

When Robin called to discuss a theme for this workshop, it just seemed so appropriate to incorporate another great southern tradition by using NASCAR, or racing, to welcome all our new presidents... and, to welcome a new year. We want YOU to be a Champion and enjoy victory laps at the end of your journey. A new year gives each of us a chance to start fresh, to shake off the old, and explore new opportunities.

We have 12 months to make our success...12 months to make a difference in the life of our shag club. IF we were really racing in the Daytona 500, we would have 200 laps to reach our goal...or the Coca-Cola 600, which has 400 laps.

As President, we are the CAR...Our race track is our YEAR that lies ahead, and the laps we make will many times lead to the winners circle... and at other items, you'll find yourself hitting a wall or trailing behind.

Our car engine is our club membership.

Our outlook, our attitude, and our preparation will determine how well we fair. If you're a new President, my hope for you is to look back at your first year with feelings of great accomplishment, I hope you will have shared your love of beach music and your passion for our shag dance with new friends, I hope your club tries a new idea, I hope you can reflect on something "lasting" that you can honestly say that under your leadership...something good happened...The sky is the limit, the year is young, your tank is full...but before you get on the track....You need to prepare.

A successful driver prepares and knows his car...

Before any driver or crew member gets to the track on race day, they have spent time preparing their mind, setting goals, studying the "what if's" of the task that lies ahead. A good President knows his membership, attempts to listen and learn from

communications with their Board and Committee Chairs.

When I visit Charleston, I always love eating at Hyman's Seafood...Years ago, I picked up a card that contained a Motto concerning our Attitude:

“The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than education, than money, than circumstances, than failures, than success, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company...a church...a home. The remarkable thing is we have a choice everyday regarding the attitude we embrace for that day. We cannot change our past...we cannot change the fact that people act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude...I am convinced that life 10% what happens to me and 90% how I react to it. And so it is with you...We are in

charge of our ATTITUDES.” Author of “Attitude” – Chuck Swindol

Before any driver starts their car, they have work to do to prepare and plan. Our ACSC White Book, which I hope has been passed on to all new Presidents, serves as a planning book, a guide book, even a map of sorts to our designation. Just like each driver checks his car, reads stats, and gets updates on the track and changing information... so too must a good President update the White Book and keep information current. At each of our meetings there will be information contained inside your President's packet that will need to be inserted or added to your book.

The first printing of the ACSC White Book was on July 8, 2000. The ACSC Chairman during that time was Mike Rink, who headed up this monumental task, along with 8 others including John Gilstrap. The FORWARD page states that within this association, there is a wealth of knowledge relating to every aspect

of club operation. Within individual clubs, the ability or experience level of the leaders and/or chairpeople can change dramatically over a period of a year or two. Even clubs who are very strong overall can become weak or disorganized.

In other words, the fastest and best car on the track can be found in last place if inexperience, weakness and un-preparedness gets behind the wheel.

The White Book is sectioned off into 10

Main areas of interest:

1. Bylaws
2. Newsletters and Flyers
3. Parties and Events
4. Fundraising Ideas
5. Increasing Membership
6. Negotiating with Lounges
7. Common Problems
8. ACSC Requirements

9. ACSC/SOS Structure and Bylaws
10. Misc. Forms and Application

Over the years, the White Book has been updated with various forms and added information...but, it's original intent and purpose has been preserved.

To see if your White Book is up to date, or if some of your pages are tattered or dirty, go to **shagdance.com** and see the online sections. You can reprint pages easily.

Remember the Association of Carolina Shag Clubs is here operating totally separate of your shag club, but with the sole purpose of helping you and assisting you and your club members in any way that we can to help you in promoting, educating and sharing the love of our dance, the shag. With the White Book and the online resources using Shagdance.com, you can become more knowledgeable and confident in your leadership role.

A successful driver surrounds himself with a trusted pit crew...

Carefully select your committee heads and don't always select your best friends or the most popular person....Give someone new a chance to shine. I have learned that some of my hardest working volunteers are really those that don't shine the brightest.... You may have to approach a member and ASK them to take on a responsibility that YOU have SELECTED them for because of their talents and personality.

A successful driver maps out his goal:

Bylaws serve to give us a map of guidelines and to state our purpose. When the little problems come along, and they will....if you keep your eye on the BIG picture, you are less likely to allow things to get out of hand or be stressful.

As a new President you should know and familiarize yourself with your club's bylaws

and mission statement, so that you can follow the path that was laid before you by others who have worked and served.

In addition to your White Book and your club Bylaws, I found that by having on hand a copy of Robert's Rules of Order helped me when the ByLaws lacked clarity. There were several times in dealing with motions, our voting process and also vacancies in offices, that I found myself gathering information from several sources in preparing for a Board or Membership Meeting.

