

ARTS MEETING MINUTES
AmeriSuites North East Hotel
Orlando, Florida
October 16, 2005
(Approved November 28, 2005)

CALL TO ORDER -

Meeting called to order at 10:00 AM on Sunday, October 16, 2005, by ARTS Chairman Jim Maczko.

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

AMERICAN CALLERS ASSOCIATION, CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers Association (NSDCA), National Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), Universal Round Dance Council (URDC), USA West, and United Square Dancers of America (USDA)

ROLL CALL -

Governing Board Representatives

The following Voting Members representing Governing Board Members were present

AMERICAN CALLERS ASSOCIATION - Patrick Demerath
CALLERLAB - Mike Jacobs
CONTRALAB - Art Harvey
IAGSDC - Scott Philips
NSDCA - Doc Tirrell
NEC - Gene Triplett
ROUNDALAB - Al Shaw
USAWest - Patty Wilcox
USDA - Charlie Holley

The following Governing Board Member(s) were not present

Ron Holland - SSDUSA
URDC - Rob Sherwood

ARTS Officers; the following ARTS Officers are present:

Jim Maczko - Chairman; Edythe Weber - Treasurer; Jerry Reed - Secretary

ARTS Officers; the following ARTS Officers are not present:

Henry Israel - Vice Chairman

Others Present:

Lyle & Jean Beck, Ailene Picheco, Nick Korbee, John & Alitia Becker, Del Reed, Jim Weber, Peg Tirrell, Connie Triplett, Tim Marriner, Tim Crawford, Linda Shaw and John Marshall, Michael Streby, Jim Weber, and Dana Schirmer

AGENDA CHANGES/APPROVAL

The agenda contains those items which were brought to the attention of the ARTS Secretary

The following additional item was added:

Walt Disney World Proposal

*MOTION: Be it resolved that the agenda be accepted as amended). **(MSC)***

MISCELLANEOUS REPORTS - The following reports were presented:

Finance Report - (Attachment 1)

Current Finance Report will be presented by Edythe Weber, Treasurer. Balance on hand as of October 15, 2005 is \$17,131.38. This total does not include any moneys donated or collected during this meeting. Without objection, the finance report will be received and filed for review.

Reports from past meetings -

Copies of the minutes of the following meetings are available

- October 2002 (Cocoa Beach, FL)
- January 2003 (Washington, DC)
- Summer (June) 2003 ARTS Alliance Meeting (Oklahoma City, OK)
- Fall (October)2003 ARTS Planning Meeting (Orlando, FL)
- Spring (March) 2004 ARTS Meeting (Portland, OR)
- Summer (June) 2004 ARTS Meeting (Denver, CO)
- Fall (October)2004 ARTS Meeting (Orlando, FL)
- Spring (February) 2005 ARTS Meeting (San Antonio, TX)
- Summer (June) 2005 ARTS Meeting (Portland, OR)

Confirm Actions by the ARTS Board Since the Last Meeting - (Attachment 2)

This item concerns a discussion and vote to confirm the action taken by the ARTS Governing Board since the June 2005 meeting. The attached list of these actions needs to be reviewed and confirmed. The following MOTION is submitted for consideration and vote:)

MOTION: Be it resolved that the actions taken by the ARTS Governing Board since the June 2005 meeting be confirmed. (MSC)

OLD BUSINESS -

ARTS Dancer Survey -

This item concerns the dancer survey which was done at the 53rd NSDC in Denver and the 54th NSDC in Portland, OR. The survey has been modified and provided to several organizations to conduct similar surveys at other dance events. Michael Streby provided a report of dancer survey conducted at the 54th NSDC. The data we have collected by the various surveys which have been conducted have provided very consistent information. Reports of the data collected are available. Discussion of this item resulted in the following MOTIONS:

MOTION: Be it resolved that a dancer survey NOT be conducted during the 55th NSDC in San Antonio, TX in June 2006. (MSC)

MOTION: Be it resolved that a dancer survey be conducted during the 56th NSDC in Charlotte, NC in June 2007. (MSC)

Other Organizations Join ARTS Auxiliary Governing Board -

This item concerns other organizations joining The ARTS as an Auxiliary Board member. The following organizations have been discussed as possible candidates: 1) The United States Amateur Ballroom Dancing Association (USABDA); 2) The Canadian Square & Round Dance Society (CSRDS); and 3) National Cloggers Organization, however, we do not have any firm contact information about this organization. No further action is anticipated for the organizations listed above.

The ARTS Secretary has sent an invitation to the National Association of Square and Round Dance Suppliers (NASRDS) to join as an Auxiliary Governing Board Member. This organization does not meet again until June 2006. We may have an answer from them at the June 2006 ARTS meeting.

The ARTS Secretary sent an invitation to the Country Dance & Song Society in September 2005 and is awaiting a reply.

Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that an invitation to join The ARTS as an Auxiliary Board Member be sent to the National Teachers Association. (MSC)

Professional Fund Raisers -

This item concerns discussion of how we might utilize the services of professional fund raisers. Discussions have resulted in agreement that a specific project be identified before contacting a professional fund raiser. This item will remain on the agenda for future meetings for an update. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that further discussion of the issue of Professional Fund Raisers be tabled until the April 2006 ARTS meeting. (MSC)

Square 4 Life - (Attachment 3)

This item concerns a suggestion that the ARTS look at the "SQUARE4LIFE" organization. Apparently this is a wellness initiative program that has been disseminated through the following web site: <http://www.feenerty.com/square4life/page2.html> Additional information has been provided to the arts Reps. Discussion of this item resulted in agreement that Don Feenerty, leader of this group be invited to the 2006 Spring ARTS meeting.

(NOTE - Subsequent to the meeting the Secretary sent an invitation to Don)

Proposed Movie (Documentary) - - (Attachment 4)

This item concerns a documentary movie project being proposed by Nick Korbee, from New York, NY. He is 22 years old and recently graduated from New York University with a major in acting and an interest in movie production. His plan is to make a full length movie about square dancing (including all forms of dancing) and the people who are involved with the activity. He would also like to see the movie released in the USA and around the world.

He plans for his movie to show the "true" image of square dancing and its participants. The proposal is focus on the story of how dancing has impacted families. He will be trying to find four families which will tell the story of all dancing families: 1) Multi-generational family, 2) Young couple on the verge of getting married, 3) Young couple about to have their first child (either adoption or birth) 4) Older "empty nest" couple. Then Nick and his crew would visit the selected couple at the time of a special event in their lives to film that portion of the movie.

Nick reported he is working with his film crew on smaller projects and that he is almost ready to launch his web site : <http://www.squaredancethemovie.com/> The web site will provide updates on the progress of the movie including information about the families selected to participate in the movie.

Nick has also written small articles or ads announcing this project and is asking for families to respond to his request for participants. He asked for help in getting these into square dance publications. It was agreed that The ARTS could help in spreading the word about this project. It was also agreed that The ARTS would not endorse the project at this time, but would provide publicity help. Nick's E-mail address is: npk206@nyu.edu He would welcome input from any of the ARTS members. Nick plans to provide a written plan at the next ARTS meeting. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS will forward information relating to the movie being proposed by Nick Korbee to the ARTS mailing list. (MSC)

PR Seminar at NSDC -

This item concerns the presentations and other participation at the National Square Dance Conventions (NSDC).

54th NSDC - Portland, OR

Representatives from the Public relations (PR) PR firm of Weber Shandwick presented three PR seminars worth several hundred dollars. They were provided pro-bono by Weber Shandwick. These seminars provided extremely valuable information about how PR can be used to help promote the growth of the dance activity. Copies of the presentations are available. The 54th NSDC staff has produced a CD with information relating to the presentations in Portland. Copies are available

55th NSDC - San Antonio, TX -

Seminar titled "What is ARTS"

Jim Maczko will be the moderator for this panel which will also include Jim Weber, Jerry Reed, and Scott Philips.

Seminar titled "Club and Association Fund Raising"

Jim Hensley will be the moderator for this panel.

