that consider themselves as "entitled" to being admitted into any of the clubs during SOS events. None of these facts or reasons seem like much harm to SOS by themselves. Added together, this can amount to the 40 % of lost membership support.

My point here is you don't go to any function, venue, sports event or movie theater without a purchased ticket. If you come to the event and have no ticket, you don't get into the event. SOS events are private. Entrance is by SOS membership card only events. Please support SOS by being a member and proudly present your card at all participating clubs during the SOS dated events. Use it while shopping or dining for possible discounts. Your membership gives you an immediate connection to a group website, Facebook presence, an online Carefree Times news publication, and postings that keep you up to date with current happenings in the shagdance community.

SOS is the only party on the East coast that gives you a ten day event. Included are five great SOS clubs, many great DJ's playing great music, a plethora of planned events, dance lessons, parades, street concerts with your favorite bands, and thousands of friends to enjoy this magnificent event. All of this for a mere \$35 annual membership. That is \$1.40 per day for the 25 days of SOS.

Please support this great party event by purchasing your SOS membership. Without your support, we will become a memory of days gone by. SOS memberships begin January 1st through December 31, 2024. Make the 2024 SOS membership your first purchase of the year.

Thank you!

Ron Whisenant, SOS President



SOS President Ron Whisenant

Hello everyone! It's the holiday season! Winter is close behind. It will be January soon and the ACSC/SOS Mid -Winter will be here. Before you know it, the 4 day version of SOS will be happening in Ocean Drive Beach, SC.

The Fall Migration event in September brought a mix of weather, but the most part was very sunny and warm. The Fun Monday was a great turnout and touted one of the best lineups that we have had in a while. The street was full of beach music lovers from Hillside to stage front. It certainly was an event enjoyed by all. We owe the Enhancement Committee a solid "Thank You" for a job well done. Please be sure to let Rosey Parten and her crew know that you appreciated their efforts in producing a great day of fun and enjoyment on Main Street of NMB.

The holidays are upon us! We just celebrated Thanksgiving, followed by Christmas a month later and then New Years a week after that. A very busy time for sure, celebrating with family and friends during the coming season.

Enjoy the festivities of the season! Share your love with family and friends! Celebrate life in the fullest!

Merry Christmas! Happy New Year! Ron



ACSC Chairman Robin Morley

Dear Shagging Friends,

It's always a great time to sit down and share my thoughts with each of you. My favorite holiday is Thanksgiving, wonderful times with family and friends. After Thanksgiving, Christmas is busy, and celebrations begin with our shag club parties and events. In rolls the New Year, where we make our resolutions.

The New Year may bring new presidents and officers. It is a time that we have calendars of events and activities. I hope that you include reaching out to your sister clubs, road trips to visit other clubs, member appreciation parties for your club, and coming to SOS. Communication and support for your members certainly make for a strong club.

As we all know, the last few years have played havoc on our organizations and shag clubs. Let's all partner together in making this a year of rebuilding.

Wishing each of you a very Merry Christmas and a Happy and prosperous New Year.

Robin Morley, ACSC Chairman



SOS Board Chairman Ken Akin

I hope everyone had a wonderful Thanksgiving and spent time with families and love ones. Christmas and the Holidays are fast approaching and again time to enjoy more family time. NOTE: Ron noted in his "State of SOS" article on how our shaggers can support the effort to make SOS successful again. One important way is by purchasing SOS cards from your local shag clubs which then receives \$5.00 of the SOS card sale.

I look forward to seeing everyone at North Myrtle Beach.

Safe Travels!! Ken

SOS Carefree Times Editor Janet Harrold

Welcome to the 2023 Winter issue of the SOS Carefree Times. Please scroll through and read the articles, check out the entertainment at all the clubs for New Year's Eve, and SOS Midwinter in January...find your favorite dee jays and bands. If you are in the mood for shopping there are stores on Main Street that may give a discount if you present your SOS cards that you have purchased for 2023. The 2024 SOS Cards are available for sale at the clubs and the SOS Company Store...go ahead and purchase for the 2024 Spring. Visit the newly remodeled Company Store for other SOS memorabilia.

Hopefully, the winter won't bring too much cold weather. If so, we can warm up in the Spring at the SOS Parade. This will be the 28th Annual Parade since it began.

Hope all had a Happy Thanksgiving and enjoy being in Ocean Drive for New Year's Eve and SOS Midwinter!!!

NORTH MYRTLE BEACH MEANS MORE SWING

North Myrtle Beach is proud to be the home of the Shag. It's the perfect place to celebrate South Carolina's lively state dance, beloved beach music and timeless friendships.