In preparing for your meetings, always type out an AGENDA. It serves as your roadmap and helps everyone stay focused on the business at hand. Sometimes, you have that one "chatty" member who wants to talk off topic and run off the payment...which drags things out and takes our eyes off our goals. An agenda aids in a successful meeting environment. As President, you can ask that members submit their concerns in writing ahead of time and request to have an item of

discussion added to the Agenda. This allows you ample time to prepare and do research if needed.

A Successful driver is careful of the TURNS.... Gear up In protective wear that protects your feelings and emotions from being hurt. Don't have a knee jerk reaction to that one particular club member who knows how to stir the pot or start gossip. It is wise to have one person that you can confide in and have as a sounding board when you need to let your personal feelings show. Don't over react or OVER CORRECT before you've thought through solutions, motives and just plain "personality defects." Invest your time in your shag club as a whole....Bank those turns high, and show everyone that you know how to drive your club's success.

A successful driver is daring...Paint your car a different color!!

During my first year, I heard more times that I care to remember, Oh we've tried that...it didn't work. Oh our members will never participate in that, Oh our shag club won't dance to a live band...Nope you can't do that, or that or that... My advice from personal experience.....never listen to those people.

There is a way to be respectful and listen, but to still dream and explore new avenues of chance and change for your club. Afterall, they voted YOU as President. It's not about being a dictator, but finding ways to share your ideas in a positive and energetic way that makes others want to support your efforts.

The membership as a whole puts faith in YOU to be creative, think outside the box, try something new or put zebra stripes on your car if you want to!! The constant roar of negativity will make your car run sluggish, runs your fuel tank to empty and sends you in to the pit.

Have you ever heard that definition of INSANITY???

Albert Einstein said, "Insanity is doing the same thing over and over and expecting a different result."

Well, plain and simple..It's always doing, what you've always done, and expecting a different result. Or you can say, "If you always do what you've always done, you'll always get, what you've always gotten!!!"

A successful driver expects the unexpected – Oh I can tell you now, there's going to be bumps in the road. Your car will need new tires, another quart of oil and maybe even a fender or bumper if you run your club and push forward on your track. No one ever said this was going to be a cake walk...If it was that easy, then everyone would want their name on the voting ballot for President. I love all my fellow shag club

members, but I know that taking on a leadership role for many of them is absolutely out of the question. They care...they just don't care enough...They are not driven enough...They have a million excuses...I think they are afraid of failure, rejection and losing the race.

A successful driver believes in himself and is his own biggest FAN.

Have business cards printed (SHOW BUSINESS CARD) that states your shag club information, your contact info and where and when your club dances. Don't be afraid to introduce yourself to new people, and be proud of the position you hold.

A successful driver Catches the “draft” of others.... When your club members are supportive and positive, keep it going, give the positive back. Say THANK YOU often to those that help or take on a responsibility. In racing or even cycling, “drafting” reduces the energy needed by the lead vehicle. If you give

respect, I believe you easily get respect.
Surround yourself with the positive.

Oprah Winfrey says, “Surround yourself with people who will lift you higher. Life is already full of those people who want to bring us down.”

Keep a book of your accomplishments, meetings, newspaper clippings, communications with members, meeting notes, ideas you want to share...I love looking back at my first year as President. We made the newspaper several times and did many good things within our community to help others and introduce others to our club and the shag. (Show my President’s Binder)

Do victory donuts in the grass!!

Head for the Winners Circle in 2015! My presentation today is dedicated to the loving memory of Sonny Brown, who’s position I

assumed back on March 1. Sonny was a gentle giant, and I was blessed to know him for a short time, to have numerous conversations with him by phone, to have the opportunity to listen to his guidance even though I knew he was struggling.

Sonny crossed over the finish line on December 27 and he is in his resting place and no longer suffering with the horrible disease of cancer. Sonny is a Champion for eternity.

I challenge each of you to look around the room and take note as to the leaders, winners, “drivers” of our shag clubs....Look up here at your Association and SOS leaders....Each of us WANTING , WILLING and READY to serve...

When Dale Earnhardt Jr. races around the NASCAR track, he drives in the SHADOW of GREATNESS carrying on the legacy of his FATHER...a WINNER, a CHAMPION.

I personally feel that I am in the SHADOW of GREATNESS by the years of service that Sonny Brown dedicated to this body of shag clubs. He left me with something to build from, to carry on and to be proud of.

All of us gathered here today are IN the SHADOW of GREATNESS because we are a strong ASSOCIATION of WINNERS and HIGH ACHIEVERS! I am proud to be associated with each one of you and with each shag club, beach club and Subscriber member.

In the famous words of Darryl Waldrip....
Boogity, Boogity, Boogity.....Let's Go Shaggin
Ya'll!!!

2015
MID WINTER
WORKSHOP

START
YOUR
ENGINES

