Welcome to the Seventh Edition of Tips and Tidbits

The mission of Tips and Tidbits is to provide the presidents, their board members, and others involved in shag clubs, with useful information on having a successful organization, news, and upcoming ACSC and SOS dates. Communication is an essential ingredient to the success of any organization, and it is particularly important with our shag lifestyle on both the local, regional, and national levels. Should you have something you would like to contribute, please feel free to contact Robin Morley at rsmorley55@hotmail.com or call her at 828 443 5995.

SOS At Sea Cruise III A Huge Success!

On October 11th, 322 people left Ft. Lauderdale on a 7 day shag cruise. Onboard were ACSC board members Ken Akin, Robin Morley, Allen Henry, Lisa Caveny, and Judy Vick. From SOS, Ron Whisenant, John Gilstrap, Wanda Cavin, Helen Still, Don David, and Doris Keaton. Our webmaster Mary Gregory was also with us. We all were quickly identified to each other and everyone other than us on the ship, by our yellow name tags. Everyone wanted to watch us dance and learn more about the Carolina Shag. It was truly an unexpected and wonderful way to promote our dance and lifestyle. Plans are underway on our next cruise, to allow others not a part of our group, to have some time to see us dancing and get more information on the Carolina Shag and where we dance. Our next cruise leaves October 15th for 15 days to Hawaii. The flyer is included in this publication, and we would love to have you and members of your club join us!
Dear ACSC Presidents,

We have had a great year with the ACSC and I know that each of you have worked hard at making your club one that you are proud of. Our hats are off to each of you that serve in any capacity in your shag club. Many of you will be leaving office while many of you may be serving another term but whatever the case maybe we certainly thank you for your service not only to your club but to ACSC. It takes each of us doing our best to make our shag club community one to be proud of.

We hope that any transition in your club will be an easy one and in doing so let’s all make sure that the proper information is always relayed to those that serve. We will be addressing major points of interest at the Winter Workshop, January 16, 2016 at the OD Resort Ballroom at 10:00 AM. Please remember that this is a required meeting!

Wishing each of you a Merry Christmas and a Happy New Year,

Robin Morley
ACSC Vice Chairman
LOVE OF THE SHAG!

My love of the dance began many years ago. I was a teenager in the 50s and I learned very quickly that there were not many guys that knew how to dance. After our high school football games at the local teenage dancing venue, the teenage girls really appreciated having someone ask them to dance. It didn’t take me long to realize the advantages of knowing how to dance.

Many years later when Janice and I married we always enjoyed our time together dancing to the music at Cotillion and Quadrille parties that we attended in Aiken. Growing up in the 50’s there were many opportunities to dance in our hometown with a place for teenagers to dance on Friday night. Janice and I continued to dance as often as possible and were fortunate enough to have Janice’s parents babysit for us while we enjoyed our dance. When our children were older and in college we became more involved in the CSRA Shag Club and I eventually served many years as a Board Member and three terms as President of the CSRA Shag Club. Janice and I traveled to the ACSC workshops and as many other shag club parties as possible. I was fortunate to serve as a founding Board Member of the SOS Charitable Foundation. Then, with the encouragement from many friends and my wife I decided to seek the position of ACSC Vice Chairman. After serving six years as ACSC Vice Chairman, I was elected to the position of ACSC Chairman and presently serve in that position.

I have never forgotten how the love of the dance helped give me the encouragement to pursue what I thought would never be possible. By serving as Vice Chairman and Chairman of the Association of Carolina Shag Clubs I have been rewarded with many years of serving the ACSC to the best of my ability and meeting and making so many friends. I do not know of any other organization that allows you to reap the rewards of so many friendships and the experience gained from your involvement with caring friends who also love the dance. When holding an office in the CSRA Shag Club and now as I am serving as ACSC Chairman I have never expected to receive appreciation for my service because I am doing what pleases me. Serving in positions in the shag clubs and ACSC is certainly rewarding in so many ways even though much time and effort is required to be a supporter. For sure, every shag event attended will present the opportunity to meet more shag friends and learn about their involvement in our lifestyle.
Mary Gregory’s Tip Of The Year! - SOS Webmaster

First of all let me say how much I appreciate being your SOS Webmaster, what an honor! I have really enjoyed talking with each and every one of you and sharing ideas. You all are truly Ronnie and my friends for life.

