



ARTS-DANCE - NEWSLETTER

December - 2013

Message From Our Chairman -

During the holiday season, after Thanksgiving, many of us are rushing to buy gifts for our loved ones. We all know when the holidays are during the year, but most of us do not look for gifts throughout the year. Then there are those smart people who buy gifts throughout the year and can relax while others rush. They have planned ahead.

Unfortunately, most of us also try to recruit for our beloved square round and contra activity in the same way we shop for holiday gifts – at the last minute. If we observe retailers, we see that they do not just advertise right before Thanksgiving, but all year round. We, however, still have some demonstrations in September (square dance month), have a club open-house dance, and pressure-sell those who came to the open-house dance to sign up for lessons. We need to be advertising throughout the year. ARTS-Dance has created a great tool to help us in our advertising. How often do you mention square dancing to someone only to have them say, “I know all about it and it’s not for me.” I know that I will probably not be able to convince that person that their impression of square dancing may not be the same as the current activity. As for round dancing, it is very hard to describe it easily to people. Some contra dance groups have an open door policy and hold a ½ hour lesson before each dance. However, they still have the problem of describing the activity to get people out to their first dance.

The members of the governing board of ARTS-Dance are representatives of the national and international organizations, but they are only a small group of people. We need all square, round, and contra dancers to be marketing the activity by letting members of the general public know about the dancing activities that we enjoy. On the website you2candance.com, there are 3 minute videos of our activity which can be recommended to the general public so they may be able to get an idea of what we are enjoying. I have made up business cards which I carry at all times so I can just give one to someone and recommend that they check out the website. At the ARTS-Dance Trail end dance before the National SD Convention in Oklahoma City, many dancers were able to take a bumper sticker with you2candance.com on them. A bumper sticker is an

easy way to advertise. Your phone number is not involved, but if you have the information on your car. If people see the website information on many cars, they may become curious enough to look at the site and check out our activity.

ARTS-Dance is continuing to investigate the development of a logo and slogan to help rebrand our activities. Several ideas are being considered for a new square dance logo. A volunteer committee is still looking for a company to work with us to develop a marketing strategy to use continuously through the year. We will update you as we develop strategies for all dancers to use.

Best Wishes for a happy Holiday Season and an excellent 2014..

Betsy Gotta - Chairman of the Governing Board
Alliance of Round Traditional and Square Dance,
Inc. chairman@arts-dance.org

The ARTS Board -

The ARTS is led by Board Members who are representatives of the major dance organizations in the USA. The following are the current Board Members:

- 1) All Join Hands Foundation, Ltd
- **Gordon Macaw**
- 2) International Association of Gay Square Dance Clubs (IAGSDC) - **Scott Philips**
- 3) National Square Dance Campers Association (NSDCA) - **Peg Tirrell**
- 4) National Executive Committee of the National Square Dance Convention (NEC) - **Butch Hayes**
- 5) Single Square Dancers USA (SSDUSA)
- **Arbell Thompson**
- 6) The International Association of Round Dance Teachers (ROUNDALAB) - **Roy Gotta**
- 7) The International Association of Square Dance Callers (CALLERLAB) - **Besty Gotta**
- 8) The International Organization of Contra Dance Leaders - (CONTRALAB) - **Cathy Smith**
- 9) United Square Dancers of America – (USDA)
- **Jim Weber**
- 10) usaWest Square Dance Convention Policy Board (USAWest) - **Jim Maczko**

Brief History Of ARTS-Dance -

The initial concept for creation of The ARTS was submitted by Creative Marketing Services (Jim Hensley). At the time Jim was the Director of Marketing for the CALLERLAB Foundation. Creative Marketing Services was influential in creating a Marketing Plan which came to be known as the *Phoenix Plan*.

In September 2001, Jim submitted a paper which described his vision for an alliance designed to provide a wide array of resources, support, and programs to help affiliated groups improve their individual programs. Another goal was to help further the health of their clubs by promoting increased participation in all forms of round, traditional and square dancing. This alliance would bring together the major dance organization in the USA to foster cooperation among the various groups.

