



**WELCOME NEW PRESIDENTS...**

**HOW TO START A RIPPLE EFFECT  
THAT CREATES A WAVE OF  
POSITIVE ENERGY ON YOUR SHAG  
CLUB IN 2021?**

By Lisa Myers Caveny, ACSC Vice Chairman

Online Winter Workshop – January 2021

We all have just come through one of the toughest years imaginable...Who would have ever thought that our world would shut down due to a virus from China, that we would grieve at the loss of so many who have succumbed to this horrible pandemic, that friends and family would be separated for almost the entire year due to social distancing and simply out of fear. FEAR...a small 4 letter word that has made so many isolate from those they love and activities they enjoy...including our beloved dance, the Shag.

### **Focus on the Vast View Ahead**

2020 is now in our rear-view mirror and with a new year, comes opportunity. Remember that our view out the front windshield is wide and the rear-view mirror is a narrow view of what is behind us. I gave thought to this program each time this past year as I traveled to the ocean's shore for a sense of peace. I needed to walk on the beach, breath the salt air and know that "normal" would someday return to me life. I've always found the ocean to be a place of promise, constantly changing, each day bringing tiny treasures for us to find on our walks. The broken shells seemed to resemble our pandemic year. They were broken, but there was still beauty. Our shag community has been deeply affected by this pandemic, most of our shag clubs have not been able to safely meet to dance, to socialize or to conduct in person meetings. The last time our ACSC Association gathered was at the January 2020 Winter Workshop at North Myrtle Beach. Our Workshop was entitled,

**“A PRESIDENT’S GUIDE TO DEVELOPING 20/20 VISION IN 2020.”** It was a fun meeting, we kidded about the incoming new Presidents needing a big bottle of aspirin for all the headaches of leadership, and we laughed at all the “Recycled Presidents” who continue to step up year after year to serve, because no one else will. As I reflect back now...12 months later...I certainly didn’t think we would have all needed on hand not only that huge bottle of Aspirin, but Mucinex, Vitamin C, Vitamin D3, Zink and a Z-pak!! Add to that an array of face masks, hand sanitizers and Clorox wipes and you could step out into our crazy Pandemic world.

Each January our main focus is to help new incoming Presidents with where to start their journey, where to look for answers and what resources they have available through our Association to guide them in becoming a successful club President. What I share here will be a gentle reminder of actions you are encouraged to take to start to make a positive change in your club...a Ripple that can positively affect your transition, help build confidence and excitement with your new board members and your club membership. It’s been a long time since many have felt safe to gather...so it may take some persistence on your part to encourage, when safety guidelines allow, to get members to venture back inside to gather. Check with your state and local CDC guidelines so not to gather in groups too soon. We all want to regain our freedom to return to dance...but your responsibility is to the safety of your members.

## **Stick Your Toes in the Water**

No matter how cold the weather, if I walk on the beach...I'm going to find my way down to the lapping shore and stick my toes in the water. As a new club President, you need to "stick your toes in the water" by completing the online **Club Update Form** and submit to Mary Gregory and Becky Berry via [www.shagdance.com](http://www.shagdance.com). Your name and photo will be updated and displayed to represent your home shag club, along with where and when you dance. This information is automatically sent to all of us for our records with your personal contact information. This is your official announcement to all other Presidents and serves as an informal introduction.

A new club President should know a bit of your club history, have respect for those that served before you, and just general knowledge of the membership body.

What date was your club founded? Do you have Hall of Fame members? Do you have ICON recipients? A good leader doesn't forget about those who have worked hard for your club.

How many club members do you have on roster and what goals will you set to increase those numbers?

Do you have a special Club Anniversary coming up during 2021? A special Anniversary Certificate is available from your ACSC Secretary to commemorate your founding in 5-year increments. Refer to the forms section on shagdance.com to apply for your clubs certificate of recognition.

## **It's A Big Ocean Out There...You Don't Have to Swim Alone**

A new club President, along with a new board comes new ideas, opportunities for growth and new vision to rally your club members and start to rebuild after Covid 19. A President is not a dictator, but a facilitator of members talents. Find out the strengths of your new Board and realize that many times there are business owners, volunteers and crafty people who could fill spots for fund raising, creative party planning and those with warm, outgoing people skills who are needed to recruit new members. Communication with your membership will help to uncover an ocean of resources. If you're a seasoned leader, you already know that you can't swim alone and you need to take on a teamwork approach. Don't be threatened by giving credit for a job well done by someone other than yourself...Your success can be driven by the work of your Board and your volunteers.

A good President will remember that an opportunity has been afforded you with a new title and responsibilities, one to be proud of. We are also proud of you for your desire to step into a leadership role, and as a leader...You should strive to serve all members. There are going to be members that you simply do not like, but you are to rise above that mentality and lead with no exclusions.

