



# ARTS-DANCE – NEWSLETTER

## SPRING - 2006

### Message from our 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 contemporary Square, Round and Traditional Folk Dance by encouraging and assisting a coalition of allied 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 & associate memberships to voluntary contributions through the ARTS "Add-A-Buck" program. This newly initiated plan encourages Dance organizations from Clubs through Festivals and Conventions to voluntarily add and collect a small additional amount, where the dancers agree to do so, for donation to the ARTS-Dance Foundation. "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 initiated the "Add-A-Buck" where they include in the door admissions and convention registrations an additional amount to fund 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 second 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 Maczko - Chairman [Chairman@arts-dance.org](mailto:Chairman@arts-dance.org)

**Toll Free  
Telephone Number  
LEARN TO DANCE  
1-866-445-ARTS**

**Visit the ARTS Web Site  
[www.arts-dance.org](http://www.arts-dance.org)**

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**ARTS Meetings** - ARTS-Dance conducts 3 meetings a year - Spring (March/April), Summer (Sunday after the NSDC) and, an annual meeting in October. Our next meeting is June 25, 2006 in San Antonio, TX. Visitors are always welcome.

### ARTS-Dance at 55th NSDC in San Antonio, TX

There will be an ARTS Display in the Showcase of Ideas. We hope you will take time to visit our display, watch the video and pick up our new brochure and other materials. ARTS will also be participating in a seminar Thursday morning from 11AM to Noon in Room 007A. Our Chairman will be joined by ARTS VP, Scott Philips, Secretary Jerry Reed and Webmaster Jim Weber as they explain Arts and "Where ARTS is Now". Several of our Governing Board will also be participating in other panels at the NSDC.

There will be no 2006 **ARTS Dancer survey**. All of the surveys conducted so far have been tabulated and entered on the computer. The results are available - contact The ARTS Secretary at: [Secretary@ARTS-Dance.org](mailto:Secretary@ARTS-Dance.org) The answers from the various surveys from different areas are so similar in their responses, it was decided to forego a survey this year, but to conduct one next year in Charlotte, NC and see if the results from the East Coast are as similar.

Don Feenerty and his wife have come up with the idea of a **Square 4 Life** program to attract new dancers to square dancing on the grounds of its being a healthy activity that promotes overall wellness. They have founded the Heritage Dance Association - designed to attract new dancers who might be interested in the historical and heritage aspects of dancing. They have found it to be a very successful idea with many new dancers. It has also received great PR from the media. A grant from the National Heritage Parks System was used to provide dances over the past year, all with live music.

Now they have convinced and received a grant from the Ohio Health Department in Wheeling, WV of the healthy AND social benefits of the activity for the younger dancer. This coming fall they'll start a youth dance program. They NEVER say square dance - just call it traditional heritage but they include square dance, contra, rounds, Irish Set & English Country. It's Square dancing - only packaged differently - and very successful.

They have a web site and are willing to share their idea for others to duplicate.  
<http://www.Feenerty.com/square4life/page2.html>

**Magnetic Signs** - As of April 1, this magnetic, white with dark blue lettering, bumper sticker has caused 51 calls to be made to ARTS requesting information on dance. Using information from the various square dance magazines and the "National SD Directory" of Gordon/Valerie Goss, all calls were answered.

An updated CD has also been made listing the editors/publishers of all known Square & Round Dance publications.

**"Ask ARTS"** - Have you seen these most often asked questions - and then answered in the various dance publications?

Questions often asked of the ARTS members are referred to Del Reed . She then picks the most asked and includes the question in her **"Ask ARTS"** press releases with a reply. After our last Spring meeting, Del had 7 more questions to write up!!!

If you have a question contact Del at:

Phone - 321-633-1306

E-mail - [DelReed3@aol.com](mailto:DelReed3@aol.com)

For those interested in **teaching Square Dancing** in Schools - (or elsewhere.) ....over the summer - or next fall, there is some excellent information available.

"Moving and Grooving" created by Nick/Mary Anne Turner of Williams Lake, BC, Canada lists solo, partner dances and trio dance, lines of 4, contra & traditional square [www.squaredance.bc.ca](http://www.squaredance.bc.ca)

"Square Dancing 101" material created by Bonnie Abramson for the CA Association of Health, Physical Education, Recreation & Dance Contact Bonnie At:

E-mail - [Bjabramson@aol.com](mailto:Bjabramson@aol.com)

**Add-A-Buck** Project - This is voluntary - But it will only work where organizations are aware & support the ARTSDance Foundation - its work & plans. It's purpose is to get organizations holding festivals, etc. who support ARTSDance to voluntarily add and collect a small additional amount, where the dancers agree to do so, as a donation to the ARTS-Dance Foundation.

It is an *optional* donation added to the entry fee. Much groundwork must be done explaining ARTS-Dance before introducing this project, but this packet will help you get started - and ARTS-Dance members can be called upon to help. If you haven't received a packet, and would like to Add-A-Buck in the future - contact our ARTS Secretary for a copy. [www.arts-dance.org](http://www.arts-dance.org)

**Visit the ARTS Travel Web Site**  
**[www.arts-dancetravel.com](http://www.arts-dancetravel.com)**

## **Next ARTS Meeting - Sunday, June 25, 2006 San Antonio, Texas**

**YTB TRAVEL fund raiser plan** - Turn your Vacations into Donations. ARTS is trying out this plan for a year. There is a link for this from our web site. Any travel fare, hotel, cruise, etc. that is booked thru this agency, ARTS will get a percentage back. They will make all the arrangements. Their prices are compatible with, or sometimes lower, than other agencies.

Our web site is fully functional now for booking personal or business travel. If you have frequent flyer miles and similar programs, that information can be entered on our website to receive your discounts so nothing is lost! If you are flying to the NSDC, or need accommodations - give it a try.

[www.arts-dancetravel.com](http://www.arts-dancetravel.com)

A Square Dance **Marketing Proposal** will be on our summer meeting's agenda. Often discussed but with little action - obtaining funds or in-kind services from major corporations - perhaps developing one logo and one slogan.....to get as many people, from all over involved in this project. Also to be suggested is setting up a nationwide incentive "Buzz Marketing", sharing as well as coordinating square dancers across the country toward everyone's common goal of increasing the number of dancers and enhancing our image.

**National Day of Dance** - A suggestion was made several meetings ago that ARTS-Dance sponsor a series of nationwide fund raising dances to benefit The ARTS and its various projects. After consulting a calendar, one day stood out that was as special as the ARTS-Dance organization is - a fifth Friday in February - **Leap Year Day**. And so **Friday, February 29, 2008** has been designated as a **National Day of Dance**.

The ARTS is asking all who support the concept and mission of ARTS-Dance to save that special day and conduct a dance to benefit ARTS. Plan to report the number of attendees so we can total the number of dancers for the day. Publicity concerning this event will be coming soon.

### **Sincere Congratulations .....**

As The ARTS Spring Meeting in Charlotte, NC drew to a close, Tim Crawford, Chairman of CALLERLAB, requested mike time. He explained that he had planned to recognize two people for their perseverance, time & energy expended in bringing ARTS-Dance into fruition at the annual CALLERLAB Convention next week. And since Jim Maczko & Patty Wilcox would be unable to attend this convention he decided to present them with the 2006 CALLERLAB Chairman's Award at the conclusion of the ARTS-Dance meeting.