Organization Roundtable

Jim Maczko will be on this panel

Showcase Of Ideas

We plan to have a display in the showcase

56th NSDC - Charlotte, NC -

An ARTS seminar (possibly What Is ARTS) is planned with Jim Hensley as moderator

Showcase Of Ideas

We plan to have a display in the showcase

57th NSDC - Wichita, KS -

Jim & Edythe Weber are the Education Chairman for the NSDC. No specific plans have been made. An ARTS seminar (possibly What Is ARTS) may also be presented.

Showcase Of Ideas

We plan to have a display in the showcase

Image Enhancement -

This item concerns a plan, previously presented by Patrick Demerath, to enhance the image of the dance activity. The plan includes a breakdown of people by age groups. Also included are suggestions for how to market to each of these groups. Discussion of this item resulted in agreement that the plan and information will be posted on the ARTS web site. This item will be removed from future meeting agendas.

Image Enhancement Video -

Previous discussion of this item has resulted in agreement that production of a video to promote the Image Change information should be pursued. This video would have the goal to present all aspects of the activity to non-dancers and of educating current dancers about the goal of the Image Change. Such a video could show two squares which would do a short sequence of square dancing, then blend into a contra line to show contra dancing, and then blend into round dancing. Video products should be scripted and include information and instructions on where, how, and to whom the video would be presented. There was discussion that perhaps more than one video would be required to meet the needs of the project.

Discussion of this item resulted in agreement there already exists a great deal of video which could be used to create video products. Such videos could include 1) A video targeted to non-dancers to help the Image Change effort, 2) A video targeted to those dancers in the activity now to help explain the Image Change effort, and 3) Public Service Announcement (PSA) video products. The Beginner Dance Party Leaders Seminar (BDPLS) at the 2007 CALLERLAB Convention in Colorado Springs may provide an opportunity to obtain video for this project. There was also agreement that collection of Press Releases and other written materials would be beneficial.

Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that Michael Streby create a video to publicize the ARTS to be used at the 55th NSDC in San Antonio, TX in June 2006. (MSC)

This item also concerns production of video products to be used for 15 to 30 second TV commercials. This project could possibly use the video produced by the Minnesota Central Region or the Public Service Announcement (PSA) produced in Canada. The Canadian PSA was shown during the PR presentations at the 54th NSDC in Portland. This PSA is a professional product which is very well done. The producers have provided permission to use the video to promote square dancing in the USA. Considerable modification would be required before use in the USA. Michael Streby has copies of both the Minnesota video and the Canadian PSA.

There was discussion of investigating with others who have produced PSA videos to obtain help with this project. It was also agreed that the an Ad-Hoc Committee would be created to bring a plan for a PSA video to the next ARTS meeting. The following are members of that the Publicity Ad-Hoc Committee: Michael Streby, Chairman and members Mike Jacobs, Jim Hensley, Calvin Campbell, Carter Ackerman, and Tim Crawford. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that further discussion of the external Image Enhancement Video item be tabled until a plan has been created. (MSC)

Publicity Ad-Hoc Committee - (Michael Streby, Chairman)

Members, Mike Jacobs, Jim Hensley, Calvin Campbell, and Carter Ackerman

Toll Free Telephone Number -

A toll free number for providing information about dancing in the USA has been established in Michael Streby's residence as 1-866-445-ARTS (2787). It was agreed that all organizations should publicize the number and encourage usage. There have been calls to the number. No further action is required at this time.

There was a suggestion that a "Dance Starter Kit" which could be mailed to people in an area where there is no dancing. Such a kit could include: 1) How to start a club, 2) Name/contact information of closest caller/cuer/instructor, and 3) How to organize/plan a Fun Night Dance.

Publications - FYI

A CD with contact information for all known publications has been produced and provided to all reps. This item will be removed from future meeting agendas.

Executive Secretary/Administrative Assistant -

Previous discussions of this issue have resulted in agreement that the ARTS should, at some future time, hire a person who would perform the duties of an Executive Secretary/Director. There has been agreement that this issue would stay on the agenda for future discussion. Jim Maczko has begun drafting guidelines and a job description for this person. This item will stay on the agenda for future discussions.

Distribution of Information -

This item concerns ways to distribute information about the work The ARTS is doing, the goals, and accomplishments of the ARTS. Several ideas were discussed including the following:

ARTS Information Brochures -

The brochures were updated and distributed at the 54th NSDC in Portland and to the Governing Board Members during the June 2005 meeting. They will be distributed at the 55th NSDC in San Antonio, TX in June 2006

“Ask ARTS” Information Articles -

This item concerns the “Ask ARTS” articles which have been written and distributed to our distribution list of publications. The articles have appeared in many of the publications. The articles are also available on The ARTS web site. Del Reed asked the members to submit ideas for articles to her for inclusion in future issues. Submission may be submitted to: DelReed3@aol.com

Magnetic Signs -

This item concerns production of magnetic signs which will help publicize the toll free phone number. The signs have been produced and were distributed at this meeting. Even though each organization was allotted 50 signs, the ARTS Secretary was left with 100 unclaimed signs. The signs are to be sold for \$2.50 each. The treasurer has a list of the number each organization accepted.

Ad in National Square Dance Directory (NSDD) -

This item concerns a proposal to include an ad in the NSDD. Cost of such a 1/4 page ad is estimated to be approximately \$280.00. Chairman Jim Maczko will prepare the ad which will be placed in the 2006 issue of the NSDD. The ARTS officers approved the ad by ARTS LOG 05-0720-001 (National Directory ARTS Ad. This item will be removed from future ARTS meeting agendas.

Article in National Squares -

This item concerns an article to publicize the activities of the ARTS to be published in the National Squares magazine. This item will be removed from future ARTS meeting agendas.

Long Range Plans For Meetings -

The following general plan has been approved: 1) A Spring meeting immediately following the NSDC Pre-Convention; 2) A summer meeting immediately following the NSDC, and 3) A fall meeting immediately preceding the CALLERLAB Executive Committee meeting. The ARTS will host ARTS meetings.

The next ARTS meeting is planned to be held at the Pre-convention planning meeting for the 2007 NSDC is planned for April 2 - 3, 2006 in Charlotte, NC. For information, 2006 CALLERLAB Convention will be held April 10-12, 2006 in Charlotte, NC.

For information and consideration, there is a conflict for the Spring 2007 ARTS meeting which is planned to be held Sunday April 1, 2007 following the 2007 Pre-Convention in Wichita, KS, March 29-30-31, 2007. The 2007 CALLERLAB Convention will be in Colorado Springs, Co, April 2 - 4, 2007. The CALLERLAB convention starts on the Monday immediately following the Pre-Convention in Wichita. The concern is that there will not be time for the ARTS meeting on that Sunday for the ARTS Reps and Officers who will be attending the 2007 CALLERLAB Convention. Scheduling the ARTS meeting prior to the Pre-Convention may be an option, however, there are other conflicts during that time as well. We need to discuss this item. Another possibility would be to cancel the 2007 Spring ARTS meeting.

Auxiliary Board Memberships -

An invitation to join The ARTS as an Auxiliary Board Member was extended to Country Dance & Song Society. There has been no response at this time.

Information Available from ARTS Organizations -

This item concerns listing publications and documents available from each board member organization. The list has been posted on the ARTS web site. No additional action is planned at this time and this item will be removed from future agenda.

Teaching Square Dancing In Schools -

Moving & Grooving -

This document includes material & CDs compiled and produced by Nick & Mary Anne Turner of Williams Lake, British Columbia, Canada. They have over 30 years experience in public education as teachers and have taught group dancing to students and teachers. This document was sponsored by the British Columbia Square & Round Dance Federation (BCS&RDF) and was produced through donations and sponsorships from individuals and organizations totaling Canadian \$3,050.

This document includes six parts: 1) Solo Dances; 2) Partner Dances; 3) Trio Dances; 4) Lines of 4; 5) Contra Dances; and 6) Traditional Squares. It is available for purchase through the BCS&RDF at www.squaredance.bc.ca

Nick and Mary Anne Turner have reported they have received notification that the program has been evaluated and accepted by the British Columbia Teachers' Federation Lesson Aids branch. The program will be listed in their catalogue of teachers' resources and advertised once in the BC Teacher magazine. They ordered 5 copies to have on hand and will order more ~~from us~~ as they need to. In September, a total of 103 copies have been sent out ~~now~~.

