



# S.O.S.<sup>®</sup> Carefree Times

Mini-Mailout Edition

Fall 1999

## S.O.S. was great in 1999. It should be even bigger and better in the new Millennium!

**Greetings, shaggers.** This is the first ever Carefree Times Mini-Mailout. This publication is designed to keep you informed and to offer you some unique shag related items and opportunities. We wish you the best in these long months between Fall S.O.S. and the Winter Mailout (as well as the new year and the Mid-Winter Party, if you are a shag club member). Have fun shagging. We hope to see you soon!

Did you attend the 1999 Spring Safari? Not only were the music, dancing, and socializing at an all time high, but the parade set a new standard in creativity and participation. (Some professional quality VHS tapes of that event are still available.)

The Fall Migration was a huge success, despite the recent hurricane. Once again, the Fun Monday event was outstanding. (Special thanks to the S.O.S. Enhancement Committee.) The Mojo Blues Band and other entertainers really got the ten-day event going, and the "fun meter" remained pegged out all week long. Everyone had a blast.

The year 2000 brings about the 20th

year of S.O.S. In honor of that and the new Millennium, S.O.S. is offering you a special incentive to renew (or obtain) your S.O.S. membership before the end of the year. More details are provided in the S.O.S. Chairman's letter (on Page 3).

This special offer expires on 12/31/99. All orders must be postmarked on or before that date. Don't delay, order today! A year's worth of fun and benefits can be yours for only \$30 (that's \$2.50 per month) if you hurry!

Special note: If you want to get S.O.S. memberships for Christmas presents, your order *must* be postmarked by November 24, 1999 to guarantee delivery prior to Christmas Day.

## Twenty Years of Nothing But Fun

Twenty years ago in September of 1980, Gene Laughter, a visionary who had spent several summers as a lifeguard on Ocean Drive Beach had an idea: A reunion. Get the ole gang back together one more time, perhaps the last time, to share memories, stories, friendships, and not the least to sip and dance a little (or a lot). S.O.S. was born.

The first year, there was nothing to even suggest there would ever be another. But those who came would not let it die—they demanded another.

Twenty years later, the tradition is stronger than ever. There is no way that shaggers and stranders will ever let this tradition die. They demand, and S. O. S. responds, that we continue and enhance the event.

Thus we have Fun Monday, the Parade, the Line Dance Competition, the trams, and all the other goodies that

make this the greatest and most fun adult beach party in the country.

This year, even Hurricane Floyd could not slow us down. We drove the detours, endured the inconvenience, and ultimately got to our destination: Ocean Drive for S.O.S.

And for our 20th Anniversary and the first S.O.S.s of the 2000s, look what we've got: A 2000 S. O. S. membership for \$30.00 (through December 31st), the party of the millennium on New Year's Eve at all the favorite S.O.S. clubs, and a cruise. Details are elsewhere in this mini-mailout. With S.O.S. we have a proven product. The party that must be experienced to be believed.

Don't you want to be a part of something—shagging—that is so special and never to be experienced again?

—Phil Sawyer,  
President, S.O.S.



Beauty queens reign at Fun Monday

# How Much, And For What???

**T**hat may have been your reaction if you have done any research into the prices some businesses are charging to let you be part of their New Year's Eve celebration.

The new millennium is having a major impact. Reportedly, the Grove-park Inn at the Biltmore House is charging guests \$4500. A Charlotte, NC restaurant sent out ads recently inviting everyone to join them for dinner and some meager entertainment for a mere \$1000 per couple. Other area motels are offering single evening packages for \$600.

Entertainment isn't cheap, either. Bands and musicians are making more for one night than they ever have in their entire lives. Michael Jackson supposedly has a contract for more money than any artist has ever been paid for a single event. He is even going to fly across time zones so he can perform (and be paid) twice. Even local, "no name" bands and deejays are getting enormous amounts of money for brief performances.

Fortunately for you, the Association of Carolina Shag Clubs and S.O.S. started planning for "The Millennium Party at Ocean Drive" back in 1996. Thanks to their hard work and the

cooperation of Ocean Drive's best lounges, this party may well be the biggest and best New Year's Eve bargain in America.

The party starts Thursday, December 30, and runs through Sunday, January 2, 2000. Special activities, free food, and other attractions will occur during this event. On New Year's Eve, the Swing Shift Band will launch a huge street party with beach, boogie, blues, oldies, and more! There will be a dropping jukebox (similar to the ball in Times Square) and a super fireworks display at the stroke of midnight.

The next day there will be a huge concert and party with some exciting entertainment. The Shakers, Miranda Louise, Heaven Davis, The Sugarbees, and The Coastline Band will perform! Your ticket will pay for—and give you—full access to all of this music, too!