Well, it's that time of year again to make sure your club information is correct on shagdance.com. Or at least for most of the President's. Most, but not all of you have elections toward the end of the year and New Officers may start their duties on January 1, 2016. So information should be checked by the incoming President on www.shagdance.com/clubinfo.htm. The best and easiest way to get all your information updated is to go to shagdance.com's home page and Click on the link right there on the front page "UPDATE YOUR CLUB INFORMATION ONLINE - CLICK HERE." This will take you immediately to the simple 1 page form for you to complete. Complete the form and then at the end, make sure you enter the Key you see on the screen (this is important for security) and then click SUBMIT. (don't forget to email me a picture, if you are a new President). Once you click SUBMIT, this will email all your information to the appropriate people that need it. I get a copy so I can update the club information page with your name, club address, email address, phone number and website. It is also emailed to the ACSC Secretary, Lisa Caveny; and the ACSC Treasurer, Allen Henry. It is important to enter the other Officers and their phone numbers so that we know all the officers and it's another avenue to get in touch with you. Where your club meets and shag nights is important so I can update it on shagdance.com on the Club Where and When by City Page. This helps people when they are traveling to your city. If you enter a Radio Station in your area that plays shag music, I will put that on the listing of Radio Stations.

So you can see, all this information is used by everyone that comes to our SOS Website. Thank you very much for keeping it updated and sending me President photos.

Thank you for helping me make this Website the best it can be.

Mary Gregory

SOS Webmaster
How many Shag Icons can you name?

There are 98 ACSC Shag Icons, and 4 special icons. How many can you name? The first Shag Icons were announced in 1995. Sadly we have lost some of our Icons, but they will always be remembered.

By Spring of 2016, five more Icons will be announced. This group of people has gone well above and beyond expectations in their local clubs. You will recognize a number of these folks from their service in many other areas of shag including board members of both ACSC and SOS. DJ’s and C.S.A. dancers. The names can be found on www.shagdance.com
November 1st is the last date to submit ACSC Shag Icon nomination forms for 2016 Shag Icons. By now it is too late to submit a candidate. There are many great candidates that could be chosen to be Shag Icons. This will only happen if your club submits their name. You must follow the directions completely and understand that the selection committee will go by the outlined criteria. The more information that they have, the better the chances that the candidate will have to be selected. Remember the purpose of the Icon Award is to recognize individuals who have made outstanding contributions within their own local (Full Member, A.C.S.C.) shag club. Nominees for this award have made significant efforts and contributions to their local shag club & are clearly outstanding members of the shag community. Although some of these nominees may go on to be well known in the shag world (the A.C.S.C. or S.O.S., the C.S.A., the DJ Association, etc.) many of these individuals may not be known outside of their own club. This award has come to be one of the most highly prized awards that a shagger can attain.

For more information and a complete list of all ACSC Shag Icons, go to here: http://www.shagdance.com/acscicon.htm

The list of Shag Icons will continue to grow. This list represents a significant part of the past, present and future of our shag world.
**Tips And Tidbits**  
Association Of Carolina Shag Clubs

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<thead>
<tr>
<th>ACSC Shag Clubs, newest clubs are highlighted with Blue fonts. Support our newest clubs and help them to prosper!</th>
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### Tips And Tidbits