CAHPERD Report -

This item concerns "Teach The Teacher" materials (Text and CDs) for the California Association of Physical, Education, Recreation & Dance (CAHPERD) by the California Square Dance Council, Inc. Youth Advisory Committee. There has been discussion about what The ARTS involvement should be. The program has been met with approval. Plans are to continue further development, production, and marketing. Further information will be reported when received.

Nationwide Benefit Dance -

This item concerns a series of nationwide fundraising dances to benefit The ARTS. The previously approved dances are scheduled for February 29, 2008. Linda Shaw has agreed to Chair this project. Linda will provide advertizing materials. The plan for these dances includes beginning to advertise these dances on July 1, 2006. All ARTS organizations are encouraged to help advertise these dances and individuals are encouraged to plan, sponsor, and hold one of these dances. No additional action is required at this time. This item will remain on the agenda for future meetings.

ARTS Lapel Pins -

This item concerns the ARTS lapel pins which have been purchased. The purchase price has been set at \$5.00 each for the pins. Organizations have been provided pins to be sold. No additional action is planned at this time and this item will be removed from future agendas.

Phoenix Plan (Marketing Plan) -

This item concerns a marketing plan, known as "The Phoenix Plan" as approved by the CALLERLAB Foundation. A copy of the overview of the plan was distributed and has been provided to the ARTS web master for posting on the ARTS web site. The ARTS Secretary has forwarded a copy to each ARTS Rep. No additional action is planned at this time and this item will be removed from future agendas.

Member Mailing List -

This electronic mailing list has been established. This list will be used to send information to members and persons who donate to The ARTS. They will receive information, including The ARTS Newsletter, and other mailings. Discussion of this item resulted in agreement that the newsletter, annual report, meeting agenda & minutes, and other information will be sent to the mailing list by the Web Master. It was also agreed that ARTS LOGs will NOT be sent to the mailing list.

Newsletter -

Peg Tirrell reported the Newsletter will be ready for publication in November. Brief discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the ARTS Newsletter will be sent to the ARTS Officers for review, editing, and approval and will be distributed by The ARTS Web Master. (MSC)

ARTS Business/Action Plan - (Attachment 5)

The Business Plan (Draft 1, dated May 5, 2005) was presented and accepted during the 2005 June ARTS Meeting. The plan begins in June 2005 and provides milestones through January 1, 2012. There have been no requests to revise the plan as presented. It has been agreed that the plan will be reviewed at least once a year to report which goals have been met, which have not been met, and any changes which are required. Brief discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the Business/Action Plan (Draft 1, dated May 5, 2005), as presented, be approved for implementation. (MSC)

ARTS Contact List - This item is one of the goals of the Action Plan. Jim Maczko has completed gathering names and contact information for this item. The ACTION required for this item has been completed. The list is available to The ARTS for mass distribution of information to the contact person in all of the 50 states. This item will be removed from future agendas.

Utilization of CMS by the ARTS -

During the June 2005 ARTS meeting extensive discussion of this item resulted in agreement that The ARTS allow CMS to move on to other activities. No additional action is required at this time and this item will be removed from future agendas.

Marketing Plan -

This item concerns a Marketing Plan created by a CALLERLAB Ad-Hoc Committee which was presented and discussed during the June 2005 ARTS meeting. Extensive discussion of this item during that meeting resulted in agreement that the Marketing Plan, as presented would be accepted as a guideline to be revised, as needed, at this meeting. One change was made at this meeting to change the target group to "50 to 59" instead of "50 to 55". It was also agreed that when the plan is distributed to other groups each group can change "CALLERLAB" to "ARTS and "square dancing" with another form of dancing as desired by the group. Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the Square Dance Marketing Plan, developed by the CALLERLAB RPM Committee and dated March 2005, be accepted as amended for presentation to other groups to be modified as desired. (MSC)

NOTE - The Marketing Plan has been renamed "Recruiting Plan". A copy of the revised document has been provided to the ARTS Reps. A dancer demographic survey conducted by CALLERLAB and The CALLERLAB Foundation supports the points in the Marketing/Recruiting Plan. A copy of the report of that dancer survey was sent to the ARTS Reps.

Add-A-Buck Project -

This item concerns the idea that festivals, conventions, association dances, club dances and dances sponsored by individuals would provide publicity and the opportunity for attendees to voluntarily donate a certain amount (possibly \$1.00) in addition to the dance admission cost. A package of materials including 1) An introduction letter; 2) A promotion letter; 3) A Sample Flyer; 4) Handout information; 5) Poster for display at the dance event; 6) Record keeping information; 7) a Thank you letter was presented for review and approval. At the present time this project is geared toward obtaining donations for The ARTS. The USDA reported that the project has been accepted by the USDA. Brief discussion of this item during the June 2005 ARTS meeting resulted in approval for future implementation of the Add-A-Buck Program as presented by the CALLERLAB RPM Committee Chairman.

This item was submitted to the ARTS Board in ARTS LOG 05-0802-001(Add-A-Buck Prgm). The following MOTION was discussed and voted on during this ARTS LOG: "*MOTION: Be It Resolved That: The ARTS Dance Add-A-Buck Program, Draft 3, dated August 17, 2005, be approved and implemented*" Five ARTS Board Members voted to approve the above MOTION, one Board Member voted to NOT approve the MOTION and five Board Members did not Vote.

There have been requests to add this item to the agenda for this meeting. Considerable discussion of this item resulted in the formation of an Ad-Hoc Committee to review, edit, and revise the materials presented at this meeting. This Ad-Hoc Committee will bring the results of their work to the next meeting for review and vote by the ARTS Board. There will be no Electronic Vote on this item. The following are members of the Ad-Hoc Committee: Linda Shaw, Edythe Weber, and Peg Tirrell.

Slogan/Logo Project -

This item concerns creation of a Logo and Slogan to be used in advertising and promotion. Considerable discussion of this item resulted in agreement that no action be taken and that this item be removed from future agendas.

American Square Dance Magazine Donations -

This item concerns a special offer from the American Square Dance Magazine for some discounted subscriptions which would include a donation to The ARTS. No additional action is planned at this time and this item will be removed from future agendas.

Promotion of National Events -

This item concerns a suggestion that all callers, cuers, and dancers be encouraged to help promote national dance events such as USAWest, the NSDCs, the IAGSDC convention, and other national dance events. There was agreement that this item will be on the agenda for this meeting. No further action is required. This item will be removed from future agendas.

Possible Fund Raiser -

This item concerns a possible fund raiser through the purchase of travel & vacation items by participants. This was the subject of ARTS LOG 05-0304-001. Information about this program "YTB Travel & Cruises, Inc" has been presented to the ARTS Reps. Basically The ARTS would benefit from online purchases of travel & cruises. Jeff Powell, YTB representative, provided a presentation with additional information on this item as shown in the attached data. If accepted by The ARTS, an online link would be established for use by participants (dancers/callers/cuers/any others) to use to purchase travel (air/hotels/rental cars/ cruises/etc) online. Details of how the money would be distributed with in The ARTS would need to be determined by The ARTS Board. One possibility would be for all the money would go to The ARTS. Additional information is available on the ARTS web site. Considerable and lengthy discussion of this item resulted in the following MOTIONS:

MOTION: Be It Resolved That: The ARTS accept the fund raising proposal as presented by YTB Travel for a one year trial. (MSC)

MOTION: Be It Resolved That: All the funds received from the YTB Travel online during the one year trial period program, as accepted by The ARTS, be distributed to The ARTS Treasurer for deposit in The ARTS bank account. (MSC)

MOTION: Be It Resolved That: The URL (web site) to be established to administer the YTB Travel online program be "ARTSTRAVEL.com" or some very similar URL. Details of this to be coordinated by the ARTS Web Master. (MSC)

ARTS & Combined Federal Campaign (CFC) -

This is a proposal by Tim Eum that The ARTS apply to become listed as an eligible charitable organization as part of the Combined Federal Campaign (CFC). The CFC is a program which allows federal employees to make donations to eligible charitable organizations by making a single donation. The money is then distributed as designated or to a general fund which is split among the listed eligible organizations. Tim has volunteered to process the paperwork on behalf of The ARTS to apply to be approved as an eligible charitable organization. Brief discussion of this item during the June 2005 meeting resulted in approval of a MOTION to ask Tim to process that application as an eligible charitable organization of the CFC. Tim will be submitting the application.

