

"The dawn of a new era ..."

S.O.S. Torch to be Passed to the Association of Carolina Shag Clubs!

By Gene Laughter ...
Former O.D. life guard, Bingo caller,
pan game operator and hoaxer.

The time has arrived for *tabula rasa* ... a clean slate.

It's been a long, long road! Nine years of running the S.O.S. have zipped by and the pace has been exhausting. Over these years we've seen S.O.S. change two dormant weeks into huge tourist attractions for North Myrtle Beach, bringing in over 5 million dollars annually to the local economy. Yet this S.O.S. financial windfall often bred contempt and jealousy among some O.D. merchants and bar owners. Perhaps they just never learned to deal with their own success?

This zany organization has grown by incredible leaps and bounds and has transformed into a time consuming monster! S.O.S. was started as a lark ... pure fun and games! Those fun and the games, for me, unfortunately, gradually turned into drudgery that has gobbled up time in massive chunks!

Expanded business responsibilities in the real world are now demanding far more of my time and it has become absolutely necessary for me to cut back on my beach activities.

The hour, thus, has clearly arrived for fresh new leadership and direction for the S.O.S. -*tabula rasa!*

Phil Sawyer, Chairman of the Association of Carolina Shag Clubs, and I have developed a very

special relationship of respect and trust over the past years and Phil has long been a sounding board and advisor to me on S.O.S. matters. He's a class act - a gentleman's gentleman! When I decided that the S.O.S. torch needed to be passed, Phil Sawyer and the Association of Carolina Shag Clubs immediately came to mind. If S.O.S. was to continue, it was in the strong hands of the Association that I wanted it placed.

Hey, this is kinda like giving up a child for adoption, gang! I want my kid (the S.O.S.) placed in the very best home possible, and there's no question, that is the Association of Carolina Shag Clubs!

Placing the S.O.S. under the wing of the Association of Carolina Shag Clubs is a natural and it's where the control logically should be. The Association has the clout, the manpower ... and the talent. They can provide the needed controls and have the added advantage of volunteers to pitch in and help. The Association can better deal with the clubs at O.D. (than I) for they have the strength and the unity. The Association can hopefully get all the Ocean Drive beach clubs on the same team for future S.O.S. parties!

The Association will provide needed continuity and stability for the S.O.S. You won't have to worry about the S.O.S. continuing or changing its character. *The S.O.S. legacy will be secure!*

The Association of Carolina Shag Clubs will officially take over the S.O.S. on April 1, 1989 and they will be running the show at the upcoming S.O.S. Spring Safari. I will serve on the new S.O.S. Board of Advisors in an ex-officio capacity and will continue to write a column for the S.O.S. newsletter.

Serving on the S.O.S. Board of Advisors will be: Chris Boudolf - Charleston Shag Club, Linda

Brooks - Atlanta Shag Club, Ken Hudspeth - Rock Hill Shag Club, Gene Laughter -*ex officio*, Phil Sawyer - Columbia Shag Club, Larry Taylor - Columbia Shag Club and Bob Wood - North Atlanta Shag Club.

I want to thank *all* of you for your co-operation over the past nine years. Thanks for the good times ... for the memories ... for your encouragement ... for your support, and ... most of all, for your friendship! You're a great fun-loving group!

You can bet that I will continue to attend future S.O.S. functions! But, like you, I'll now be coming for R&R (and R&B), to relax and to have a good time. The days of worrying about logistics and details are gone! The nights of licking stamps are history ... or, at least, very soon, will be!

My very *best wishes* and full *support* and *endorsement* go to the Association of Carolina Shag Clubs crew!

I am very confident that placing the S.O.S. under the wing of the Association of Carolina Shag Clubs will prove to be an extremely wise decision, both for you and for the future of the S.O.S.!

It's the dawn of a new era; a new era for you, for the O.D. beach clubs, for the S.O.S., for the Association, and ... for me!

Tabula rasa!

Gene Laughter
President of S.O.S. '80-'89

— IMPORTANT! —

1989 S.O.S. membership applications should continue to be mailed to the Richmond S.O.S. address through this March 15 (Spring SOS cut-off), and thereafter to the new S.O.S. address:

S.O.S., P.O. Box 4688
Columbia, SC 29240

S.O.S. Spring Safari ©

Coming Up ... *The Spring Break* for Fun-Lovin' Adults ... April 6th-9th!

Deadline for S.O.S. Applications Before the Spring Safari: March 15th

Pick up a final program of S.O.S. Spring Safari events at Headquarters ... Crazy Zack's

Shuck 'n' Jive! Shag 'n' Party at 5 O.D. Beach Clubs!

Beach Music!

- CRAZY ZACK'S (Spring Headquarters)
- FAT HAROLD'S BEACH CLUB & LULUS at the PAD
- THE BEACH CLUB
- DUCK'S BEACH CLUB
- ROCK OPTION

Rhythm & Blues!

Boogie!

Soul Music!

Shag Music!

Mo Town!

SPRING SAFARI ... Be Young ... Be Foolish ... Be Hap-py!!!

Time and place for the S.O.S. Golden Oldies® party to be announced ...

APPLICATIONS FOR NEW & GUEST MEMBERS ARE NOW BEING ACCEPTED

1989 S.O.S. Membership Application

WERE YOU AN S.O.S. MEMBER IN 1988? YES ___ NO ___

If you were an SOS Member in '88, has your mailing address changed? Yes ___ No ___

If You Are a New Member, List Your Sponsoring Member: _____

APPLICANT'S NAME(S): _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE-DAY: () _____ PHONE-NIGHT: () _____

AGE(S): _____

S.O.S.

P. O. Box 4688 Columbia, SC 29240

Note: Memberships are for the calendar year and expire on December 31, 1988. Membership cards are non-transferable and you are responsible for your own card. Hang on to it!!! We will not replace cards that are stolen, lost, washed in the washing machine, eaten by a dog, torn up by an ex-lover, left in a London cab, pawned, left at home, dropped off a boat, left at the motel, locked in a car, etc.

S.O.S. FALL MIGRATION © ... SEPTEMBER 13 - 17th

S.O.S. Torch to be Passed!

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