



ARTS-DANCE - NEWSLETTER

September 2016

Message From Our Chairman - (Betsy Gotta)

Hello Dancers,

ARTS-Dance has a new logo and slogan, both of which have been well received by the dancing public. Now we need to use those tools to reach the non-dancing public, who remain unaware of the square, round and contra activity. As I stated in a previous article, we need to be advertising our activity constantly, not just before we want to start classes.

Roy and I are about to travel to the Canadian National Square Dance Convention. Will I wear my square dance logo shirt at the event? No! The people attending the Canadian National Square Dance Convention already know about the square, round and contra dance activity. I plan to wear my shirt on the plane so others can see it. If I start to chat with someone while in line, (there's always a line when you fly) I can talk about how much fun Roy and I plan to have dancing. If someone shows interest, I also carry business cards to offer to that person to direct them to the [you2candance](http://you2candance.com) website to watch the videos.

If you enjoy other activities, wear one of your square, round or contra dance shirts when you are golfing, attending a baseball game, jogging or playing other sports. There is an advertising idea that active dancers should mention that they square, round, and contra dance in addition to skiing, or running a marathon or other activities. Currently there are no such ads, but we can use that idea as individuals, by making sure we talk about the square, round and contra dance activity.

How many people do you know who wear fit-bit wrist bands and check how many steps they are logging each day? I think we should get the number of steps logged at an average dance and be prepared to share that information with members of the non-dancing public. Each one of us can be an ambassador for the square, round and contra dance activity.

Roy and I attended Roundalab and the National Square Dance Convention in Iowa this year. Both events were well run and the dancers there had fun. We also had a wonderful time dancing at the

IAGSDC convention in Toronto, Canada. Upcoming events are the Canadian National Square Dance Convention in Regina, Canada and USAWest in Idaho. Other weekends and festivals will also take place this Summer and Fall. If you have not gone to a big weekend, you should try it. That will give you a chance to talk to people about the square, round and contra dance activity as you travel to and from the event.

In addition to working on the re-imaging project, and ways to advertise square, round and contra dancing, ARTS Dance can also give educational grants to organizations to help develop leaders for the activity. Interested groups can find information at the website www.arts-dance.org

Of course the activities sponsored by the ARTS-Dance organization take money. Check the website for ways to donate. If you shop online, you can join Amazon Smile and designate ARTS-dance as a recipient of money generated by your purchases. It does not cost you extra, and you can help the activity that we all love.

Betsy Gotta, Chairman of the Governing Board, Alliance of Round Traditional Square Dance, Inc.

2016/2017 ARTS OFFICERS

During the 2016 ARTS meeting held Sunday, June 26, 2016 in Des Moines, IA the ARTS Board elected the following Officers for 2016/2017:

Chairman - **Betsy Gotta**
Vice Chairman - **Arbell Thompson**
Treasurer - **Edythe Weber**
Secretary - **Cathy Smith**

NEXT ARTS MEETING

The next meeting of the ARTS Board will be held Sunday, June 25, 2017 immediately following the 66th NSDC in Cincinnati, OH. All dancers, dance leaders and other interested persons are invited to attend. For more information including meeting time and location, please contact the Executive Director at: ExecutiveDirector@arts-dance.org

2017 ARTS Meeting

June 25, 2017
Cincinnati, OH

ARTS INFORMATION DISTRIBUTION

One of the goals of The ARTS is to increase awareness of the activity among non-dancers. Another goal is to establish a communications network to publicize and distribute information to all members of the activity. To meet the goal for information distribution The ARTS has established an electronic system to disseminate information to dancers throughout the activity. This system includes email tree representatives who have agreed to serve as contact points for the ARTS Email Tree.

The system works 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. The goal is to have the information delivered to all dancers within two weeks.