ARTS Budget -

This item includes discussion of establishing a budget for the organization. Brief discussion of this item during the June 2005 ARTS meeting resulted in agreement that a Budget Committee be established. The following have agreed to serve on this Committee: Chairman - Al Shaw, and members - Henry Israel and Edythe Weber. It was agreed that all expenses need to be submitted to the Treasure so that a history of expenses can be established. Brief discussion of this item resulted in agreement that the ARTS Treasurer will establish a budget for review and discussion by Electronic mail (ARTS LOG).

Web Site -

This item concerns hosting location and costs for the ARTS web site. Brief discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS Web Master obtain a stand alone web site for ARTS-DANCE to be hosted through Deerfield hosting at a cost of \$79.95/year, be approved (MSC)

NEW BUSINESS -

New Associate Memberships

There were no new applications for Associate Membership.

New Individual Memberships

An application for Individual Membership was received from Scott Philips:

MOTION: Be it resolved that: Scott Philips be approved for Individual Membership in The ARTS for a 12 month period beginning October 16, 2005. (MSC)

Renewing Memberships

The Treasurer reports that Memberships (Associate and Individual) are being received.

Governing Board Members - Donations

A donation of \$100.00 was received from CONTRALAB.

Disney Proposal

This item concerns a proposal from Disney World, Youth Events Group, to sponsor a square dance event (squares/rounds/traditional). The main focus of this proposal is to sponsor an event featuring youth dancers. Discussions with Disney representatives resulted in agreement that initially the event should be open to all dancers. Future events may feature more youth dancing and activities such as competition.

The proposal includes the following initial points: 1) Discounted Disney admission, 2) Transportation considerations, 3) Housing considerations, 4) Facilities for dance events, and 5) Participation in a Disney parade. Disney will be sending a draft proposal by the end of October 2005 which will be reviewed and negotiated.

Considerable discussion of this item resulted in agreement that this is an event which warrants further consideration and that further discussion should wait until we have received additional information and proposal from Disney

Public Relations (PR) Proposal -

This item concerns a proposal from the Portland PR company Weber/Shandwick . This proposal was submitted to the ARTS Reps in ARTS LOG 05-0801-002 (Weber/Shandwick Proposal). The result of the ARTS LOG was that we would discuss the proposal during this meeting. Items listed below were included in the proposal and need to be discussed and voted on. Several MOTION(s) are presented for Discussion and Vote.

A. Sample News Release and How-to Fact Sheet

Weber Shandwick would create a sample news release for clubs to use as a guide, along with a blank "guide" release and tip sheet that shows what should be in EACH paragraph of a release. (Please note, logos and custom letterhead are not included in this estimate:

Cost: \$1,500

B. Media Tips and Tricks

Weber Shandwick can summarize the points delivered in the free presentation given at the national convention into a word document including tips for how best to work with the media, how to get your story placed and how to handle interviews for TV and newspapers.

(NOTE - Weber/Shandwick has provided us with their Power Point Presentation which might eliminate the need for this expense. See the attached information)

Cost: \$1,000

C. Square Dancing Backgrounder

Weber Shandwick would take interviews with you or review background material that you have in order to create a backgrounder on square and traditional dance that would be compelling for new members and could also be sent to reporters. We have heard from you that there are significant physical, mental and social benefits to joining a local organization. We would suggest that you aggregate that data and the actual source material that it came from. Weber Shandwick will then write a backgrounder, including some history, a key health benefits sections, an anecdotal story, and national level contacts for more information.

If there are medical foundations or research firms that would require copyright permissions, Weber Shandwick can work those permissions out for you. We would also recommend that there be brief paragraphs describing the several types of traditional dance. We would create this backgrounder in such a way that a local club would have the ability to customize certain portions, such as contact information, but the format and design would be one approved by A.R.T.S.

Cost: \$5,000 materials research creation, formatting and writing. Artistic Design, T.B.D.

D. PR/Marketing Success Story Round-up Area

Weber Shandwick recommends that you mine your individual clubs for PR/Marketing successes and then create a category of the Web site where those stories are stored as examples of best practices. You could also run contests at the conventions for people to turn in their best stories, in order to get more stories, more traffic to your Web site, and more positive awareness of A.R.T.S.

Cost: Done by A.R.T.S.

E. Stock Photos on Square, Round and Traditional Dancing

We would recommend that A.R.T.S. provide 25-50 or more photos of traditional dance that are of high quality to include on the Web site or have printed for distribution to local clubs as marketing collateral. You might consider making it a contest for some sort of prize, in order to drive traffic. For example, at a convention you publicize the contest, have clubs from all over submit their best photos, and allow people to vote.

Cost: Done by A.R.T.S.

F. Program Recommendations

ARTS. needs to have a stronger presence with square dance clubs across the world. We recommend a press kit specific to A.R.T.S., including backgrounder on how you got started, a mission statement, bios on your board executives, and opportunities for getting involved. The same Fact Sheet mentioned above should be customized for A.R.T.S., and this kit can be used in all media engagements and as marketing to clubs.

Cost: \$2,000, plus folders or CDs TBD, assuming the above background materials, Fact Sheet, etc., are done.

G. News Release on Survey Results

A.R.T.S. has already paid for an attitudinal survey toward square dancing. We believe, if you have positive things to say about ways in which square dancing clubs are rising to meet the challenges revealed by the survey, you could do a news release regarding the results and limited media outreach.

Cost: TBD, based on research findings, positive anecdotes to work with, etc.

Considerable and lengthy discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The proposal for Public Relations (PR) materials and work for seven PR items as presented by Weber/Shandwick be rejected at this time. **(MSC)***

Public Relations (PR) Project -

This item concerns a proposal that Members of The ARTS create PR materials for use by any dance association, federation, club or any other organization. Considerable discussion of this item resulted in agreement that an Ad-Hoc Committee be formed to create PR materials for submission, review, approval. Such materials would be made available to all dance organizations for their use. The following Members were selected for this Ad-hoc Committee: Tim Marriner, Peg Tirrell, and Dana Schirmer.

Video Production Proposal - (Attachment 6)

This item concerns a proposal from Lloyd Juhalan from British Columbia, Canada. The proposal was for a short professionally produced video which could be an effective marketing tool for recruiting dancers. The videos could be mass produced cheaply for distribution to prospective dancers. This item was submitted to the ARTS Rep for DISCUSSION in ARTS LOG 05-0710-001 (Video Prod Proposal). During discussion of this ARTS LOG several questions were raised which required more information before a Vote would be taken. The ARTS Secretary has requested this additional information from Lloyd four times. Attachment X is the response received from Lloyd on October 4, 2005. Discussion of this item resulted agreement that an ARTS LOG will be created to discuss and vote on this issue.

Advantages & Value of ARTS Membership -

This item concerns a request from Ron Holland that we discuss the Advantages of Membership. This discussion should include Pro and Con information. The purpose is to provide the ARTS reps with information to explain the advantages of joining The ARTS and to explain the value of the organization. Since Ron was not able to attend this meeting. This item will be tabled until the next ARTS meeting

Grant proposal -

This item concerns a Grant Application to the RWJ Foundation as proposed by Alitia and John Becker - USDA Plains Region Vice Presidents and Youth Advisors. Grant applications to the RWJ Foundation must be done by an IRS 501 (c)(3) organization., The USDA is not eligible, however, The ARTS is. The basis for this Grant is to deal with childhood obesity through the support of Dance Instructors in Schools supplemented with the Square Dance 101 booklet from for the California Association of Physical, Education, Recreation & Dance (CAHPERD). The average grant from the RWJ Foundation is from \$1,200 to \$50,000,000. The foundation approves approximately 900 each year. Most grants are from one to five years. Organizations receiving grants are required to submit an annual report and a final report.