**Association Of Carolina Shag Clubs**

**December 2015**

**Volume 1, Issue 7 page 8**

**ACSC Shag Clubs newest Presidents with a term including at least part of 2015. They are noted in **GREEN**

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<td>Camden Lugoff Area Shag Society</td>
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<td>Charlie Leonard</td>
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<td>Chatham Area Shag Assoc.</td>
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<td>Danville Shag Club*</td>
<td>Ernie Holcomb</td>
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<td>Eastern NC Shag Club</td>
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<td>Eno Beach Shag Club</td>
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<td>Gaston Shaggers, Inc</td>
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<td>Golden Isles Shag Club</td>
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<td>Vickie Chambers</td>
<td>Sugarfoot Shag Club</td>
<td>JoAnne Williams</td>
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<td>Harnett Area Shag Association</td>
<td>Donald Johnson</td>
<td>Virginia Beach Shag Club</td>
<td>Russell White</td>
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<td>Islander Shag Club</td>
<td>Marlee Jamison</td>
<td>York Shag Club</td>
<td>Jeanne Neely</td>
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ACSC Winter Workshop Flyer

ACSC Winter Workshop
By the Sea
Saturday - 10 AM
January 16, 2016

Ocean Drive Beach & Golf Resort
Meeting will be in OD Resort Ballroom

When booking ask for Shaggers Rate
Shaggers Room Rate: $79
Shaggers Suite Rate: $89
Three Day minimum for rate.

Reservations: 800-438-9590
e-mail: reservations@odresort.com
www.oceandriveresort.com
98 N. Ocean Blvd., N. Myrtle Beach, S.C.

Join us under the Rainbow in OD for
2016 SOS Mid-Winter January 15-17, 2016
SOS Card Sales

All clubs have been given their SOS cards for the 2016 upcoming year at North Myrtle Beach. Our first event will be Mid-Winter January 15th through the 17th. SOS card sales provide for all the activities that are held throughout the year, and this is what makes SOS and ACSC successful. Your club’s participation in card sales goes a long way in ensuring this success. Please try to promote sales of your cards as soon as possible and encourage members to get them early and think of buying some for Christmas or other gifts. Set a goal to sell at least 20% more cards than what your club sold last year. Please remember that SOS cards are not to be re-sold, borrowed, or transferred in any way! Each card should be signed by the owner and only used by that person.
Happy Holidays from your ACSC and SOS Board members!
Cruise Flyer for SOS at Sea IV

SOS at Sea IV
October 15-30, 2016
Departing Long Beach (Just outside Los Angeles) Saturday, Oct. 15, 2016
15-night trip going to Hawaiian Islands Visiting: Kahului, Honolulu, Nawiliwili, Kona and Hilo and Ensenada, Mexico

ABSCDJ
Mike Harding

Discover Hawaii

Prices below are per person and include taxes and fees!
- Interior $1,783.19
- Balcony $2,463.19
- Ext. Balcony $2,513.19

Prices for 1st 100 cabins only
Pricing based on double occupancy and availability.

www.SOSatSea.com
Contact Michael Graham/Cruise Planners in order to enjoy our group amenities, which include dances, events, and a $100 on board credit for every cabin!
843-732-2582
E-Notes for December from Doris Keaton, SOS Board member

A shag club is a marriage of sorts. People join together, form a partnership, learn how to get along and grow into a strong and healthy relationship. A club is going to have leaders and followers. If you are a leader you have the responsibility to set forth examples of the how, what and why you need to make a shag club successful and grow.

Be a warm and inviting club to your members and guests.

Always be willing to try new and innovative ideas. Never settle for “Well that is the way it has always been done.”

Let your club members know that each one of them has a talent. Explore it and have them use it to their fullest positional. Then give them credit for their ideas, how they execute them and how the ideas improve and benefit the club.

Let your club be a social club and have fun. But when starting the club state the purpose of supporting the dance, the music and the lifestyle. As a shag club you need to promote that purpose and encourage your club members to go out and invite new people to join your shag club. Never lose sight of why you start your shag club.

As a club make your presence known in your community. Help with community events, always offer to provide music and do exhibitions. This is a great opportunity to promote your club and the dance. It is a win-win situation for everybody.

Give back to your community. Choose a charity that your club feels strongly about and one that your club feels benefits and reaches the majority of people. Do fundraisers to help your club and to enable you to make donations to charities of your choice.