We welcome and value your comments. If you would like to help, please contact the Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

ASK ARTS (Q & A)

Do you have questions or concerns with any aspect of the activity? If so, we have just what you need. When we receive questions we publish ASK ARTS articles which are intended to answer questions. These article are sent to dance activity publications, other mailing lists, and posted on the ARTS web site. Please submit your questions to: **Del Reed**, 943 Tamarind Circle, Rockledge, FL 32955 or email to: JreedSDC@aol.com

LOOKING FOR DANCE INFORMATION?

Do you get questions about the activity? Are you looking for a resource for answers? The web site www.you2candance.com includes detailed explanations and information about Square Dancing, Round Dancing, and Contra Dancing. The site also includes three videos showing all three dance forms. The site is designed for those not already in the activity. So, you can provide this web site information to your friends or acquaintances who are looking for information.

FREE \$ \$ \$ \$ \$ \$ \$ \$ \$
THE ARTS
GRANT PROGRAM
Contact Jerry Reed

ExecutiveDirector@arts-dance.org

ARTS RE-IMAGE PROGRAM UPDATE!

WE WANT YOU! WE NEED YOU!

For a very long time there has been much discussion regarding the image Square Dancing has presented to the non-dancing public. These discussions seemed to end in general agreement that an improvement of our image was needed. After creation of The ARTS, the Board had many discussions of several issues, including the image of our dance activity, including Square Dancing. Several ideas for improving the image were discussed, however, none seemed to gain wide acceptance until specific "Square Dancing Re-Branding" ideas were presented and discussed.

After considerable discussion of a specific proposal the ARTS Board committed the organization to support the effort to "Re-Brand" Square Dancing. The dictionary defines "Re-Branding" as the process of giving a product or an organization a new image, in order to make it more attractive or successful. As the effort progressed it became evident that a more appropriate term is "Re-Image." The Board approved creation of the Re-Image Committee, with **Jim & Judy Taylor** as the leaders of this effort.

They have been very active promoting the Re-Image Project. Their work has included creation and approval of a new square dance logo and slogan. One of the goals of the Re-Image Project is to have the new logo and slogan become accepted and recognized as the symbol of Square Dancing. The Live Lively Logo and Slogan have caught hold of dancers' imaginations and have been embraced worldwide. Numerous associations, conventions, festivals, and clubs have been using the logo and slogan to promote their activities.

Jim & Judy continue to look for new methods and products to help promote this important effort. These products include, pins, bolos, window stickers, banners, note pads, and others. These products are made available at nominal cost in a effort to help publicize the Re-Image Project. We can hardly wait to see what they come up with next!

2017 ARTS TRAIL END DANCE

The ARTS will be hosting a Trail End dance prior to the 66th NSDC in Cincinnati, OH. The dance will be held on the Wednesday, June 21, 2017. This dance will be in Exhibit Hall C from 8:00 to 10:00 PM and will be a Plus dance offering both squares and rounds and promises to be one of the best of the Pre-Convention dances.

"The trouble with quotes on the Internet is that it's difficult to determine whether or not they are genuine." -- Abraham Lincoln

MARKETING

One of the first goals of our plan for marketing was to investigate how we can communicate with all clubs. Through various efforts we have established a mailing list of over 2,000 dancers. Our goal is to gather marketing and promotion ideas and materials and send these to our mailing list. At this time we have sent four letters to our mailing list. These letters have included ideas and Winning Ways reports gathered by CALLERLAB. It is our hope that these materials will provide ideas and inspiration to clubs and other groups in their efforts to promote the activity. If you would like to be added to our mailing list, please contact our Executive Director at:

ExecutiveDirector@arts-dance.org

YOUR DONATIONS AT WORK

Over the years there have been several projects which have received financial support from The ARTS. These projects have included

1) Square Dancing 101 -

A comprehensive workbook designed for teachers or youth group leaders who want to teach Modern Western Square Dancing. While targeted at a younger audience, this manual can be utilized by any age group wanting to learn the basic square dance movements.

2) Contra 101 -

This is a product similar to Square Dancing 101 with an emphasis on Contra Dancing.