Alitia read the proposed Grant Application and presented a proposed budget. A copy of the application and budget was provided to the Reps at the meeting. An electronic file and budget was mailed to the ARTS Secretary. There was agreement that the grant request is a good idea and that professional grant writing expertise would be beneficial. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The Grant Application to the RWJ Foundation as presented by Alitia Becker be accepted for review and revision prior to submission to the RWJ Foundation. **(MSC)***

Election Of Officers -

Prior to the election the following MOTION was submitted:

*MOTION: Be It Resolved That: The uncontested positions (Chairman, Secretary, and Treasurer) be accepted. **(MSC)***

The vote for Vice Chairman resulted in election of Scott Philips.

The ARTS Officers for the 2005/2006 year Membership Year are: Chairman - Jim Maczko; Vice Chairman - Scott Phillips; Secretary - Jerry Reed; and Treasurer - Edythe Weber . The term of office shall begin at the close of this meeting. Following the election the following MOTION was submitted:

*MOTION: Be It Resolved That: The ballots for the 2005/2006 ARTS Vice Chairman be destroyed. **(MSC)***

NEXT MEETING -

The next meeting is scheduled to begin at 9:00 AM on Sunday, April 2, 2006 in Charlotte, NC. The location of the meeting will be determined later. The ARTS will host this meeting.

ADJOURNMENT -

The meeting adjourned at 10:50 PM on Sunday, October 16, 2005

Submitted by,

Jerry L. Reed
ARTS Secretary
Transcribed from tape
Approved November 28, 2005 by ARTS LOG 05-1025-002 (Fall ARTS Mtg Minutes)



Alliance of Rounds, Tradition and Square Dance Inc.
October 15, 2005
Orlando, Florida

Treasurer's Report

The checking account balance is \$17,131.38.

Attached is the financial statement of all income and expenses since May 7, 2004 when we took over as treasurer. Also attached is a detailed report of income and expenses for June 16-October 14, 2005, the period since our last meeting.

Renewal of memberships is very slow. In October I received a renewal of dues that had originally been sent out in July for an expiration in August. This makes it a little bit difficult when they pay so late. The procedure I have been following is to send a letter about renewal approximately two months prior to their original membership month. Then a follow-up postcard is sent around the actual expiration date. Does this procedure need to be revised to induce better renewal?

New memberships are also very slow.

There is still confusion about individual membership. Some couples consider themselves as a family, and think they should pay the individual membership rate.

The tax year for ARTS is October 1 to September 30. The 990 tax return will be due by February 15, 2006. I will begin working on that and get it filed early.

10/15/05

Alliance of Round Traditional and Square Dance Inc Financial Statement

May 7, '04 - Oct 14, 05

Income	
Lapel Pins Sales	205.00
Badge Income	283.00
Donations	10,836.24
Dues	
Associate Dues	3,500.00
Individual Dues	1,850.00
Total Dues	<u>5,350.00</u>
Miscellaneous Income	
Survey	100.00
Miscellaneous Income - Other	60.00
Total Miscellaneous Income	<u>160.00</u>
T-Shirt/Cap Sales	156.00
Transfer from Wells Fargo	7,097.31
Total Income	<u>24,087.55</u>
Expense	
Advertising	180.00
Badges	350.00
Bank Service Charges	23.00
Grant Funds	1,750.00
Internet & Web Related Expenses	67.95
Lapel Pins	230.00
Legal Fees	1,651.47
Magnets	1,168.00
Meeting Expense	144.95
Miscellaneous Expense	469.99
Office Supplies	57.72
Postage and Delivery	314.37
Printing and Reproduction	290.20
Survey Expenses	258.52
Total Expense	<u>6,956.17</u>
Net Income	<u><u>17,131.38</u></u>

10/15/05

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail
 June 16 through October 14, 2005

	Type	Date	Name	Memo	Amount
Income					
Lapel Pins Sales					
	Deposit	07/06/2005	Holley, Charlie & Kitty	Pin Sales - USDA - 10 pins	50.00
	Deposit	07/06/2005	Reed, Jerry	Pin Sales	30.00
	Deposit	07/06/2005	Wilcox, P	Pin sales during National Convention	125.00
Total Lapel Pins Sales					<u>205.00</u>
Donations					
	Deposit	07/06/2005	National Executive Committee	Donation - NEC	500.00
	Deposit	07/06/2005	Colorado State Square Dance Association	Donation - Colorado State Sq/Dn Assoc	150.00
	Deposit	07/12/2005	Ackerman, David & Joyce	Additional donation - David Ackerman	100.00
Total Donations					<u>750.00</u>
Dues					
Associate Dues					
	Deposit	07/06/2005	Colorado State Square Dance Association	Associate dues - Colorado State Sq/Dn Assoc.	100.00
	Deposit	07/06/2005	Denver Area Square & Round Dance Council	Associate dues - Denver Sq/Rd Dn Council	100.00
	Deposit	07/06/2005	55th National Square Dance Convention	Associate dues - 55th Nat'l paid by Butch Hayes	100.00
	Deposit	07/07/2005	Folk Rd & Sq Dn Fed/North Carolina	Associate dues renewal - FRSDf of North Carolina	100.00
	Deposit	08/03/2005	Oregon Federation of Sq/Rd Dance Clubs	Associate Dues - Oregon Federation of Sq/Rd Dn Clubs	100.00
	Deposit	09/26/2005	Central District Sq/Dn Association (OK)	Assoc dues - Ctrl Dist Sq/Dn Assoc Inc.	100.00
	Deposit	09/26/2005	Sandpipers Square Dance Club	Assoc dues - Sandpipers Sq/Dn Club	100.00
	Deposit	09/26/2005	Cumberland Valley Western Sq/Rd Dn Assoc	Assoc dues - Cumberland Valley WSRDA	100.00
	Deposit	10/03/2005	56th National Square Dance Convention	Assoc dues - 56th NSDC	100.00
Total Associate Dues					<u>900.00</u>
Individual Dues					
	Deposit	07/06/2005	Margheim, Sam & Linda	Individual Dues - Sam & Linda Margheim	50.00
	Deposit	07/06/2005	Rotruck, Ty & Ann	Individual Dues - Ty & Ann Rotruck	50.00
	Deposit	07/06/2005	Larsen, Virgil & Velma	Individual Dues - Virgil & Velma Larsen	50.00
	Deposit	07/06/2005	Cogley, John	Individual Dues - John Cogley	25.00
	Deposit	07/06/2005	Crouch, Bill	Individual Dues - Bill Crough	25.00
	Deposit	07/06/2005	Taylor, Judy	Individual Dues - Judy Taylor	25.00
	Deposit	07/06/2005	Winter, Judith	Individual Dues - Judith Winter	25.00
	Deposit	07/06/2005	Abramson, Bonnie	Individual Dues - Bonnie Abramson	25.00
	Deposit	07/06/2005	Raef, Bob & Pat	Individual Dues - Bob Raef	25.00
	Deposit	07/06/2005	Appel, William	Individual Dues - Bill Appel	25.00
	Deposit	07/06/2005	Schirmer, Dana & Donna	Individual dues - Donna Schirmer	25.00
	Deposit	07/06/2005	Herndon, Pat & Ave	Individual dues - Pat & Ave Herndon	50.00
	Deposit	07/06/2005	Shacklette, Stew & Kathie	Individual dues - Stew & Kathie Shacklette	50.00
	Deposit	07/07/2005	Collins, Dayla Meyer	Individual dues - Dayla Collins	25.00
	Deposit	07/07/2005	Seastrom, Michael	Individual dues - Mike Seastrom	25.00
	Deposit	07/12/2005	Ackerman, David & Joyce	Individual dues - David & Joyce Ackerman	50.00
	Deposit	08/16/2005	Nelson, Harry	Individual Dues - Harry & Patricia Nelson	50.00
	Deposit	08/26/2005	Frank-Gass, Susan	Individual dues - Susan Frank-Gass	25.00
	Deposit	08/26/2005	Gass, William	Individual dues - William Gass	25.00
	Deposit	08/26/2005	Warmoth, Ed	Individual dues - Ed Warmoth	25.00
	Deposit	08/26/2005	Neufeld, Jimmy	Individual dues - Jimmy Neufeld	25.00
	Deposit	09/26/2005	Cozby, Jacque & Dwain	Individual dues - Cozby - 2 years (2007)	100.00
Total Individual Dues					<u>800.00</u>
Total Dues					1,700.00
Miscellaneous Income					
Survey					
	Deposit	07/12/2005	Triplett, Gene & Connie	Donation to cover survey box expenses	50.00
Total Survey					<u>50.00</u>
Total Miscellaneous Income					<u>50.00</u>
Total Income					2,705.00
Expense					
Advertising					
	Check	08/03/2005	National Square Dance Directory	1/4 page advertisement in National Sq/Dn Directory	180.00
Total Advertising					<u>180.00</u>
Lapel Pins					
	Check	07/20/2005	Reed, Jerry	LapelPinz - Payment for 1/2 shipment of ARTS lapel pins	230.00
Total Lapel Pins					<u>230.00</u>
Legal Fees					
	Check	10/06/2005	CA Secretary of State	CA Filing & Disclosure Fee	25.00
Total Legal Fees					<u>25.00</u>
Magnets					
	Check	09/09/2005	Israel, H	500 magnet signs @ \$2.25 each plus shipping	1,168.00
Total Magnets					<u>1,168.00</u>
Meeting Expense					
	Check	06/26/2005	Tom Rudebock	Printing Marketing Presentation for ARTS meeting	68.40