Discover what awaits beyond the dance floor!



EXPLORE
NORTH MYRTLE
BEACH

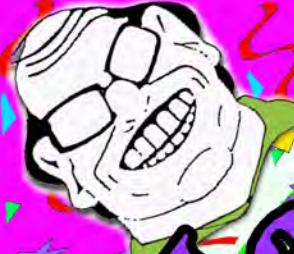
Stop by the Visitor Information Center
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South Carolina
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**Welcome
Shaggers
Discount with
SOS Card**

Fat Harold's Beach Club



Join us to Bring in the New Year & SOS Mid-Winter

2024

NEW YEAR'S Package includes party favors on New Year's Eve, DJ's all day & night, and traditional lunch w/collards, black eyes and cornbread on New Year's Day

Grill opens at 11am Thursday through Saturday.
 Packages are \$35 per person. Can call 843-249-5779 or mail in ticket with information. Tickets will not be mailed but can be picked up from bar or door. No refunds.

Name _____
 Address _____
 Phone _____
 Email _____



New Year's 2024 DANCE-A-THON At The Fat Man's House Front Back

Thursday, 12/28

6-C Dennis Brumble

Friday, 12/29

1-6 Jimmy Buffkin 2-6 Glenn Pridgen
 6-C Eddie Anderson 6-C Ervin Ellington

Saturday, 12/30

1-6 Darrell Gaither 2-6 Dennis Brumble
 6-C Jay Kinlaw 6-C Ervin Ellington

Sunday, 12/31 New Year's Eve

1-5 Dennis Brumble
 5-7 Club Closed to get ready to PARTY
 7-C Jimmy Buffkin 7-C Rommie Tyndall

Monday, January 1, New Year's Day

12:30 Traditional New Year's Meal
 1-5 Darrell Gaither

\$35.00 PER PERSON



Grill Opens at 11 AM Friday- Sunday

SOS Mid-Winter 2024 Front Back

Wednesday, January 10

06-C Jay Kinlaw & Jimmy Buffkin
 Eddie Anderson

Thursday, January 11

2-6 Jim Quick & Coastline
 1-5 Jay Kinlaw Glenn Pridgen
 5-9 Bill Moore Ken Jones (4:30)
 9-C Eddie Anderson Dennis Brumble

Friday, January 12

2-6 The Castaways
 1-5 Jay Kinlaw Bill Moore
 5-9 Ken Jones Eddie Anderson
 9-C Buck Crumpton Rommie Tyndall

Saturday, January 13

1-5 Ervin Ellington **1-9 Backroom Vinyl Party**
 5-9 Jimmy Buffkin
 9-C Jim Rose Darrell Gaither

Sunday, January 14

2-6 Gary Lowder & Smokin' Hot
 1-6 Dennis Brumble
 6-C Darrell Gaither

Grill Opens 11am Thursday 'til Sunday!
 SOS Cards Available Now at Bar

**Shag Workshop- Charlie & Jackie
 Friday & Saturday 11am**

Schedule subject to change without notice

2024 OD Arcade & Lounge New Year Celebration



Friday, Dec. 29
4-8 Jay Kinlaw
8-till Larry Calhoun

Saturday, Dec. 30
4-8 Larry Calhoun
8-till Tommy Samole

Sunday, Dec. 31 7-Close
New Year's Eve - Larry "Bigfish" Calhoun



No Cover* Champagne Toast & Party Favors at Midnight

We will close from 6-7pm to decorate for New Years Eve. Doors will open at 7pm

SOS Mid-Winter DJ Schedule

Thursday, Jan. 11

12-4 Gene Hensley
4-8 Tommy Samole
8-till Jay Kinlaw

Friday, Jan. 12

12-4 Furman Dominick
4-8 Gene Hensley
8-till Larry Calhoun

Saturday, Jan. 13

12-4 Larry Calhoun
4-8 Tommy Samole
8-till Furman Dominick

Be sure to join us for the BEST Burger on the Beach! * 100 South Ocean Blvd. * 843-249-6460

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SOS
Cards Available

**CELEBRATE
NEW YEAR'S
HERE!**



Sunday, Dec. 31
New Years Eve Party
Justin Rubow
8-12:30

2024 SOS Mid-Winter

Wednesday, Jan 10
KICK-OFF PARTY
Deb Browning and
Marlissa Kay Small 7-11

Friday, Jan. 12
DJ Gene Sistare 12-4
Ray Scott Deck Party 4-8
DJ Justin Rubow 8-12

