



# ARTS-DANCE - NEWSLETTER

August - 2013

## Message From Our Chairman -

June was the start of exciting happenings for the ARTS -Dance Organization. We sponsored our first Trail End Dance at the 62nd National Square Dance Convention in Oklahoma City. The Program was Plus with Rounds and many callers and cuers volunteered their time. The dance hall was hot and a little hard to find, but it was filled to overflowing!! They were dancing in the aisles and at the last tip, there were still 18 squares on the floor. Betsy Gotta was the MC and made several announcements to promote the ARTS-Dance Organization and to let dancers know about the you2candance.com website. Betsy and Roy Gotta also ordered 250 bumper stickers to give to the dancers to help publicize the you2candance.com website and all of these were claimed by dancers before the end of the first full day of the convention. I believe that many more dancers became aware of ARTS-Dance during this dance. If the bumper stickers are used, and I believe they will be, more members of the general public will see the address and may look at the website. The Arts-Dance Executive Director is already requesting permission from the 63rd National Square Dance Convention Committee for ARTS to sponsor another (Plus with Rounds) Trail End dance at Little Rock.

The annual meeting was held on Sunday, June 30, 2013 with members of the Governing Board and several interested guests attending.

Dale Bennett gave a short presentation on his idea, The NEST which allows clubs to teach new dancers as they come out to a lesson, instead of being limited to just starting classes at 1 or 2 times during a year. If there are two or three clubs who are interested in trying this procedure, Dale may submit a proposal for a grant to help the clubs fund advertising. These clubs would serve as Beta Test clubs for the system.

Jim Taylor presented a request for The ARTS take action on the idea about rebranding Square Dancing. This idea was first proposed by Ken Ritucci in his keynote speech at a previous National Square Dance Convention. ARTS resolved to create a committee to look into a professional marketing & branding company to create a "Brand" and a slogan to attract new dancers. Jim accepted the Chairmanship of the Committee and is moving

forward with a conference call meeting to give the company a chance to talk to all the Board Members and others on the committee.

Robert Ameet sponsors the website Wheresthedance.com and has been working with Roy Gotta to link his information with the you2candance.com website to help complete the information about how to find dances and leaders.

Marie & Ron Selfors represented the Little Rock (63rd NDSC) education seminars. ARTS-Dance plans to present Education Seminars at that convention.

ARTS-Dance continues with ongoing programs:

- 1) ARTS Add-A-Buck,
- 2) ARTS Dance Travel,
- 3) ARTS \$100,000 Club, and
- 4) the ARTS Grant Program.

Recently, ARTS-Dance received a report concerning the grant which was given to the Country Dance and Song Society (CDSS) for their History Project. The project launched it's website in Sept 2012 and has over 800 items on it including video files, audio files and numerous text documents. The group has digitized all copies of Sets in Order/Square Dancing Magazine and the Lloyd Shaw Foundation publication The American Dance Circle and they plan to digitize American Squares Magazine.

Ten people represent the organizations that make up the Governing Board of the ARTS. Those individuals cannot do all the work involved in upcoming projects. We ask interested dancers and dance leaders to consider volunteering to help with a project. We need YOU to help us promote the dance activities that we all love.

Betsy Gotta - Chairman of the Governing Board Alliance of Round Traditional and Square Dance, Inc. [chairman@arts-dance.org](mailto:chairman@arts-dance.org)

GRANT PROGRAM  
EQUALS  
FREE \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

## 2013/2014 Officers -

During the 2013 ARTS meeting in Oklahoma City, OK on 30 June 2013 the Board elected the following officers. Congratulations to the new Officers and we look forward to another year.

Chairman	- Betsy Gotta
Vice Chairman	- Gordon Macaw
Secretary	- Scott Philips
Treasurer	- Edythe Weber

### **Re-Branding - (What The Heck Is That?)**

Rebranding is a process where the positive perception of an activity or product is improved. The process has been used successfully numerous times for a wide variety of products and activities. As we all know, square dancing is a fun, healthy, social activity, and a good image needs to be marketed to the non-dancers if the activity is to grow. There is a proposal to adopt a professionally created logo, icon, and symbol and a slogan that the public will come to recognize as square dancing. This is known as brand recognition. The next step is to start using the "brand" in a national marketing campaign.