During the 51st National Square Dance Convention in St. Paul, Minnesota in 2002, discussions were held to initiate the formation of an alliance of the National Dance Organizations. The first informal meeting between members of CALLERLAB and the United Square Dancers of America was held on Saturday, June 29th. Several other major dance organizations were also represented. The initial discussion centered on establishing an understanding of the operational structures of the CALLERLAB Foundation and USDA -

In October 2002, representatives of five related major square dance organizations met in Cocoa Beach, FL for a historic meeting. The five organizations were: The United Square Dancers of America (USDA), National Executive Committee of the National Square Dance Convention (NEC), USA West Policy Board, ROUNDALAB, and CALLERLAB. These organizations met to discuss common issues and goals. There was agreement that one of the ways to meet these common goals is through formation and support of an "alliance" of related organizations. This alliance would provide each organizations a balanced and equal voice as they work toward addressing the challenges facing the activity.

The group met for two days of intense discussions these issues. Many topics were discussed in great detail, ending in general agreement on several important issues. There was an atmosphere of cooperation and enthusiasm among the group. All agreements among the group were submitted to the respective organizations for review and approval as appropriate.

At the January 2003 meeting near Washington DC, the representatives agreed to submit the acronym

"ARTS" (Alliance of Round, Traditional, and Square dance) to their respective organization for consideration and approval.

Over the next several years many significant actions were completed: 1) Additional organizations joined the ARTS Governing Board, 2) Bylaws were approved, 3) The ARTS was incorporated in North Carolina as an IRS 501(c)(3) corporation, 4) Two web sites have been created and activated, 5) An education grant program was established, 6) A Dance Information Fact Sheet was created and distributed, 7) Representatives from The ARTS Board participated in education seminars during NSDCs and USAWest conventions, and many more accomplishments. The next major issue under consideration is "Re-Branding" square dancing to include a new logo, new slogan, and a marketing plan.

The current ARTS Board includes representatives from the following organizations: All Join Hands, CALLERLAB, Square Dance Campers, CONTRALAB, IAGSDC, NEC, ROUNDALAB, SSDUSA, USAWest Policy Board, USDA. Each year the Board elects four Officers to work closely with the Executive Director who is responsible for the day to day operations. Printed below is biographic information for Officers, Board Members and the Executive Director

The ARTS MISSION STATEMENT

The ARTS mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interaction.

Board Members Biographic Information

Betsy Gotta lives in North Brunswick, NJ 1). Betsy currently serves as the ARTS Chairman of the Board and represents CALLERLAB. She joined the Board in 2007. She started Square Dancing and Contra Dancing in 1952 and Round Dancing in 1975. She started calling in 1962. In addition to The ARTS, Betsy belong to several other dance organizations including: **ROUNDALAB** (Board of Directors), **CONTRALAB** (Former Chairman), Callers Council of NJ (Founding member & former President), Square Dance Council of NJ (Charter member & former Chairman), and Northern NJ Round Dance Leaders Council. In 2000, Betsy retired early from her job as a County Social Worker to call Square Dancing full-time. In addition to her volunteer work for the ARTS she is involved with and serves several other organizations: she is the assistant treasurer for her church. Betsy became a CALLERLAB Accredited Caller-Coach in 1992 and has taught caller schools throughout the US, Canada, and Europe. She and her husband, Roy, have been General Chairman of the NJ State Square & Round Dance Convention. They has also helped with three National Square Dance Conventions (NSDC), 1977 in Atlantic city, 1984 in Baltimore, and 2000 in Baltimore. In 2000 they were in charge of Square Dance Programming. She is particularly proud of the fact that she has called at the last 51 consecutive NSDC, and believes this is one of the ways callers can give back to the dancers.

