



ARTS-DANCE - NEWSLETTER

Summer - 2009

A Look At The ARTS Backgrounder.....

One of the goals of ARTS-Dance is to promote our activity by providing positive images and information. ARTS-Dance has approached this challenge in several different ways. We are now pleased to announce the release of an outstanding document which we believe will go far to support our goal of positive promotion. This document is known as the ARTS-Dance Backgrounder.

During the 58th National Square Dance Convention in Long Beach the Alliance of Round, Traditional and Square-Dance, Inc. released the new Backgrounder on the Square, Round and Traditional / Contra dancing.

With the assistance of Vibrance PR, a professional public relations firm of Vancouver, Washington and Mission Viejo, California, the ARTS-Dance has created a Backgrounder. This document is designed to provide information on our Dance activities that would be compelling information to attract new dancers.

News reporters/writers can utilize this Backgrounder to assist them in preparing news articles which accurately represent our Dance activities. The ARTS-Dance Backgrounder includes colorful pictures of dancers in action, along with some historical facts, brief paragraphs describing the several types of traditional dance, and national level contacts for more information.

Among the highlights included within the ARTS Backgrounder are the key health benefits of participating in Square, Round and Traditional / Contra Dancing. Also included are historical facts and information correctly characterizing the advantages of pursuing an active life through Dance.

To obtain copies of these Backgrounders simply visit the ARTS-Dance website at www.arts-dance.org. Within the electronic version of the Backgrounder the ARTS-Dance webmaster has incorporated an internal fillable pdf space for local groups to incorporate their contact information to facilitate those interested in learning more on becoming involved in these fun and healthy Dance movements.

For More Information contact The ARTS:
On the web: www.arts-dance.org
Email: ExecutiveDirector@arts-dance.org

You2CanDance.com....

ARTS-Dance recognizes the power of the Internet and the need to publicize the activity more effectively. ARTS-Dance has undertaken the task of creating a web site dedicated to the promotion of square dancing, round dancing, and contra dancing, three forms of dance with a leader directing the dancers. Unlike most of the dance web sites in existence, this site will be designed for those who are not already actively engaged in these forms of dance. The idea is to provide a short video of each activity, presenting positive images and dispelling some of the old stereotypes. There will be descriptions of each activity and positive photographs. The site will extol the health and social benefits of dancing in general and each of the dance forms individually. If there is interest by the visitor to the site, there will be menus to direct them to contacts in their area.

The name of the web site will be you2candance.com. Once the site is up and running, hopefully by mid-fall, word needs to get out. This is where the dance community comes in. Imagine if all the dance leaders and dancers had a "you2candance.com" sign in their car window. Imagine business cards with nothing on them except "you2candance.com" being left in doctor and dentist waiting rooms and stuck on supermarket bulletin boards. Imagine banners hanging outside dance halls (whether owned or rented) with just "you2candance.com". How about free bookmarks for your library or second-hand book store. Eventually people will click on the web site just to see what it is. With any luck, some of them will be interested and access the contact information.

The site is being designed by Custom Video Productions of Red Bank, NJ. The project coordinator is Roy Gotta (roygotta@optonline.net). Suggestions, pictures, volunteers to be state, city or local contacts, or anything you think might be of value to the project should be sent to Roy at the above email address.

Since ARTS-Dance is a 501 © (3) corporation, tax-deductible contributions to the project are welcome. Please feel free to pass this information on to the dancers in your area.

ARTS-Dance at 58th NSDC in Long Beach, CA

The 58th NSDC in Long Beach has come and gone. This was another GREAT dancing event. Dancers from all around the globe gathered in Long Beach for a fun-filled convention. This year The ARTS provided an updated version of the information Tri-Fold. This high quality brochure provides information about The ARTS including Board Members, accomplishments, and plans.

In spite of the efforts of many, ARTS-Dance is still a relatively unknown entity to many dancers. To help explain who we are and some of our goals and accomplishments we presented two seminars during the convention 1) The Race is On (ARTS and the Future of Our Activity) and 2) Ready, Set, Go (Tell Us What You Expect from ARTS). Even though the attendance was disappointing, there was a good exchange of ideas.

We had a display in the Showcase of Ideas. As always, copies of the Tri-Fold brochure were available as well as other information about The ARTS.

Recent Generous Donations -

During the recent ARTS-Dance Board meeting in June we received the following donations: 1) From the 57th NSDC - \$5,000.00, 2) From The USDA - \$1,000.00, 3) from The NEC - \$250.00, and 4) From John & Dimple Williford - \$100.00. We are VERY appreciative to these generous donors.

ARTS & TRAVEL -

The ARTS-Dance online TRAVEL SITE has been activated for a number of months. Our agreement with YTB Travel has been extended indefinitely. Please visit it before making your travel plans www.arts-dancetravel.com for all your travel needs and help The ARTS by using this service.

Some of our member organizations include articles about The ARTS or the "Ask ARTS" press releases in their publications. The ARTS recognizes this need to educate the entire dance community and to get the news about ARTS and its goals out to all dancers. Use of the Internet and Email is being investigated.

ARTS Email Tree -

The ARTS has developed a system to help disseminate information directly to all dancers. Email tree representatives for over 22 states have agreed to serve as contact points for the ARTS Email Tree. The system will work as follows: 1) Information will be sent to the Email Tree Representatives (Reps), 2) The Email Reps will send the information to the people on their mailing list,

3) These people will send the information to the people on their mailing list, 4) The process will continue until the information is delivered to the dancers in the local clubs. If you would like to help, please contact the Executive Director, Jerry Reed at: ExecutiveDirector@arts-dance.org We welcome and value your comments.

ARTS-DANCE - Education Grant Program

ARTS-Dance has created a grant program, to encourage various dance organizations to conduct Educational Seminars which would inform and educate attendees about various topics related to the activity and help promote ARTS-Dance. In addition to the other topics, the seminars MUST also cover who and what ARTS is and its goals and accomplishments. Any square, round, contra, clogging, or folk dance organization willing to present a program which includes explaining ARTS and its function in the dance community can apply.

The associations, organizations, or dance promoters may apply for an educational grant of up to \$200.00 (or up to 50% of the costs, whichever is less) to cover the costs to present a seminar which includes a session explaining ARTS, its history, accomplishments, and current and future programs. This session can be a method to introduce ARTS to the dancing community who are not aware of ARTS, and further familiarize others with ARTS accomplishments and programs. A sign-in list of attendees must be circulated at the session, and if 10 or more attend, the session would qualify for a grant. If there are less than 10 attendees, the organization would not qualify for funds. Any consideration would be subject to availability of funds.

How to apply for the grant: The leaders must complete the Educational Grant Form, which can be obtained from any ARTS officer or can be printed from the ARTS-Dance web site: www.arts-dance.org. The application must be submitted to the ARTS Executive Director at 942 Tamarind, Rockledge FL 32955, or Email: ExecutiveDirector@arts-dance.org and must be received at least 60 days prior to the event. An estimate of expenses must be completed on the application. After review, ARTS will notify the applicant if they qualify for the grant. No organization may receive more than one grant in any one calendar year.

Next Governing Board Meeting -

The Fall 2009 meeting will be Sunday, October 11, 2009, location TBD. The meeting will begin at 9:00 a.m. Guests are welcome to attend.