Think towards the future of our dance and remember that junior shaggers will always need our help and assistance. This can be done in a variety of ways. Open your hearts and give generously.
The Cost of a Shag Club - by Renee Harris Baker (reprinted with her permission)

Lancaster Shag Club

It takes more than just people showing up to dance to support a shag club. Membership – Why pay a membership fee? Lots of people are content to pay more money for entrance to parties rather than save money by paying a membership fee and paying the lower entrance fee to parties, because they don’t want to have to “do a job” in the club. Well, memberships are needed for clubs to survive. Clubs that are members of the ACSC have to pay a yearly fee (this also entitles you to buy your SOS card at a reduced amount). Clubs have to pay a fee to the one of the music associations in order for the DJs to be able to play artists music for the public. Clubs have expenses such as websites and their upkeep, newsletters to publish, flyers for parties or events, and other expenses just to exist. Membership money doesn’t cover the cost of weekly or monthly parties.

Some clubs are fortunate enough to have a restaurant or club to support them and allow them to use their facilities free of charge. These clubs are few and far between. Most clubs have to pay rent for the facility and also pay for the DJ to play. Venues aren’t cheap. This is why clubs must also charge a fee at the door for the party and sell raffle tickets and 50/50 tickets. An average club will have to pay at a minimum $400 or maybe even $600 to have a party. That would be $4-$6 a piece entrance fee for 100 people….see where I’m going with this? Then, even if you have a cash bar and members bring food or snacks, the club has to furnish plates, napkins, forks. Decorations? Not required, but people prefer a little something. You need tickets to have a raffle, paper, pens, books to keep track of people signing in, expenses, etc.

Our goal is to preserve and promote the shag. Shag lessons, events in the community, donations to our community or shag related causes…? Our officers are required to attend 3 of the mandatory meetings held by ACSC (who own and maintain SOS). Should these unpaid workers have to spend their own money for gas, food, rooms, and event fees to serve their club? Money aside, parties don’t just happen. You have members that serve as Officers and Board Members. Should they have to do ALL the work for the club? No. They are the representatives and final decision makers, but they alone can’t do all the work. Parties have to have a venue, they need a date, a DJ, persons to get the room ready – set up tables, decorate, persons to man the door and sign in people, take up the money, someone to organize the food, persons to sell the raffle and 50/50 tickets, someone to make the announcements, people to clean up, someone to pay the venue and the DJ, someone to send updates and pictures to the webmaster and the editor of the newsletter. What about when the party is over. Someone has to publish the newsletter, coordinate Charity functions, make flyers for upcoming events, teach the shag lessons to get new members in…. the list goes on.

So what does it mean to be a member… let’s see… Webster says a “constituent part of a whole”. It takes the members working together as a whole to keep the group together. Everyone must play their part. Not everyone needs to perform the same task, and some are better at different tasks than others. The club can’t function without the members. Without the members, there is no party. Without a party, you don’t get to talk to your friends and dance. Therefore, participate, support your club by coming to the dances, promote the club, work for the club, bring new friends in to further growth of the club, have an opinion and don’t expect something for nothing.
The Two R’s of Membership – Previously Published by Robin Morley

We all know that in any organization we have the responsibility of creating and maintaining a membership. The definition according to Webster’s is the state or status of being a member and the body of members (an organization with a membership). The two “Rs” of membership are critical to membership success. They are recruitment and retention.

Recruiting is usually through friends, workplace and social networks. I feel sure each of our shag clubs has different ways and ideas in what works best. In recruiting new members it is important to keep in mind the question “What do I get for my membership cost?” A new members section on your website is a great place to familiarize your new members about your club, ACSC, SOS, music, dance shoes and events. This is just another way to educate new and existing members. Probably the most significant means to recruit new members is through dance lessons. Every club has its own approach to this, but I will share one aspect of how Sandy Beach Shag Club handles this. After Beginners I dance lessons, you must join the club in order to continue with additional lessons. This has an immediate impact on building your club.