Commemorative tickets for this event are only \$100. This is a bargain not to be missed. Only 3000 will be sold, and they are going fast! Each ticket provides unlimited access to Ducks, Ducks Too, Harold's, the O.D. Arcade, the O.D. Cafe and Spanish Galleon, and the Pirate's Cove during these four days.

You'll also get your own bottle of champagne, commemorative party hats



and noise makers, and other surprises included in your ticket. You *must* have a ticket to attend. There will be no one day or single lounge passes!

Note: We have secured two locations for those under 21 to dance and have fun while the adults play. The old teen club at the Pavilion will be opened, and the pizza place on Main Street will also be available. There will be deejays, food, soft drinks, and more!

Don't be left out. You can order tickets by our toll free number 1-888-767-3113. You can also order them through the mail. Send your name, address and phone number and payment to: Millennium Party, PO Box 4688, Columbia, SC 29204.

A limited number of Millennium Party tickets are also (currently) available at the participating lounges. For more details and regular updates about this event, visit [www.shagdance.com](http://www.shagdance.com).

## 2000 S.O.S. Membership Application

Includes mailed out issues of the S.O.S. Carefree Times • Photocopies are acceptable

Name: (1) \_\_\_\_\_  Male  Female

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (day) (\_\_\_\_) \_\_\_\_\_ (night) (\_\_\_\_) \_\_\_\_\_

Were you an S.O.S. member in 1999?  Yes  No      Are you a member of a shag club?  Yes  No

Name: (2) \_\_\_\_\_  Male  Female

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: (day) (\_\_\_\_) \_\_\_\_\_ (night) (\_\_\_\_) \_\_\_\_\_

Were you an S.O.S. member in 1999?  Yes  No      Are you a member of a shag club?  Yes  No

( ) Memberships @ \$30\* ea. = Total due: \$ \_\_\_\_\_      S.O.S. / Box 4688 / Columbia, SC 29204

METHOD OF PAYMENT:  CHECK  CASH  VISA  MASTERCARD  AMERICAN EXPRESS

\_\_\_\_\_ X \_\_\_\_\_

CREDIT CARD NUMBER      EXP. DATE      SIGNATURE (required for credit card use)

**\*NOTE: This special offer expires on 12/31/99.** All orders must be postmarked on or before that date. To guarantee delivery prior to Christmas, orders must be postmarked by November 24.



## Message from the Chairman of the S.O.S. Board

It is hard to imagine that 1999 will be gone in a few months and the new millennium will begin. Year 2000. Wow, a dawning of a new age and the 20th birthday for S.O.S. That's right. S.O.S. started in 1980, twenty years ago. That presents another reason for us to celebrate.

In honor of the new millennium and the 20th year of S.O.S., we are offering you an opportunity to renew or obtain a year 2000 S.O.S. membership for a discounted rate of \$30.00. This is a limited time offer, good only until December 31, 1999. Once the new year arrives, memberships will return to \$35.00 each.

If you would like to purchase memberships for Christmas presents, your order *must* be postmarked by November 24th, 1999 to guarantee delivery of your membership cards by Christmas. If your order is postmarked after November 24th, your order will be filled but delivery by Christmas is *not* guaranteed.

S.O.S. membership is the perfect Christmas gift. It offers a fun-filled year in someone's life at this reduced cost. Act quickly to receive yours in time for Christmas. It is a gift that will be appreciated and enjoyed.

See you all at Spring Safari 2000.  
— Ron Whisenant, Chairman, S.O.S.

## Message from the A.C.S.C. Chairman

It won't be long until we start a new year and a new millennium. It is an exciting time for all of us in the shag world. I am proud of the efforts we made in 1999 that directly impacted the dance, the music, and our shag clubs.

I am equally proud of our charitable efforts this year. Not only did we continue our yearly donation to national Hospice, but we recently made a charitable donation of over \$10,000 to provide relief to Hurricane Floyd flood victims (both shaggers and non-shaggers).

We are currently working hard to enhance your shagging enjoyment into 2000. I encourage you to take advantage of one or more of the offers detailed in this publication. The Millennium Party at O.D. offers you a once-in-a-lifetime opportunity to be in a special place, at a special time with all your friends. The music will be to your liking, and the event will be unequalled.

The shag cruise is our first such effort in many years. It also offers you a lot of fun for a very reasonable price. We've gone out of our way to make it a memorable trip.

Our S.O.S. events continue to get better, and we have taken this opportunity to give you and your friends a special, one-time offer on a year's worth of fun and benefits.