A. Develop a "Logo", "Icon", "Symbol" and Slogan - establish a "Brand":

Use a professional rebranding technique to develop a marketable brand, recognizing who we are and developing the image we want to present to the general public

B. Make the new "brand" work:

Send word to clubs about the campaign; ask them to start using the "Icon" and "slogan", emphasizing repetitiveness and national marketing.

C. Raise funds for marketing by implementing various fund raising strategies and methods.

D. Start a national marketing campaign.

Determine the best media including social media. Encourage all clubs to use the new "Brand" on all their marketing.

Create 10, 30 & 60 second video spots

Create 60 second videos for U-tube release.

Create print media for publication.

Encourage use of the "Brand" on all web sites

Jim & Judy Taylor have agreed to Chair an ARTS Committee to work on our Rebranding efforts. For for more information: [jimta1@msn.com](mailto:jimta1@msn.com)

### **New Idea For Teaching New Dancers -**

Is the method you are using to teach new dancers as successful as you would like? Would you be willing to look at a new and very different way to teach square dancing to new dancers? If so, the information from THE NEST may be what you are looking for. We are gathering more information and will provide further details as we get them.

### **2014 ARTS Trail End Dance -**

We hope you are planning to attend the 63<sup>rd</sup> NSDC in Little rock, AR. We invite you to join us for some OUTSTANDING dancing at our Trail End Dance on Wednesday, June 25. Come enjoy the dancing and learn what The ARTS is all about.

### **ARTS Email Tree -**

The ARTS has established an electronic system to help disseminate information directly to all dancers in the USA. Email tree representatives for over 30 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](mailto:ExecutiveDirector@arts-dance.org) We welcome and value your comments.

**NEED MONEY TO HELP WITH AN  
EDUCATIONAL MEETING OR  
CLINIC?**

CONTACT JERRY REED AT:

[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### **DO YOU TRAVEL? (Why Not help The ARTS) -**

You can save money and help The ARTS when you travel! Simply visit the ARTS-Dance online TRAVEL SITE. Our agreement with YTB Travel includes a provision that they send us a small donation from each transaction. Please visit [www.arts-dancetravel.com](http://www.arts-dancetravel.com) before making your travel plans. You will enjoy the same savings as other online travel sites and help The ARTS by using this service.

### Minutes Of Past Meetings -

Learn more about what The ARTS has been doing, including some of our ongoing projects. Our main goal is to increase the public awareness of you activity. Copies of the minutes of all past ARTS meetings are available on the web site: [www.arts-dance.org](http://www.arts-dance.org)

### Square Dance History Project (SDHP) - Grant

The ARTS made a donation of \$2,500 to help fund the SDHP. They are doing very important and informative work to help preserve our dance history. For more information visit the web site: <http://squaredancehistory.org/>.

### Patron Of The ARTS Award -

The ARTS Board has approved creation of the Patron Of The ARTS Award to recognize people in the dance activity who have provided outstanding or continuing support of the ARTS or the activity. More information and nomination form are available on the ARTS web site: [www.arts-dance.org](http://www.arts-dance.org) Please take a look and nominate someone you believe is deserving this high honor. For more information, please contact the Executive Director, Jerry Reed at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

## Future Events

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October 11 - 13, 2013

West Coast Gay A & C Weekend -  
- Seattle, WA

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February 14 - 16, 2014

East Coast Gay A & C Weekend  
Washington, DC

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June 24 - 27, 2014

63<sup>rd</sup> NSDC

Little Rock, AR

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July 3-6, 2014

IAGSDC Convention  
Salt Lake City, UT

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August 14-16, 2014

2014 USAWest Convention  
Pendleton, OR

### ARTS-DANCE - Education Grant Program -

Our Educational Grant Program was established, to encourage any of the various dance organizations to conduct Educational Seminars to help 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. A Grant of up to \$200.00 (or up to 50% of the costs, whichever is less) is available to cover the costs to present a seminar. This can be a method to introduce ARTS to the dancing community, and further familiarize others with ARTS accomplishments and programs.