When it comes to retention the question is has the club provided the membership benefits that they said they would in an environment that was enjoyable, positive and fun? We all know that we lose members due to health issues and relocation, but if we do a good job of providing an environment where people have fun you will retain many of your existing members. It is certainly easier to retain than it is to recruit. We sometimes think we are doing a good job of making people feel like they are part of the group, but if someone falls between the cracks, they will likely feel ignored, and their experience will not be a good one. So, it is important to have ways to introduce newer members to the group, to have members that are appointed to making sure that newcomers are made to feel welcome, are asked to dance, and given the opportunity to mingle with as many people as possible. Name tags are often a great way to make sure people are not intimidated by not knowing a person’s name. Rock Hill has a system where the guests have one colored name tag, and members have another. That is a great way for people to know which people are members, and which are guests, like themselves, if they are also guests. Membership committees should decide what ideas work best to ensure that people are truly being made to feel welcome and are not on the outside looking in.

It is also important to be the best ambassador that you can be. Remember that these are just ideas and suggestions.

Our goal in every club is to have a healthy and vibrant membership.
Upcoming ACSC Winter Workshop:

You will find attached the flyer for Winter Workshop on page 9 of this issue of *Tips and Tidbits*. We have an informative workshop planned for you. Please note that this IS a MANDATORY meeting based on the requirements of ACSC. We will be voting on two SOS Board Seats. Please be prepared for this election.

2016 SOS Board Election

One important item on the agenda for the 2016 ACSC Winter Workshop Saturday January 16th meeting at North Myrtle Beach will be the election for two (2) SOS Board Member positions. Those persons who have an interest in being a candidate for one of the positions should be prepared to have someone nominate them at the meeting. Each nominee will have an opportunity to present their qualifications and the results of the election will be determined by secret ballot voting by each designated shag club representative.

Club Information:

Communication is very important to the success of any organization. We ask that if your club information changes please go the website [www.shagdance.com](http://www.shagdance.com) and click on ACSC, you will see UPDATE YOUR CLUB INFO in big blue letters please follow the instructions; this is a sure way of keeping your club info current and correct. We depend on this information to be accurate in order to make our communication with you successful.

SOS Cards: First DEADLINE January 6, 2016

SOS cards were distributed at Fall SOS during our ACSC meeting. It is imperative that you meet the deadlines and follow the instructions that were in your packets:

The shag club will record all data for the cards sold and will forward the data to Wanda Cavin, SOS Secretary-134 Venus Lane- Mooresville NC 28117 or you may scan and email to wbcavin@gmail.com.

The selling shag club will write and send a club check made payable to SOS - P.O. Box 4456 - North Myrtle Beach, SC 29597.

SOS Cruise:

SOS Cruise at Sea III was a complete success. This was a great time with 322 shaggers on board. We certainly shared the Carolina Shag on the Seas! Attached is the SOS at Sea IV flyer. We would love to have you come join us!
MERRY CHRISTMAS FROM YOUR ACSC/SOS TEAM

Merry Christmas from your ACSC Board

Merry Christmas from your SOS Board Members
Helen, Don, Doris, Susan & Ronnie

Merry Christmas from your SOS Officers
Ron, John, Foster & Wanda
Click Here For SOS Officers And Board Members

**Association of Carolina Shag Clubs**

**Important Dates To Remember - ACSC/SOS**

**2016**
- January 15-17 Mid-Winter/Workshop
- April 15-24 Spring Safari
- July 8-10 Summer Workshop
- July 12-17 Junior SOS
- September 16-25 - Fall Migration

**2017**
- January 13 - 15 MidWinter/Workshop
- April 21-30 Spring Safari
- July 14-16 Summer Workshop
- July 18-23 Junior SOS
- September 15-24 - Fall Migration

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OD Shag Club Spring SOS Sunday Brunch with check received from our newest club, SamCo Shag Club

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*In Memory Of Dr. Phil Sawyer*