Thursday, Jan. 11
DJ Gene Sistare 2-6
Rhythm & Waves Show
Live with Justin Rubow
on Riptide Radio 7-10

Sat. Jan. 13
DJ Gene Sistare 12-4
Ray Scott Unplugged 4-7
Sea Cruz 7-11

Sunday, Jan. 14
Rick Strickland &
Lesa Hudson 3-6
DJ Justin Rubow 6-10

**Subject to change
without notice**



Shag Life

Available exclusively at
The SOS Company Store

Affordable Apparel & Accessories
Visors, Coozies, Shot Glasses & Much More



Shag Life Tag



Extra Small
& Small
sizes for
our Petite
Dancers
are now
available

Welcome to 2024 SOS Mid-Winter

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Guaranteed!

\$100 discount valid only
on new reservations.



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Nancy, Robin and Sharon

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DREAM OF LIVING AT THE BEACH? Let me help you make your dreams come true! Serving all of the North end areas, I can help you make your dream a reality and get you started living the best life imaginable. What ever you want, condo's, cottages and Luxury homes are all a part of this area. Having owned here part time since 2004 and full time since 2011, we can work together to get you your already built or to be built dream home. Call me directly and we will start making your dreams become a reality.

Call Donna 843-877-9445



DONNA WILLIAMS

BROKER/ASSOCIATE

donnascrealtor@gmail.com

BROWN DEVELOPMENT LLC



28th Annual SOS Parade 2024

"A Parade of Dreams"

A new year and another parade... The board and I would like your club to join us this year to make our parade one of the **BEST PARADES EVER** in NMB!

We have exciting categories for clubs of all sizes.

- *Small Club (Under 125 members) **NEW**, 2 Winners
- *Best Shag Theme, 3 Winners
- *Most Original, 3 Winners
- *Best Shag Troop, 2 Winners
- *Best Club Vehicle, 2 Winners



1st Place Winners...\$250

2nd Place Winners...\$150

3rd Place Winners...\$100



We judge by points and **NEW CLUBS** (if you haven't been in the parade for 10 years) will receive an extra 3 points.



"A Parade of Dreams" can be anything, bring back old ideas, there have been so many good ideas in the past and save money!!

If you can walk, build, decorate or have a fancy car, **PLEASE** come join us!

Hope to see you April 28th, 2024!

Terry and Kathy McCoy



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your place in the sun.

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Thomas Beach Vacations proudly supports the Society of Stranders. Your spirit, camaraderie, and traditions are a vital part of the history and future of North Myrtle Beach.

As Thomas Real Estate, Inc. recognizes its 60th anniversary (1962-2022), our celebratory theme — **Touching Lives. Making Memories.** — clearly applies to our loyal Society of Stranders!

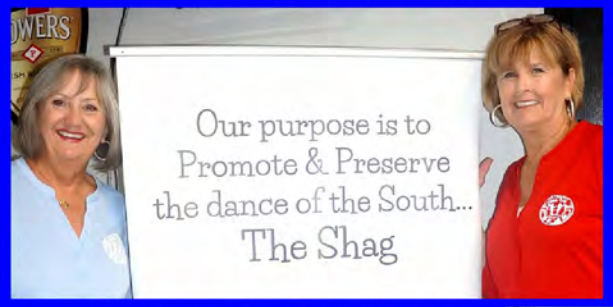


Touching Lives. Making Memories.



SOOS

Society of Stranders





The 2023 HOFF/SOS



Hall of Fame
Foundation

Eddie Monsour Memorial Golf Classic

The 2023 Eddie Monsour Golf Tournament began on Friday night, October 20, with a Pairings Party in the back room at Fat Harold's. Great music was provided by Dennis Brumble, and Sandra Carpenter prepared food that was enjoyed by approximately 100 golfers and guests. As usual, Dwayne Baggett handled the 50/50 Raffle and \$460 was raised, including the winnings given back by Harvey Clarke and Larry Edwards. A silent auction raised another \$725 and Pug's T-Shirt sales generated another \$220. At 8:00 the golf team pairings were announced and that was followed by fellowship and dancing.

On Saturday, October 21, we were greeted by warm sunny skies as the volunteers arrived at the Valley @ Eastport Golf Course around 8:00 A.M. They served Krispy Kreme doughnuts and Bloody Mary's/Screwdrivers to the golfers as they arrived for check in. Each golfer and volunteer was given a gift bag filled with snacks and various other items. At 10:00 the golfers headed out to begin play.