Applicants will complete the Educational Grant Form, available from the ARTS-Dance web site: [www.arts-dance.org](http://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](mailto:ExecutiveDirector@arts-dance.org) and must be received at least 60 days prior to the event.

### ARTS-Dance and NEC -

The ARTS helps distribute the electronic National Squares magazine which provides the dance community with information about the upcoming National Square Dance Convention (NSDC).

### 2014 Annual ARTS Meeting -

The 2014 ARTS meeting will be held at 9:00 AM on Sunday, June 29, 2014 immediately following the 63rd NSDC in Little Rock, AR. All dancers are invited to attend. For more information contact [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### Facebook Account -

The ARTS has established a Facebook account at: <https://www.facebook.com/pages/ARTS-Dance/133446550028310?ref=ts&fref=ts> For more information contact Jim Weber at: [webmaster@arts-dance.org](mailto:webmaster@arts-dance.org)

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

## DANCING FACT SHEET -

Are you looking for an excellent way to introduce your friends to our wonderful activity? Well, we have just the thing - - the DANCING FACT SHEET.

The FACT SHEET details basic facts explaining physical, mental, and social benefits of the activity. It also summarizes our history and provides definitions for Round, Square, and Contra - Traditional Dancing. A historical time line showing the development and growth of these dance activities is included. There is a listing of major dance organizations which have joined to create the ARTS-Dance.

The FACT SHEET is not just a listing of information, it also provides interesting "Factoids about dancing" with short facts of where our activity has been. It reports on how the activity has been portrayed in the media, including television and movies. Also included is identification of some of the more prominent Americans who have been involved with its development. To more readily show and represent our movement, the FACT SHEET includes multiple photos depicting the fun and its colorful aspects.

The focus of the FACT SHEET is to help those who deal with the media to inform them dancers know full well - this is a terrific activity with multiple benefits. The FACT SHEET provides representatives of the media useful and ACCURATE facts to incorporate into their article or news report when they cover a dancing event.

This FACT SHEET may be customized to include information to identify local contacts.

FACT SHEETS are available for download from the ARTS-Dance.org website ([www.ARTS-Dance.org](http://www.ARTS-Dance.org)) and will be available during National Square Dance Conventions and USAWest conventions.

All dancers are encouraged to provide the FACT SHEET to non-dancing friends.

### ARTS-Dance Publicity -

In spite of the efforts over the years, ARTS-Dance is still a relatively unknown entity. To help explain who we are and some of our goals and accomplishments we present Educational Seminars during the NSDCs and USAWest conventions.

**Next ARTS Meeting**  
**9:00 AM - Sunday, June 29, 2014**  
**Immediately Following the**  
**63rd NSDC**

**ARTS-Dance administers a Grant  
Program to help dance groups finance  
educational seminars or gatherings.**

**For more information visit:**

[www.arts-dance.org](http://www.arts-dance.org)

### You2CanDance.com -

The You2Can Dance web site is up and operational at [www.you2candance.com](http://www.you2candance.com). There are three videos showing Modern Square Dancing, Round Dancing, and Contra Dancing, as well as detailed explanations of the three dance forms. Each section has a resource page for locating a caller, cuer, or club near you. The site is designed for those not already in the activity.

During the 2013 ARTS Trail End Dance in Oklahoma City bumper stickers to help promote the web site were available. Over 200 bumper stickers were given to the attendees. The bumper stickers simply had "YOU2CANDANCE.COM. This simple message is intended to generate interest in the web site.

Remember, the more times someone sees something, hears something, or comes into contact with something, the more likely they are to at least give it a try. After all, that's all we're asking, just give us a try.

**Do you have ideas to help promote our activity?**

**Contact Jerry Reed, Executive Director at:**

[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### Volunteers & Helpers -

The ARTS-Dance is dedicated to promoting our activity and to raising awareness of the activity among the non-dancing public.

We are always looking for new ideas and volunteers to assist in our mission. The Governing Board represents the major dance organizations in the USA. These dedicated dance leaders work hard for the ARTS and for the dance activity.

As with any volunteer organization, there is a continuing need for fresh input, ideas, and people to help out.

If you would like to help or if you have questions, please contact our Executive Director, Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)