



ARTS-DANCE - NEWSLETTER

Winter - 2009

Message From The Chairman -

ARTS (the Alliance of Round, Traditional and Square-Dance, Inc.) continues to develop programs to fulfill the ARTS mission - to generate public awareness and promote growth and acceptance of Square, Round and Traditional Folk Dance by working with and assisting dance groups. These ARTS programs will provide leadership and resources necessary to create an achievable marketing program to increase the number of dancers. To accomplish these goals requires financial assistance of the Dance community. The monetary support can take many different forms, from individual and associate memberships to voluntary contributions through the ARTS "Add-A-Buck" program. This program encourages Dance organizations from clubs through festivals and conventions to voluntarily add and collect a small additional amount to their dance admission fee. "Add-A-Buck" also benefits ARTS through the Dancer's increased awareness of the ARTS mission.

A number of clubs and groups, including State Convention organizers, have sponsored an Annual benefit dance where proceeds are donated to the ARTS. As an IRS recognized tax-exempt non-profit 501 (c) (3) corporation, all donations to ARTS Foundation are tax deductible.

Through working together, the ten ARTS Governing Board member organizations have achieved many accomplishments that are further detailed elsewhere in this issue of the ARTS NEWSLETTER. As with any major undertaking, it is more readily achievable through a combined effort of all those involved. Please join us in the ARTS efforts to further expand our dance community.

Jim Weber - Chairman Chairman@arts-dance.org

The ARTS-Dance is non-profit organized and is operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, Traditional, Contra, Clog, Line & Folk Dancing..

The ARTS administers a Grant Program to help dancer groups finance educational seminars or gatherings.

For more information visit:

www.arts-dance.org:

2009 October ARTS Meeting -

The 2009 October ARTS Meeting was held Sunday, October 11, 2009 in Newark, NJ. This was a busy meeting with Members of the ARTS Board gathering from all parts of the country. This dedicated group of dance leaders is committed to helping bring a greater awareness among the non-dancing public of the many benefits of the activity. Minutes of this and all ARTS meetings are available on the ARTS-Dance web site: www.arts-dance.org. Please visit our site to learn more about The ARTS. During the meeting a new dance organization was added to the ARTS Board. We welcome All Join Hands Foundation, Ltd. as our newest Board Member and look forward to working with this group.

During the meeting Roy Gotta reported on the uou2candance web/video project (see separate article). We are excited about this project and are expecting it will help publicize the activity more effectively.

The Board also heard a report on the Backgrounder brochure which has been completed and is now available. Copies were distributed at the 58th NSDC in Long Beach, CA and will be available at the 59th NSDC in Louisville, KY in June 2010. The Backgrounder is intended to be used as a tool to help provide information and publicity to clubs, non-dancers, news media, and others. A PDF file of the Backgrounder with an editable space for adding local information has been posted on the ARTS web site www.arts-dance.org.

As required by the Bylaws the election of ARTS Officers was conducted during this meeting. The following were elected: Chairman - Jim Weber, Vice Chairman - Ron Holland, Treasurer - Edythe Weber, and Secretary - Jerry Reed.

Next ARTS Meeting
9:00 AM - Sunday, March 28, 2010
Immediately Following the
60th NSDC Pre-Convention
Detroit, MI
For More Information Contact
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 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). We anticipate activation of the web site by the end of February. Send suggestions for local contacts to Roy at the above email address.

Since ARTS-Dance is a 501 (c) (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 59th NSDC in Louisville, KY-

The 59th NSDC will be held in Louisville, KY, June 23 - 26, 2010. This promises to be another fun-filled convention. For information visit: www.59nsdc.com

The ARTS will exhibit our high-quality information Tri-Fold. This brochure provides information about The ARTS including Board Members, accomplishments, and plans. Copies of the Backgrounder brochure will also be available.

ARTS-Dance at 2010 USAWest, Greeley, CO -

The 10th USAWest convention will be held in Greeley, CO, August 11 - 14, 2010. This also promises to be another fun-filled convention. For information visit: www.usawest2010.net

The ARTS will exhibit our high-quality information Tri-Fold. This brochure provides information about The ARTS including Board Members, accomplishments, and plans. Copies of the Backgrounder brochure will also be available.

ARTS-Dance Publicity -

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 will present three seminars during the 59th NSDC: 1) The Race is On (ARTS and the Future of Our Activity) and 2) Ready, Set, Go (Tell Us What You Expect from ARTS).

\$100,000 Club -

A very interesting idea for fund raising has been suggested by Jim Wass. The idea is to establish a "\$100,000 Club". The idea is that a "club" of 1,000 Members would each donate \$100.00. Obviously this would result in \$100,000 being donated to The ARTS. The money would be used to support The ARTS in its goal of raising awareness of the benefits and joy of dancing. The ARTS Board has established the club and encourages all dancers, callers, cuers, and other dance leaders to consider donating \$100 and joining the \$100,000 Club.

Recent Generous Donations -

During the recent ARTS-Dance Board meeting in October we received the following donations: 1)Ron Holland - \$100.00 toward the "\$100,000 Club and 2) Harry & Pat Nelson - \$100.00 toward the "\$100,000 Club".

ARTS & TRAVEL -

The ARTS-Dance online TRAVEL SITE has been activated for a number of years. 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.

(Continued from page 2)

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 943 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.

Mike Jacobs (In Memory) -

The dance activity received some very sad news late last year when we learned of the untimely passing of Mike Jacobs, CALLERLAB Member, and staunch supporter of The ARTS. During his life Mike dedicated himself to the betterment of the activity, having served CALLERLAB in MANY ways, including the Board Of Governors, the Executive Committee, and several committees. Mike also served as the CALLERLAB representative on the ARTS Board and served two terms as ARTS Chairman. Condolences may be sent to: Kristy Jacobs, 8322 Riverside Rd, Alexandria, VA 22308.

"Doc" Tirrell (In Memory) -

The dance activity received additional very sad news in early January 2010. We learned of the passing of Doc Tirrell, from Vermont. Doc and Peg have been dedicated to the Square and Round Dance activity for several decades. They were leaders in Legacy, ROUNDALAB, The National Square Dance Campers Association (NSDCA). They were the NSDCA representative on The ARTS Board since the beginning. We will miss Doc. Condolences may be sent to: Peg Tirrell, 1990 Shadow Lake Rd, PO Box 37, Lower Waterford, VT 05848-0037.

ARTS-Dance is a non-profit CHARITABLE EDUCATION ORGANIZATION organized and operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, Traditional, Contra, Clog, Line and Folk Dancing.

ARTS Meetings -

The next ARTS Meeting will be held immediately following the 60th NSDC Pre-Convention in Detroit, MI. The meeting will start at 9:00 AM on Sunday, March 28, 2010.

ALL dancers, callers, and cuers are invited to attend any ARTS meeting. The Board welcomes participation and additional input. The ARTS Members are working to help increase the number of dancers and the Board is always looking for new ideas to help this effort. Please consider attending a future meeting.

Copies of the minutes of past meetings are posted on the ARTS web site. Please take a look to see the work we have done and are planning.

For More Information Contact
ExecutiveDirector@arts-dance.org