Roy Gotta lives in North Brunswick, NJ and represents ROUNDALAB on the ARTS Governing Board. He began Square Dancing in 1972 and Round Dancing in 1975. He started Cueing in 1978 and is currently serving as the ROUNDALAB Vice Chairman of the Board. In addition to his volunteer work for The ARTS, Roy is also a Member of CALLERLAB and serves in the following organizations: Square Dance Council of NJ (Charter member & past General Chairman), Northern NJ Round Dance Leaders Council (former President), & the Bunker Hill Senior Golf League. Roy is a retired landscape architect and vocational High School teacher (2 separate careers). He and his wife Betsy have served as General Chairman of the NJ State Square & Round Dance Convention, they have helped with three National Square Dance Conventions (NSDC) (1977 in Atlantic city, 1984 in Baltimore, and 2000 in Baltimore) during which they were in charge of Square Dance Programming. Roy Was also instrumental in the creation and promotion of the web site www.Youy2CanDance.

They have also served as the MC for the ARTS Trail end dances prior to the NSDC.

Jim Maczko lives in San Diego, CA, He represents the USAWest Square Dance Convention® Policy Board. Jim participated in the initial discussions during the 2002 NSDC in St Paul, MN and the first ARTS meeting in Orlando in October 2002 and he has attended every Board meeting since the beginning. Jim has served as the ARTS Chairman and was very instrumental in getting the ARTS registered in North Carolina as an IRS 201(c)(3) corporation. Jim started dancing in 1954. He is very active in the Square Dance community as a Member of the United Square Dancers of America since its inception in 1980 and the California Square Dance Council. It is notable that the 2014 Little Rock National Square Dance Convention (NSDC) will be his 50th NSDC.

Gordon Macaw lives in Phoenix, AZ. He is currently serving as the ARTS Vice Chairman. He is also the President/Executive Director/Chairman of All Join Hands Foundation, Ltd, a 501c3 organization. He represents All Join Hands on th ARTS Board. Gordon joined the ARTS Board in October 2006. He started dancing in 1996 in Albuquerque, NM with the Wilde Bunch, in 1997 I danced with the T-Squares in Tucson, AZ, in 1998, I joined Desert Valley Squares in Phoenix, AZ. Gordon enjoys dancing the CALLERLAB A2 dance program, In addition to his volunteer work for the ARTS, Gordon has been involved with many other organization including: Literacy Volunteers of Maricopa County, All Join Hands Foundation Canada Society Foundation, ARTA – Association of Retail Travel Agents, Advisor to the Board of Desert Valley Squares (IAGSDC). During his square dance career, he has held the following positions with other square dance organizations: President, Desert Valley Squares, 1998-2006, 2008-2010, Chairman, ARTS, 2011-2013, Vice Chair, ARTS, 2013-2014, President, Chairman, Founder, and Executive Director, All Join Hands Foundation 2001-present, Vice President/Founder, All Join Hands Canada Society Foundation, 2012-present, Advisor, Petersen Fund, 2005-2007, Co-Chair, Pass Out In the Desert, A&C Weekend 2001, Phoenix, AZ, Co-Chair, Remake the Heat Wave, the 21st IAGSDC Convention, 2004 Phoenix, AZ, Co-Chair, Trip the Sunset, A&C Weekend 2007, Phoenix, AZ, Co-Chair, Chase your Neighbor, A&C Weekend 2011, Phoenix, AZ, Publisher of the Bradley Bell 1999 to present, Co-Chair, Peel Off, Palm Springs, 2004 to present, Co-Chair, IAGSDC Convention Committee 2017

Danny Miller lives in Roswell, GA. He will become the International Association of Gay Square dance Clubs (IAGSDC) representatives at the 2014 ARTS Board meeting in June 2014. Danny started dancing in 1992. Danny and his partner are the current Treasurers (2012- Current) with the (Metro Atlanta Square Dance Association (MASDA) and Board Members of the Georgia State Square Dancers Association (GSSDA) since 2012. During his square dancing career he has been an active volunteer, holding numerous square dance clubs and associations.