As a new club President, it is always good to acknowledge the work of any Past Presidents who are still active within your membership. When you've served and your time is up...one of

the main feelings that is overwhelming for that segment of your membership is a feeling of loss and sometimes a “stepping away”, “taking a break” attitude. Past Presidents have shared with me over the years that they feel they are no longer needed, and they want to be asked to be a part...but at the same time trying to allow the “New” leaders to thrive. It’s a tough adjustment and you’re only going to understand this feeling when you are called a Past President yourself. The ACSC has a special Past President’s Pin and Certificate to honor the service of your outgoing President. Refer to the forms section on shagdance.com to apply. When opportunity arises, make an effort to Thank members for their contributions to your club. Some contributions are monetary, some with time, others with new ideas that need to be given a chance. Collectively it can work together to make your club experience growth and to bring members together in friendship.

The most important part is to remember that you are not alone in your endeavor to be a productive and successful leader. You are now a part of a growing Association that is proud to serve 95 shag clubs... just think of the wealth of experience that number brings together 4 times a year. My greatest desire is for you to have fun in your leadership role and for your club to feel a part of the ACSC.

### **Deep Water Requires a Life Preserver**

Hopefully, the passing of the ACSC President’s Resource Binder

has already occurred for the incoming President. The ACSC organization, the materials that we share, the net-working that occurs between Presidents during meetings create a feeling of safety, like that of a life preserver. We strive to provide you with materials that act as a resource to help you with questions concerning programs and services that you might find helpful in your new role. The binder is broken down into 10 chapters that cover topics such as By-Laws, Membership, and Forms. We strive each year to update information and new sheets will be included at our meetings that should be added to your current binder. If for any reason you have not been given the President's Resource Binder, please send a request in writing to Becky Berry, your ACSC Secretary.

In preparing for your first Board meeting, you may want to review your club By-Laws and the ACSC By-Laws to become familiar with where to find answers. When I served as my club President, I copied the club bylaws and put them into a binder and handed out to each of my board members at our first meeting along with a calendar of our meeting dates. Since there hasn't been many opportunities for meetings, remember that as a club President, you may find yourself having to make personal phone calls and emails to get members back active and excited about the future of your club. The ACSC encourages you to share programs and important items covered during our National Board Meetings and Workshops, because you are ONE person who is serving a group of people...If you include your new Board in the materials, you are also grooming future

e leaders of your shag club. In the event that you should need anyone from the ACSC or SOS Boards, you can find our contact information on shagdance.com and an updated printed list in your future in-person meeting packets. It is not our job to tell you how to run your club, but we offer assistance if you should need direction or ideas.

### **Throw a Pebble and Watch the Ripple Effect**

Your club members may not have heard any club news in quite some time. Many people feel disconnected, some have found other interests to occupy their time. Communication is Key: A Club Website, Facebook Group Page, Phone Tree and Email blasts are effective ways to keep your club members informed. Review your club's website. During this time of not being able to get together face to face, you can review what the general public sees when researching your club. Google your shag club...What do you see? Browse other shag club websites for new and innovative ideas...it is ok to copy what is working for others. A website and Facebook Group Page are two different resources to showcase your club.

A website is usually used by new people who are interested in dance lessons or business travelers in your area who love beach music or the social aspect and looking for a place to mingle.

If your club has a newsletter, now is the time to use that communication tool to stay connected and to share a word of encouragement. Your ACSC Board loves to see what your club



is doing...so add us to your email list. As President, it is nice to remember those who may be sick and encourage members to mail cards...especially during this time of Covid 19. Social media plays a part in our day to day lives in staying connected with our families, friends and groups that we join online. The good thing about using a tool such as Facebook or mass email is that it costs nothing, and it reaches the bulk of your members with very little effort. You can get the word out quickly on an event, announcement or just to stay in touch. It has been a challenge during this Pandemic to try to predict when it will be safe again to gather. No one has a definitive answer...so I would say it's best just to be honest and encourage your members to keep watching for upcoming news. We at ACSC have struggled with this terribly, it's still too early to predict when we think it will be safe to return to the beach for an SOS event. It's all about safety. We have lost tremendous revenue, as has the City of North Myrtle Beach and all our Beach Club partners. All have suffered greatly in the cancellation of our annual beach events...Shaggers have been missed at the beach this past year. Our shaggers are our priority and no matter how bad we want to return, we know that until groups can gather safely...we wait. Be transparent with your information and just speak from the heart...give no predictions and don't speculate. The ACSC and SOS Boards work closely with the CDC guidelines, the Mayor of North Myrtle Beach, the City Manager and our partner Beach Clubs...Everyone will be ready to ride the wave to reopen our events...In the meantime, stay afloat, stay positive and keep watching for exiting news to come.

We are ***ACSC/SOS Strong***

and we will return to our beloved Ocean Drive.

In closing, take a quiet moment...close your eyes, allow your mind to hear your favorite beach tune, envision your feet sliding across the wooden dance floor of your favorite beach club and remember the taste of your favorite ice cream after a night of dancing. Listen to all the laughter, and feel those tight hugs from all that you see...Feel the wave of emotion that swells inside your soul. We will be reunited again....It's coming.

***Can't you feel it!!***

Start with a Ripple and watch the Wave of positive energy as it covers your membership in 2021!!

*Congratulations new Presidents and Welcome everyone to the Association of Carolina Shag Clubs!!*

**Using COVID in a positive way...**

**C Communicate** Using Various Sources

**O Open Minded** to Embrace New Ideas

**V Vision** for Growth

**I Individual Talents** of Your Members

**D Dance** For Fun in 2021!