The golfers and volunteers were provided with a free lunch and liquid refreshments during the day. Golf carts manned by Malcolm Kello, Lil Berrios, Frankie McConnell, Sally Edwards, Brenda Hardy and Jen Bell roamed the course keeping the participants well hydrated. Volunteers serving drinks at the clubhouse were Jo Dale Rushton, Sandy Cummings and Linda Reese. SOS volunteers who worked hard throughout the day doing whatever was needed were Dwayne Baggett, Libby Carlisle, David and Beth Galloway, Whit Blanton and Al Cosgrove. Mary and Ronnie Gregory spent the entire day taking photos of our participants and sponsors' signs. Thanks to DJ's Phil Long and Glenn Pridgen for providing happy music for us during the day. Hall of Fame Foundation board members who worked tirelessly before and during the tournament were Ron Whisenant, Marilyn Burrage, Robin Morley, Mandy Roberts, Candy Long and Chris Jestes. Linda Reeder, Janet Harrold and Ken and Janice Akin worked hard prior to the tournament obtaining sign sponsors, door prizes and gift items but were not able to attend.

At the conclusion of play the golf teams returned to the clubhouse to turn in their scorecards and tell many stories about their "adventures" on the course. The following teams and individuals were awarded prizes.

First Place

Tony Brown
Butch Little
Joe Harrill

Second Place

Bill Harper
Marcus Thigpen
Jeff Beshears
Grace Holcomb

Third Place between 2 teams

Charlie Reese David Deakle
Jim Harlowe Jim Leonard
John Sill Sergio LaRocca
Jewell Mellas Anthony Adams

Closest to Hole

Melinda Clemons
Sally Thomas
Butch Little

Longest Drive

Diane Chandler
Charlie Reese

Thanks to all sign sponsors, donors, golfers, volunteers, SOS staff and HOFF directors who helped make this our biggest fundraiser ever! The many supporters of the Foundation have helped us continue our mission of "FRIENDS HELPING FRIENDS" for over 33 years and we truly appreciate each of you! Nick Mathis





Hall of Fame Foundation

The Hall of Fame Foundation
Post Office Box 4070
North Myrtle Beach, SC 29597

"Just a Dollar" campaign during SOS- Success!!

**Just Give
\$1.00**
HALL OF FAME FOUNDATION



The Hall of Fame Foundation "Just-A-Dollar" Campaign was successful once again in 2023 and we thank everyone who participated! During Spring and Fall SOS more than \$5,700 was raised and 99% of all donations received will be used to assist those in financial distress due to illnesses, accidents, natural disasters and other incidents beyond their control. Whenever you see our board members and their volunteers wearing a HOFF "Just-A-Dollar" badge, please consider donating. Every dollar is appreciated and helps with our mission of "FRIENDS HELPING FRIENDS!" Nick Mathis

<http://halloffamefoundation.org/>

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2023 Fall Migration





BEACH SHAGGERS NATIONAL HALL OF FAME 2023 INDUCTION

By: Maureen Little Photos by: Max Madrin

Fall 2023 ShagAttack was held on October 13 – 14 at North Myrtle Beach. The weekend started off on Friday with a celebratory party at HOTO's. Bill Harper was the DJ and kept the floor full. On Saturday evening, the Induction Ceremony for the Beach Shaggers National Hall of Fame and the Keepers of the Dance was held at

The Spanish Galleon. The DJ was Tommy Hamrick, who played dancing music selected by previous Hall of Famers on their own induction night.

Hall of Fame Executive Board members, Maureen Little, Bob Myrick, and Danny Johnson, introduced the ten new inductees into the BSNHOF and the two new inductees into the Keepers. New Hall of Famers are David Campbell, Gary Gibson, Brenda Pace Gray, Bryan Hall, Anne Jackson Kennedy, Melissa Sharpe Johnson, Monty Lee, Max Madrin, Gail Holmes Wallace, and Rodger Woodson. Keepers of the Dance inductees were Chase Forrester and Garrett Spencer.

ShagAttack is a membership club whose purpose is to provide shag dancing events and to serve as a supporting organization for the Beach Shaggers National Hall of Fame. Our next event is scheduled for March 15 – 16, 2024, where the next inductees will be announced. Please visit <https://shagattack.org/shagattack%20application.pdf> for a membership application.

2023 Female Inductees

Melissa Johnson
Brenda Pace Gray
Anne Kennedy
Gail Holmes Wallace

2023 Male Inductees

Gary Gibson
David Campbell
Bryan Hall
Rodger Woodson

BSNHOF Honorary: Max Madrin & Monty Lee

Keepers of the Dance



Chase Forrester
Garrett Spencer