Scott Philips lives in Portland, OR. He represents the International Association of Gay Square Dance Clubs (IAGSDC). Scott joined the ARTS Board during the ARTS meeting following the 2004 NSDC. He currently serves as the ARTS Secretary. Scott started dancing in 1989. In addition to his volunteer work in support of the Square Dance activity he also serves on the Board of Directors at the Continuing Care Retirement Community (CCRC) Living Facility.

Jerry Reed lives in Rockledge, FL and serves as the ARTS Executive Director. Jerry attended the first organization meeting at the 2002 National Square Dance Convention (NSDC) in St. Paul MN and has been a Member since that meeting. He learned to dance in 1963 and began calling in 1978, while stationed in the Republic Of The Philippines with the U.S. Navy. He is a local caller who calls for a Plus club, an Advanced club, and a C-1 workshop group. He believes The ARTS has done a tremendous service for the activity and has potential for much more good work ahead. Jerry is the past CALLERLAB Executive Director and has served as Committee Chairman for several CALLERLAB committees, currently serves on the CALLERLAB Board Of Governors, and is a Member of the Florida Callers Association. He has served as a panelist on educational sessions during numerous CALLERLAB Conventions and NSDCs

Cathy and Jeff Smith live in Versailles, KY. Cathy represents CONTRALAB. She joined the Board several years ago. They have been members of CONTRALAB and involved with square and contra dancing for many years. Jeff is a caller and is a CALLERLAB Members.

Peg Tirrell lives in Lower Waterford, VT and represents the National Square Dance Campers Association. Peg has been on the ARTS Board since the beginning and has been assisted by her daughter Barbara Connelly since 2010. She started dancing in 1948 and began cueing with Doc in 1960.

Barbara started dancing in 1968 and cueing in 1970. In addition to the ARTS, Peg is also Member of ROUNDALAB, NECORTA; VARDL. Both Peg and Doc have been very active all their lives with the promotion and preservation of the square dancing movement. Due to age(90) and health reasons, Peg is assisted by daughter Barbara Connelly.

Arbell Thompson lives in Lansdowne, VA. She represents the Single Square Dancers USA (SSDUSA). She joined the ARTS Board during the ARTS Meeting following the 2011 NSDC. Arbell started dancing in the Fall of 1991 and was active at the Club level of dancing at the Bachelor & Bachelorettes of Alexandria and several other clubs in the area serving in numerous positions for several years. She has been an active member of Single Square Dancers USA since 1993 and has served as Regional Director for Atlantic East, Chairman for the 2010 Dance-A-Rama in Alexandria VA, President for the years of 2012 and 2013 and is currently the Past President 2014. In addition to her volunteer service on the ARTS Board she has been a Member of the Washington Area Square Dance Cooperative Association (WASCA) where she has been a member for 21 years - She has also served in several Board positions, including President, Vice President, Special Events VA; Subscriptions; Editor of WASCA Calls 'n' Cues since May 2006; Festival Director and numerous festival committee positions since 1997. She has also been a Member of Virginia Square and Round Dance Association (VASARDA) since 2009 where she served as Festival Director, numerous festival committee positions and Editor of VASARDA Dancer News since 2011. In addition to her volunteer work, she has attended 16 National Conventions and received 3 separate certificates for leadership, she also attended several local symposiums and has been actively involved in conducting square dance lessons and trying/ & organizing new methods for introducing Square Dancing, such as Accelerated Learning Programs.

Jim & Edythe Weber live in Liberty, MO. Jim currently serves as the representative for the United Square Dancers of America (USDA). Edythe currently serves as the ARTS Treasurer. Jim also serves as the Web Master for the USDA web site and Edythe also serves the USDA in support of USDA Apparel, Dress, and Jacket. They are also the Vice President, USDA Plains Region. They have been avid supporters of the ARTS for many years. Jim also serves as the web master for the ARTS web site.