10/15/05

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail
June 16 through October 14, 2005

	<u>Type</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
	Check	06/26/2005	Maczko, Jim	Printing YTB presentation for ARTS meeting	25.60
	Check	07/20/2005	Reed, Jerry	Printing Agenda for June meeting	25.50
Total Meeting Expense					<u>119.50</u>
Postage and Delivery					
	Check	07/20/2005	CALLERLAB.	Shipping paper to ROUNDALAB for Portland brochures	103.12
	Check	08/26/2005	Postmaster	Stamps for Treasurer 100 37 and 100 23	60.00
Total Postage and Delivery					<u>163.12</u>
Printing and Reproduction					
	Check	06/26/2005	ROUNDALAB	Folding 10,000 brochures for Portland	95.40
	Check	07/20/2005	CALLERLAB.	Paper for ARTS brochures for Portland	40.00
Total Printing and Reproduction					<u>135.40</u>
Survey Expenses					
	Check	09/06/2005	Kimberlee Streby	Plastic boxes for surveys and tape	33.65
Total Survey Expenses					<u>33.65</u>
Total Expense					<u>2,054.67</u>
					<u>650.33</u>

The following are ARTS Governing Board Actions Taken By E-mail Since the June 2005 ARTS Meeting

ARTS LOG 05-0710-001 (Video Production Proposal)

The purpose of this ARTS LOG was to gather comments and votes on a proposal from Lloyd Juhala from British Columbia, Canada. The proposal was for production of a video to help with recruiting new dancers. The ARTS Secretary has requested additional information four times from Lloyd. However, there has been no response. This item is still open.

ARTS LOG 05-0720-001 (National Directory ARTS Ad)

The purpose of this ARTS LOG was for the ARTS Officers to approve the wording for an ad in the National Square Dance Directory. The ARTS Officers approved the final wording of the ad. Action was completed as of the Final Report dated 08/02/2005

ARTS LOG 05-0801-001 (3 Individual & 1 Association Memberships)

The purpose of this ARTS LOG was to VOTE to confirm Individual Membership for a 12 month period for :Michael Seastrom - Thousand Oaks, CA; Dalya Meyer Collins - Seal Beach, CA; and David & Joyce Ackerman - Merion, PA and to confirm Associate Membership for a 12 month period from the date of approval of this MOTION for: Oregon Federation of Square and Round Dance Clubs. The Governing Board approved this ARTS LOG. Action was completed as of the Final Report dated 08/16/2005

ARTS LOG 05-0801-002 Weber/Shandwick Proposal)

The purpose of this ARTS LOG is to DISCUSS and VOTE of the proposed deliverables Jim Maczko provided comments for each deliverable and the proposal made by Weber Shandwick. The list of deliverable is provided below.

- A. Sample News Release and How-to Fact Sheet
- B. Media Tips and Tricks
- C. Square Dancing Backgrounder
- D. PR/Marketing Success Story Round-up Area
- E. Stock Photos on Square, Round and Traditional Dancing
- F. Program Recommendations
- G. News Release on Survey Results

The ARTS Governing Board agreed that all of these items will be on the agenda for the 2005 Fall ARTS meeting in Orlando. Action was completed as of the Final Report dated 09/13/2005

ARTS LOG 05-0801-003 (June 2005 ARTS Meeting Minutes)

MOTION: Be It Resolved That: The minutes of the June 2005 , ARTS meeting (Draft 3, dated August 9, 2005) be approved. The ARTS Governing Board approved Draft 3 dated August 9, 2005, of the minutes of the June 2005 ART Meeting held in Portland Oregon. Action was completed as of the Final Report dated 09/12/2005

ARTS LOG 05-0802-001 (Add-A-Buck Program)

The purpose of this ARTS LOG was to discuss and vote on approval and implementation of the Add-A-Buck Program in the following MOTION: Be It Resolved That: The ARTS Dance Add-A-Buck Program, Draft 3, dated August 17, 2005, be approved and implemented. The MOTION was NOT approved. However, this item was requested to be added to the agenda for the October 2005 ARTS meeting and will be discussed during that meeting. Action was completed as of the Final Report dated 09/16/2005

October 2005 ARTS Meeting Minutes - Attachment 2
(Action By Arts Governing Board -E-mail) (Page 2 of 2)

ARTS LOG 05-09-01 (Relief Katrina Victims)

The purpose of this ARTS LOG was to gather comments & Votes on a MOTION that The ARTS would encourage dance organizations (associations, federations, clubs, etc.) to organize and sponsor fund raising dances or other events to raise money to help the victims of hurricane Katrina. Prior to completion of DISCUSSION of this ARTS LOG, another related ARTS LOG was created for VOTE on this issue. That log was ARTS LOG 05-0905 (GSI & Relief - Katrina Victims); which was approved by the ARTS Governing Board. ARTS LOG 05-09-01 was closed with no further action required. Action was completed as of the Final Report dated 09/27/2005

ARTS LOG 05-0902-001 (Individual Memberships)

The purpose of this ARTS LOG was to VOTE to confirm Individual Membership for a 12 month period for: William Gass and Susan Frank-Gass from Titusville, FL and Jimmy Neufeld from Wichita, KS. The Governing Board approved this ARTS LOG

Action was completed as of the Final Report dated 09/27/2005

ARTS LOG 05-0902-001 (Square Dance Movie Update) (FYI)

The purpose of this ARTS LOG was to submitted FYI to provide information from Nick Korbee about the movie he is working on. The movie will provide information about the square dance activity. Nick may attend the October 2005 ARTS meeting in Orlando, FL. There was no action required for this ARTS LOG

Action was completed as of the Final Report dated 09/02/2005

ARTS LOG 05-0905 (GSI & Relief - Katrina Victims)

The purpose of this ARTS LOG was to gather comments & Votes on information provided by Chairman Jim Maczko that the ARTS should look at supporting the efforts of the GSI efforts to collect donations for the victims of Hurricane Katrina. The Governing Board approved this ARTS LOG

Action was completed as of the Final Report dated 09/27/2005

ARTS LOG 05-0912-001 (2005 ARTS Mtg Agenda)

The purpose of this ARTS LOG was to gather input for the agenda for the Fall 2005 ARTS meeting to be held in Orlando, FL October 16-17, 2005. Several inputs were received and added to the agendas.