Finally, speaking of a year's worth of fun, why not grab up a few of the Shagging 2000 calendars for you and your friends. They are very nice, and for twelve long months they can exemplify our dance and our fun for all to see.

Shag world communications are greatly improved as we enter this new era. Our official web site ([www.shagdance.com](http://www.shagdance.com)) has more information than you could imagine, and our shag clubs were provided information about most of the items on the web site and in this publication many, many months ago. Everyone should feel "information enriched"!

Again I say that this is an exciting time for all of us. I am very proud to be part of it with you.

May God bless all of you as we wind up 1999 and welcome 2000! I hope we continue to find more ways to enjoy shagging opportunities together! Shag-4-Fun! — Mike Rink

## Year 2000 Shag Calendar Shows Shagging Fun

If you've seen the new shagging 2000 calendars, you know how nice they are. Each wall calendar is 17 inches high and 11 inches wide when open. A collage of color photos represents each month. The photos are of S.O.S., the Spring Parade, various shag club gatherings, and other shagging fun.

Dates of both S.O.S. events, Mid-Winter, and the ACSC Winter and Summer workshop meetings are clearly indicated on applicable months.

This calendar is very functional. Don't pay \$25 for a calendar full of

"rare birds" when you can have a shagging calendar for much less. Single copies are only \$15 plus shipping and handling. Order five or more for a total of only \$75.

Show your support for shagging, S.O.S., and the Association of Carolina Shag Clubs in this unique way. Your friends will want to know more about shagging when they see your calendar and will probably want a calendar, too.

Why not order a few for yourself and a few for Christmas gifts? You will not be disappointed in this product.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Number Of Calendars Wanted: \_\_\_\_\_

\$15 plus \$1.50 for S&H/Tax =      x \$16.50 ea

Total Amount enclosed \$ \_\_\_\_\_

**Special Offer: Get five calendars delivered to you for only \$75 (Save \$7.50).**

Send your order to:  
M.A.C. Promotions  
P.O. Box 862, Cary, NC 27512

## Let's Go Cruisin'

Looking for a great trip to start out the new millennium? The Association of Carolina Shag Clubs is hosting a Shag Cruise on March 11-16, 2000. Don't miss this great opportunity for fun.

We have chosen a trip that combines the best value, the best trip, and the most fun for you and your friends.

This six day, five night cruise leaves Tampa, FL and visits Grand Cayman, Playa del Carmen, and Cozumel on Carnival's fun ship Tropicale.

### You get:

- Free (exclusive) cocktail parties.
- Free entry to daily dances featuring award-winning deejay Judy Collins.
- Free shag workshops with professional instructors.
- Very low prices. (Complimentary cabins are even being sold to lower your cost.)
- Some free, two Category upgrades (based on availability).
- The ship has a full casino, three pools, Vegas-style shows, several bands, a spa, 24-hour stateroom service, duty-free shopping, a 24-hour pizzeria, and lots more!

We will have an "early bird" party in Tampa on Friday night! You can also stretch this trip out and make it as long as you like. The motel in Tampa is offering special rates before and after the cruise.

Visit some other Florida attractions, or, since the boat leaves on Saturday afternoon and returns at 8:00 a.m. on Thursday, some can take this trip with as little as 3 1/2 days away from work!

**Carnival Cruise Line has just lowered rates to less than \$550 - \$630. Call for final prices!**

Note: Yes, our prices are great. But we could have advertised even lower prices. However, unlike some cruise promotions and other agencies, we want you to know the **whole** price with no surprises. There are \$175+ in port taxes, transfers, and tips that you will have to pay on this trip. We have **included** them in our prices, so you know the **total** cost.

Once you pay, you are ready to have fun. There are no hidden charges or other unpleasant surprises! This, combined with our selling of the complimentary cabins to lower the overall costs, guarantees you get the best trip for the lowest price!

This cruise is open to you and all of



your friends, so hurry. Cabins are booking quickly. For more information, please contact Denise Owings at 800-233-5144 or 704-892-5144. Her e-mail address is [ltatravel@mindspring.com](mailto:ltatravel@mindspring.com). (Please include her name in your note.)

You **must** book through this agency to get these prices and to get into our free cocktail parties, dances, and other exclusive events.

This is the first cruise sponsored by the Association of Carolina Shag Clubs in many years. We wanted to do everything to make this trip very affordable and yet unforgettable. Join us and have more fun than you can imagine.

And remember, you can always visit [www.shagdance.com](http://www.shagdance.com) for official information about S.O.S., the Association of Carolina Shag Clubs, club parties, shag music, news, and more!

 S.O.S.  
Carefree Times

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