3) Education Grants -

Financial assistance to groups which sponsor educational gatherings to help members become better leaders.

4) Convention Support -

Support to State and National Conventions.

5) Re-Image Project -

Funding for the Re-Image Square Dancing Project.

RE-IMAGE & LIVE LIVELY

Jim & Judy Taylor, Re-Image Project Leaders, continue to investigate new ways to publicize the efforts to Re-Image Square Dancing. They are always looking for new methods and products to help "spread the word" about this important effort.

During the past couple of years The ARTS has been actively promoting the new Square Dance logo and the slogan "Live Lively - Square Dance." The logo, slogan, and the combined logo/slogan have been featured in numerous promotion products, including pins, car window stickers, bolo ties, shirts, not pads, and large banners. In addition to the promotion by The ARTS there have been a great number of clubs and large square dance events have included the logo and slogan in their promotion materials. A

"Live Lively" web site and Face Book page have been created and are getting lots of hits.

They have presented Re-Imaging seminars at several national, regional, and state conventions. At these events and other dances over 8,000 "slogo" pins and 5,000 window stickers have been distributed. These items have been sent throughout the USA, Japan, Canada, Germany, and Netherlands. The next phase of Re-Imaging has begun by providing marketing and recruiting ideas and suggestions to clubs all around the dance community. We believe the visual image of Square Dancing as a lively activity is getting spread throughout the world.

Jim & Judy are looking for interested volunteers who can help with this important project. If you are interested please contact Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

LOGO -



Available at:

<http://www.arts-dance.org/>

Various color schemes and sizes for the logo may be chosen. The various color schemes are available at: http://www.squaredance.bc.ca/Clip_Art/logos.shtml

Use this to promote Square Dancing



PUBLICITY EFFORTS

We are asking you to help "spread the word" to all corners of the square dance activity. A concerted effort by all of us will help establish this new vision as the symbols of the square dance brand. All clubs, associations, festivals, and other organizations are encouraged to use the new slogan and logo in all advertizing and promotion. Marketing experts agree that consistent and repeated use of a logo and slogan will help to establish the new "Square Dance Brand."

If you are interested in helping or learning more, please contact Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

WHO IS YOUR REP ON THE ARTS BOARD?

DONATIONS ARE ALWAYS WELCOME!

The ARTS has invested hundreds of dollars in Educations Grants and nearly \$2,000 in support of the Re-Image Project. We have distributed thousands of Live Lively pins, window stickers, and note pads throughout the activity at minimal charge. We always welcome donations to help with this project and other ARTS activities. If you would like to help, please send donations to **ARTS Treasurer, Edythe Weber: 1316 Middlebrook Drive, Liberty, MO 64068-1941**. Please make checks payable to: "The ARTS." Check with you tax preparer to determine if your donation is tax deductible. For additional information contact Jerry Reed:

ExecutiveDirector@arts-dance.org

AMAZON SMILE - EASY WAY TO DONATE!

A major source of operating funds for non-profit organizations is donations. The ARTS is no different. There is a continuing need for financial assistance. The ARTS is a 501(C)(3) IRS Corporation. This means that donations MAY be tax deductible, check with your tax preparer. We have been fortunate over the years to have received donations from many concerned dancers and dance organizations.

The vast majority of work by the ARTS is done by volunteers. This reduces overall operating costs, however, there are some expenses which must be covered by donations. These expenses consist primarily of Education Grants and other grants to worthy projects which have been reviewed and determined to be of substantial benefit to the dance activity.

The ARTS has been approved to receive donations through the Amazon Smile web site. The following are features of this donation program:

You shop and Amazon Donates -

AmazonSmile donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.

AmazonSmile is the same Amazon you know. Same products, same prices, same service.