Action was completed as of the Final Report dated 09/27/2005

In a message dated 10/11/2005 10:29:36 PM Eastern Standard Time, don@feenerty.com writes:

I am Don Feenerty. My wife Angela and I came up with SQUARE4LIFE as a way to motivate our current dancers and to attract new members. We did this during the two years we served as presidents of our local club and our local federation. I am very pleased to tell you that it did wonders for our local dancer numbers. After running a few news related SQUARE4LIFE articles in the community sections of our newspapers we were fortunate to have had 31 new dancers sign up for lessons. That number was a record for our club, who regularly had two to four new dancers join each year. The SQUARE4LIFE program also increased our numbers at our dances. We went from an average of 3 to 4 squares a dance to 8 to 10. We really pressed how great dancing was for you on so many levels. We stressed the physical health aspect as well as the mental and psychological aspects. After seeing how beneficial the program was for us we decided to make it available on line to anyone and everyone for free. We have had hundreds of inquires, and have been told of many clubs and federations who adopted all or parts of the on line program.

SQUARE4LIFE is not a group. It does not exist other than on line and in the clubs who choose to use it. We still receive inquires, and we encourage everyone to use and or adapt the program for themselves. Unfortunately, as successful as the program was for our local clubs they have all fallen on hard times. My wife and I are in our early forties. We were by far the youngest dancers in our area. Much of what we did was considered too radical for our older members, who I might add didn't like the large numbers at their dances. We eventually got tired of pushing the envelope, and decided to step down as officers of both our club and our federation. Within two months the numbers were back down to 2 to 4 squares at dances. With no promotion square dancing dies.

I am firmly of the opinion that the only thing wrong with square dancing is square dancers and square dance clubs. Say what you want about square dancers being the friendliest people in the world. I disagree. In our tri state area they are for the most part clickish and unwilling to step into the new world. Most of them learned to dance well before there were computers, video gaming and even cable TV. They are the same people who refused to believe malls would succeed. The days of opening your hall for a dance and expecting a full house are gone. People need to be invited, encouraged, convinced and even brought to dances. We need to advertise, to publicize and promote the activity, or it will go by the way side.

Now before you think I have turned cynical about dancing let me tell you what we are doing now. Once we decided we were getting no where because of the old way of thinking in our square clubs, we decided to move in a new direction. We approached a National Heritage Park System and pitched the idea of saving a piece of our traditional heritage, namely dancing. We added up the costs of holding dances with live bands and informed the Park System that without assistance this tradition would soon die. We had the backing of dozens of newspaper articles that we were able to get published in the past few years. We also had the backing and name recognition of state colleges, health organizations, business professionals and doctors from our local medical community. Of course none of these folks were there when we went for help, but they had spoken out in support when asked in the past for our newspaper articles. All in all we had an impressive package. We were given the use of a very large wooden dance floor in an historic downtown building for free and we were given ten thousand dollars to use to promote and provide our dances. We formed the Heritage Dance Association, and we have been holding monthly Contra Dances and even started holding monthly square dances under the name Heritage Squares. We are not a club. We are a dictatorship. I jest. We are a not for profit volunteer business, and we run the HDA as a business. While other clubs are closing we are thriving. I'm not saying we are so smart. I am saying that we have been successful by getting away from the old ten commandments of square dancing and square wear and all the out dated rules and regulations of square dancing. We host new dancer community dances, and they are packed. We have had TV news stations ask us for interviews. In short it works. Much of what we are doing is straight out of Jim Hensleys mouth. When I spoke with him for the first time I was floored that someone else had these same ideas. Jerry, they work. These are new times, and they require new ideas.

Over the past year I have been very motivated by the words I have received from Jim about the ARTS program. We have not attended any meetings, mostly because my wife and I work and can not get away for your meetings. But we are fans just the same. We have formed a youth division of the HDA, and against what everyone around us said, we installed a 16 year old young lady as our director. Long story short, she has been asked to make a presentation on Nov. 8th to a group in West Virginia who are looking for a way to spend 100 thousand dollars on fighting youth obesity in the state. You got it. We are telling them to start dancing. On the 8th this young woman will instruct a bunch of rich old white men to get up off their chairs and she will quickly have them going around the room doing a right and left grand. Then she will ask them when they last grasped so many hands in friendship, or when have they smiles so much. She will ask them how they feel. She will ask if they can feel their hearts racing. Then she will tell them the benefits of dancing. Man I get excited about this kind of stuff. I have been informed that we are one of eight who have been selected to present in order to get the 100 grand, and that our chances of getting at least ten grand are very high. It is all because we are going after it. It is easy. But this is not your grandma's square dancing. No sir. This is the new and improved version. You got it again. Technically it is your grandma's square dancing, but that doesn't sell anymore. And after all, we are selling square dancing.

September 30, 2005

I wanted to update you and the rest of the ARTS Board on some of my progress. Over the past several weeks my continued research has brought a great deal of focus to the project. I have decided to focus the story of the film on square dance families and, in a larger way, on how culture is transmitted, and preserved on the smallest level (between the generations of individual families) The film at its broadest will touch on the ways western culture, typically American culture, has become and major part of the identity of the global "family," particularly after WWII. I think this approach will best allow me to incorporate some of the recent history of traditional dance culture with the on going family struggle that touches all of our lives, and at the same time create a stunning portrait of the endlessly colorful world of enthusiasts.

I do realize that this concept may seem a bit academic, or even slightly vague. Please know that I only wish to include you all in my thought process. Rest assured, the message remains the same: traditional dance is a positive cultural force in the home and for the nation.

I am also writing to ask for some assistance. One thing I realized this summer, in my travels is that I can't possibly meet all of the people I need to meet in order to decide which families to focus the movie on. I have not given up my search, far from it. I need the help of the ARTS and all of its affiliate organizations to put out the call for families interested in appearing in the film. I think the best way to do this by posting an announcement in as many related publications as possible, including websites, magazines, newsletters, and any other periodical under the sun. I have attached my desired announcement to this email in two forms, (a small ad, and a longer announcement.) These announcements ask that interested participants send a videotaped introduction, or several photos and a letter telling their family story. I would ask your help in getting these announcements posted as soon as possible as I'm sure it will take a great deal of time for the responses to arrive.

Also, I am hoping to make trips to both the New England Square Dance Foundation in Manchester, NH, and The Kentucky Foundation as a part of my research, and to gather archival materials to appear in the film. I hope to make these trips in September and October, and I humbly request your financial assistance to making these trips possible.

On a final note, I am continually grateful for all of your assistance thus far. Speaking to the board in June was an invaluable experience for me as a young filmmaker. It is truly a tribute to the ARTS that I could connect with representatives of every major traditional dance institution, and all in one place! As always, any input, suggestion and advice will be relished.

Thank you all for your time,
Nick Korbee

BUSINESS PLAN FOR ARTS-DANCE
(Draft 1 - May 5, 2005)



ARTS-Dance is the dba for the Alliance of Round, Traditional and Square-Dance, Inc. a North Carolina 501 (c) 3 not for profit corporation. See the Bylaws for information on objectives, members, officers, meetings, governing board, committees, parliamentary authority, dissolution and indemnification.

This business plan is designed to reach the goal of 50,000 new traditional, round and square dancers by January 2012.

ARTS-Dance has not widely publicized its goals and progress. The first item of business is to identify all traditional, round and square dancers in the United States and make them aware of the goals and progress of ARTS-Dance. The dancers need to be updated at least quarterly of our progress. Once all dancers have been made aware of the need for an alliance to promote dance they will be asked to help us physically and financially to achieve that goal. This financial support will be by donations, fund raisers such as benefit dances, auctions, and any other fund raiser a dance group wishes to sponsor. At some time in the future we expect to have corporate sponsors to help us promote dance.

The goals will be set out in a time line of what is expected to be accomplished by a certain date. It is understood that the officers and governing board members will accomplish all the initial work for the organization. As more dancers become aware of the time line points of this business plan we would expect to delegate much of the work to the state and regional representatives.

