



# ARTS-DANCE - NEWSLETTER

MAY 2017

## Message From Our Chairman - (Betsy Gotta)

It's Spring!! Many of us have been looking forward to the end of Winter and warmer weather. Another thing we should be looking for is the new dancers who will be graduating and may be coming to our club dances. We need to be welcoming to help these dancers feel wanted and become a part of the club membership.

Recently, Roy and I attended the CALLERLAB convention. During the opening session, we celebrate the long term members who have attended several conventions, finishing with those who have attended all of the past conventions standing to get the recognition they deserve. However, CALLERLAB members also recognize that new attendees are also very important. First time convention attendees are asked to stand and be introduced at the opening session. First time attendees also receive a ribbon to wear on their badge so members can seek them out and try to make sure they feel included.

At the Roundalab Convention, which will be held in June, first time attendees will get a ribbon and are assigned a convention mentor who will help the first timer to acclimate to the convention.

What do we do at the clubs when we welcome graduates? Do we have a ceremony and then just leave the new dancers on their own at the dance? Does the ceremony include some activity (such as trying to dance in shoe boxes or blindfolded) which might potentially embarrass the new graduates? Do the angels make sure that the graduating dancers attend the club dance or do the officers simply announce the time and place of the graduation dance? After many months of nurturing these new dancers, we often do not follow up when graduation happens and new dancers are lost. I have even seen student dancers who never attended their graduation.

What can we do to help? First, the club dancers who angel classes can make sure that the student dancers get to the club. Offer to carpool and pick up a student or 2 for the first dance. Invite the new dancers into your square for some tips. This does not mean that you have to dance with the same new couple or dancer all night, but ask your friends who

were unable to attend class to help. This will prevent the graduates from huddling in the back of the room together because they are afraid to mix with people they do not know. Remember most new dancers are really, really afraid of breaking down the squares. Maybe the club could have a way of mixing the new and experienced dancers. Even if the club is not used to mixing by computer program, they could assign playing cards to couples and have the dancers square up by suit, color, or the number on the card face.

When we have the new dancers in our square, we need to be aware of how we help. Are we determined to make sure the new dancers get through all the choreography so that we push and pull the poor dancers even when they are so confused they are dizzy? Remember that when the experienced dancers get excited about trying to help, their voices often get louder and the helping directions may make the new dancers feel like they are being scolded! If you want to help, try to keep your voice soft and offer a hand and a smile. Also, if the square is too messed up to continue, square up, make lines and get back dancing when you can.

We also need to try to get new dancers to special events. Again, pick them up, include them for dinner before or after the event. Make sure they feel included.

There are many events coming up in the summer. The National Square Dance Convention will happen at the end of June in Ohio. USA West will happen in August in Wyoming. There is a National magazine that dancers can read. There are associations such as CALLERLAB, Roundalab, the ARTS dance organization and all its members. New dancers should be made aware of the world of square dancing outside their lessons. If the caller/teacher has not talked about these things, dancers or club leaders can. Please, do not lecture about all these things at once. Let the dancers absorb information gradually. Who knows, some of the more experienced dancers may also learn something new.

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On Wednesday, June 21, 2017, ARTS Dance will host a Trail End Dance before the National Square Dance Convention. The program will be Plus and there will be many excellent callers there. On Sunday, June 25, the annual ARTS Dance annual meeting will be held, starting at 9:30 am. Both of these events will be in Cincinnati, Ohio. We hope to see you there.

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

#### NEXT ARTS MEETING

The next meeting of the ARTS Board will be held Sunday, June 25, 2017 immediately following the 66<sup>th</sup> 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](mailto:ExecutiveDirector@arts-dance.org)

#### 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](http://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.

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

#### 2017 ARTS TRAIL END DANCE

The ARTS will be hosting a Trail End dance prior to the 66<sup>th</sup> 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.

**FREE \$ \$ \$ \$ \$ \$ \$ \$ \$**  
**THE ARTS**  
**GRANT PROGRAM**  
Contact Jerry Reed  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

#### 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.

During the 2017 CALLERLAB Convention Mike Hogan, Marketing Committee Chairman, presented a new marketing document. This document was developed by CALLERLAB members in support of CALLERLAB's goal to provide square dance callers, square dancers and square dance organizations the tools they need to recruit new dancers in their local markets.

#### ARTS MAILING LIST

We maintain a mailing list for distribution of information of interest to the dance community. These mailings include general or special interest topics.

If you would like to be added to our mailing list, please contact our Executive Director at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

**2017 ARTS Meeting**

June 25, 2017  
Cincinnati, OH

**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](mailto: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.

**WHO IS YOUR REPRESENTATIVE  
ON THE ARTS BOARD?**

To Find Out Contact  
Executive Director, **Jerry Reed** at:  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

**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 several 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](mailto: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](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)

**Use this to promote Square Dancing**



## **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](mailto: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](http://www.arts-dance.org) send the completed form to the ARTS Executive Director, Email:

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

*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.  
Contact your tax preparer to verify..

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

**69TH NSDC (2020)**

**Spokane, WA (June 17-20, 2020)**

**Butch Hayes** reported the 69<sup>th</sup> NSDC will be hosted by the National Executive Committee. **Don & Sheryl Pruitt** 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.

If it weren't for Philo T. Farnsworth, inventor of television, we'd still be eating frozen radio dinners.

*Johnny Carson*

**ARTS GOVERNING  
BOARD MEMBERS**

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