Support The ARTS by doing your shopping at <https://smile.amazon.com>

To sign up to begin having your Amazon purchases qualify for donations to the ARTS simply take the following steps:

- 1) Go to the AmazonSmile web site:
<https://smile.amazon.com/>
- 2) Enter your email address

- 3) If you do not have an AmazonSmile account - create an account
- 4) If you have an AmazonSmile account Enter password
- 5) Sign in to your AmazonSmile account
- 6) Verify the "Supporting" organization is:
"Alliance Of Round Traditional and Square - Dance Inc"
- 7) Purchase products as you normally do

We thank you for your support.

DANCING FACT SHEET

Looking for information to help you promote our dance activity? 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.

Please take a look at the Fact Sheet. Click on "Dance Fact Sheet" on the ARTS Web Site:

<http://www.arts-dance.org/>

EDUCATION GRANT PROGRAM

Our Educational Grant Program was established, to encourage 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.

To apply for a grant organizations download and complete the Educational Grant Application, available from the ARTS web site: www.arts-dance.org send the completed form to the ARTS Executive Director, Email:

ExecutiveDirector@arts-dance.org The completed application must be received at least 60 days prior to the event.

ARTS-DANCE PUBLICITY

In spite of our publicity efforts, ARTS-Dance is a relatively unknown entity. To help explain who we are and some of our goals and accomplishments we present Educational Seminars, publish newsletters & Email Tree mailings. **WE NEED YOUR HELP!**

**Do you have ideas to help promote our activity?
Contact Jerry Reed, Executive Director at:
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 before making your travel plans. You will enjoy the same savings as other online travel sites and help The ARTS by using this service.

EASY FUND RAISER

A fund raiser used by several organizations and clubs is to add an additional \$1.00 on the admission fee for a dance with that extra charge being a donation to The ARTS. Information is available of the ARTS web site (<http://www.arts-dance.org/>) and click link: "ARTS Add A Buck Program"

VOLUNTEERS & HELPERS

The ARTS-Dance is dedicated to promoting our activity and to raising awareness among the non-dancing public. We are always looking for new ideas and volunteers to assist in our mission. The representatives of the major dance organizations are dedicated dance leaders who work hard for the ARTS, for the dance activity, and for YOU.

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

69TH NSDC (2020)

Spokane, WA (June 17-20, 2020)

Butch Hayes reported this convention will be hosted by the National Executive Committee. Don & Sheryl Pruit will serve as General Chairman and Lee & Barbi Ashwill will serve as Vice Chairman. Butch & Ampie Hayes will serve as Education Chairman.

VERY IMPORTANT NOTE - It is VERY important to publicize the dates for this convention. Many people plan their trip to the NSDC many years in advance. This convention will be held one week earlier than in the past. This convention was changed from the last week end in June 2020 to the third week end (June 17 - 20, 2020). The NEC is asking for help in publicizing this change.

**DONATIONS AT 2016 ARTS MEETING
DES MOINES, IA (JUNE 26, 2016)**

During the 2016 ARTS meeting on Sunday June 26, 2016 in des Moines, IA we were fortunate to receive several generous donations.

Betsy Gotta presented a \$500.00 donation from CALLERLAB.

Butch Hayes presented two donations
1) \$1,600.00 from the 55th National Square Dance Convention
2) \$500.00 from the National Executive Committee (NEC)

Jim Weber presented a \$500.00 donation from the United square dancers of America (USDA)

Jerry & Del Reed presented a personal donation of \$500.00

ARTS-Dance is an IRS 501 (c)(3) 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.

Donations MAY be tax deductible.

**ARTS GOVERNING BOARD
MEMBERS**

ALL JOIN HANDS - **Gordon MaCaw**
CALLERLAB - **Betsy Gotta**
CONTRALAB - **Cathy Smith**
IAGSDC - **Danny Miller**
NEC - **Butch Hayes**
NSDCA (Campers) - **Barbara Connely**
ROUNDALAB - **Erin Byars**
SSDUSA - **Arbell Thompson**
USAWest Policy Board - **Jim Maczko**
USDA - **Jim Weber**