November 1, 2005 Have a personal contact in each state that will spread the information about ARTS-Dance. This will be with the state dance organizations so they can distribute the information about ARTS-Dance to their members. A member of the ARTS-Dance governing board will be responsible for contacting the different state organizations.

January 1, 2006 Have additional contacts in each state to at least the local council or association level.

July 1, 2006 Have a listing of all dance members in the United States that have email. We will use this email listing to send the dancers quarterly updates. Start promotion of the National day of dance Feb 29, 2008 in these emails. Ask all dancers to become members of ARTS-Dance. This will increase our income and interest base.

Jan 1, 2007 Ask each council or association to host a benefit dance sometime in the next five months to raise money for ARTS. These monies are to be spent on advertising. List the dances on the web site so everyone will have ready access to them. Do not put the flyers on the web site but the date, location, time, dance leader and directions to the dance location if necessary.

July 1, 2007 Assist ROUNDALAB, CONTRALAB, AMERICAN CALLERS ASSOCIATION and CALLERLAB initiate a new program of certifying the dance instructors in each state. The goal of this certification is to insure the instructors are capable of teaching their chosen type of dance. Certified instructors will be available in each state to evaluate and help those who are having problems relaying the dance information to new dancers. Educate the current dancers on etiquette and how to retain the increase in dancers that will be arriving in the next year.

Jan 1, 2008 Finalize plans for the national day of dance. Contact every council or association to insure they have their final plans in place.

Feb 29, 2008 This is a national day of dance. Every association or council is asked to have a dance donating the proceeds to ARTS. We realize facility rentals must be taken out of the gross income. Please ask the dance leaders to donate their talents for this one dance. If they will not do that please send the remaining monies to ARTS. The goal is to collect a minimum of \$1 million dollars on this one day.

July 1, 2008 Finalize plans with marketing to insure the national ad campaign is ready to start on August 1. Marketing will have the initial setup of corporate sponsors so we can advertise in selective areas. Insure accurate records are kept on all new dancers, where they saw the advertising, do a survey on their demographics, the retention rate etc.

Jan 1, 2009 Evaluate the increase in new dancers relative to the marketing campaign. Increase the advertising in the areas of the country that have not received a ten percent increase in new dancers this year.

July 1, 2009 Utilizing the new dancers from last year increase the ad campaign to increase the new dancers by 25% this year. The advertising campaign will increase to cover a minimum of 50% of the US.

Jan 1, 2010 Evaluate the increase in new dancers relative to the marketing campaign. As new corporate sponsorship continues to grow increase the advertising campaign to cover the entire US.

July 1, 2010 Monitor the growth of the ad campaigns, the instructor certification program, the retention of new dancers and make changes or improvements where necessary. Begin the final push on the ad campaign to gain 20,000 new dancers this year.

Jan 1, 2011

Jan 1, 2012 We have reached the goal of 50,000 new dancers.

RECRUITMENT VIDEO for SQUARE DANCING

BACKGROUND

As we all know, the number of active square dancers has dramatically decreased during the past few years. The traditional methods of publicizing square dancing no longer seem to attract sufficient numbers of new dancers. In fact many clubs have had to fold because their memberships dwindled to the point that they were no longer economically viable.

We have an excellent opportunity to reverse this trend. There is a massive emerging population of Baby Boomers, the first of whom will soon be turning 60 years of age. Many of these people are "empty nesters" who now have more time available for recreation and social activities than they did during their child rearing years. However, just because there is a burgeoning source of new dancers, we cannot expect them to come flocking to our dance halls if we use the same old methods of publicizing our activity. A new approach is needed to attract these people to square dancing.

As Jim Hensley, Creative Marketing Services, has said, "there is an intergenerational difference in mindset between the WWII dancer population and that of the Boomers. They think, act, and are motivated in entirely new and different ways than are the bulk of our existing dance population. We need new ways to generate that first experience." It is encouraging to note that Jim also says, "However, once involved, they react like everyone else and come to appreciate the sense of fun and community that folk dancing affords."

Square dancing has evolved but the general public is not aware of the changes. To get them in the door, we must overcome the wrong images of square dancing.

CONCEPT

The first step in getting new people interested in square dancing is to update their understanding of what modern square dancing really is.

Since video tape and DVD players are common fixtures in homes, a short professionally produced video would be an effective method of giving people an awareness, understanding, and positive image about square dancing.

The video (about 10 minutes long) would be in a scripted story format rather than a documentary style. Static interviews are visually boring (talking heads). The short story format keeps viewers interested because they want to see the ending. It will be scripted in a manner that the viewers can picture themselves in the position of the couple that is learning what the square dance activity is all about.

OUTLINE

A brief outline for the video could be as follows:

- 1) Opening Scene – an empty nester couple is sitting in their family room at home. Wife says to husband, "Now that the kids have all flown the coop, we should find something to do together. Elizabeth was telling me today about all the fun she and Jack have together at square dancing." Husband says, "We should ask them about it when we're playing cards tonight."
- 2) They invite Jack and Elizabeth over. While playing Texas Hold-em they talk about square dancing. The discussion will be scripted so that it concisely covers all of the key attributes that make square dancing such a great activity. Probably insert short clips to visualize what Jack & Elizabeth are talking about.
- 3) The couple will make comments and ask questions that non-dancers might typically have about square dancing. For example, the man might say, "I can't dance, I have two left feet." Jack would then say that he felt the same way before he started. Then he would explain that if you can walk to the rhythm of the music, then you can square dance.
- 4) One of the Boomers' high priorities is an interest in "anti-ageing". In the video, an emphasis will be put on identifying the benefits that square dancing provides for mental and physical agility.
- 5) At the end of the evening, the couple say they are interested in giving it a try.
- 6) Jack & Elizabeth pick them up and take them to a dance.

- 7) A young caller (40 years old) with 5 or 6 squares acting as new dancers. The caller teaches a few basic moves and has them dancing right away using upbeat modern music. Dancers would primarily be of the Baby Boomer demographic.
- 8) Would include a segment of a lunch break and the associated socializing.
- 9) Jack & Elizabeth give the couple a ride home.
 - 10) Closing Scene – Couple goes into their house. Husband to wife, “Before we went, I didn’t think I would like it, but I really did. It was fun – I’d like to do it again.” Wife smiles and gives husband a kiss on the cheek. “I’m glad, I want to do it too.”

The fear of the unknown can sometimes discourage a person from trying a new venture. The video will simulate what a person may experience on the first night of dancing. It will dispel misconceptions about square dancing while showing what an enjoyable activity it is.

FILMING

The equipment we will use for this production includes a 2 camera setup, professional lighting, a boom crane, and a glide cam.

Support staff will be a soundman, makeup person and a continuity person.

We will write the original script and then have a professional script writer review and polish it up for viewer appeal.

Acting of the key roles is going to be very important. Past experience has proven that it is imperative to use experienced actors for scripted roles. We will employ actors from the local Actors Guild to make the story believable.

SCHEDULE

The pre-production planning phase is expected to be completed by January 31, 2006. This includes script writing, storyboard development, selection of shooting venues, and selection of Actors.

Shooting will take place during the month of February. Master copies of the video should be available no later than March 15th.

FUNDING

The total production cost for the project will be \$12,000 (Canadian) plus taxes if applicable. The British Columbia Square and Round Dance Association has budgeted \$5,000 toward the project, so there is need for another \$7,000.

DISTRIBUTION

One of the ideas in Canada is to distribute master copies of the video to all of the Regional and District Square Dance Associations. Each Association would decide the most effective means of using the video for promotion within their area. Although they have not yet finalized plans, the Canadian Square and Round Dance Society is budgeting \$3,000 for distribution.

The master copies would be formatted to legal broadcast standards so they could also be used for T.V. broadcasts.

This project may link very well with the ARTS mission to provide leadership and resources to generate public awareness and promote acceptance and growth of our wonderful dancing activities. Of course, the ARTS would be acknowledged in the credits at the end of the video.

We would appreciate your involvement in this very important first step in updating the image and working toward the rebirth and recovery of square dancing.

Yours truly,
Lloyd Juhala