



# ARTS-DANCE - NEWSLETTER

SEPTEMBER 2024

## Message From Our Chair (Erin Byars)

September is here and in many areas it's time for new dancers! You know what else we can look forward to? Visiting other clubs and associations!

Some of my fondest dance memories include traveling to other groups to dance with them. New friends, new callers/leaders, new locations – there is always somewhere fresh to explore. Is it a theme event? Even better! The list of possible themes is endless, and taking your act on the road just adds to the fun – black & white ball, Parrotheads, masquerade gala, chocoholics, pick a color, dancing through the decades, stage & screen, under the big top, even Dr. Seuss!

The nearest group is several hours away? Perfect time for car-pooling. Get everyone together in a few vehicles, and plan to arrive early enough to share a meal before the dance. And don't forget to invite that group back to your home base to visit yours. Bring lots of flyers for your next celebration.

Or how about a mystery bus trip? These used to be a staple of club activity and so much fun! Everyone starts off by guessing what the final destination will be, with a prize for whoever comes the closest. Lots of other fun games can help everyone get better acquainted, which helps us bond with our club members.

The most important time to plan lots of "visitations"? When you have a new class. Do some research and figure out where all of the class-level dances are being held, then do whatever it take to get your newer dancers there. The best way is always to pick them up and take them yourself, plus you get to enjoy the event, too. I have found, after dancing for 55 years, the one thing that always brings me joy is watching and dancing with folks who are experiencing our great activity for the first time. They just can't believe how much fun they are having, or that they took so much of their life to discover it.

So dust off your dancin' shoes and head down the road to someplace you have never danced before!

**Erin Byars**  
ARTS Chair

## EXCITING NEWS FROM THE ARTS BOARD!

We are VERY pleased to announce a New Board Member organization has joined The ARTS. The International Choreographed Ballroom Dance Association (ICBDA) has joined the Board as a full voting Member.

The ICBDA is an independent, open organization of teachers and dancers dedicated to Choreographed Ballroom Dancing. There are currently over a thousand members of ICBDA worldwide.

Originally, ICBDA was known as URDC (Universal Round Dance Council) and was created to satisfy a need for education of the intermediate to higher level dancers. The first convention was held in Kansas City, MO in 1977, at the Muehlebach Hotel. Through the years, the choreographed ballroom movement has grown, along with the need for better education for all levels of dancers. URDC recognized the increased need, as well as a need for a more definitive name. So, the name was changed and the International Choreographed Ballroom Dance Association was born.

More information is available on the ICBDA web site - <https://www.icbda.com/about-us/>

### NEXT ARTS BOARD MEETING

Sunday, June 29, 2025

Shreveport, LA

All Are Invited

Contact - Jerry Reed

[DirectorARTS@aol.com](mailto:DirectorARTS@aol.com)

## 2024 ARTS MEETING

The 2024 ARTS meeting was held Sunday, June 30, 2024 in Milwaukee, WI immediately following the 73<sup>rd</sup> NSDC. The meeting was attended by ARTS Board Member representatives and ARTS Officers. There is always an open invitation to all persons interested in the activities of the ARTS.

Of particular note was a discussion of the Promotion Video Project led by **Michael Streby**. More information about this project along with links to videos which have been released are posted on the ARTS web site under "Promotion Videos" at [www.ARTS-Dance.org](http://www.ARTS-Dance.org)

Members, dancers, callers, cuers and others are encouraged to submit items for discussion during the meetings. If you would like more information; OR if you would like to attend a future meeting; OR if you would like a copy of the minutes of the meeting, please contact our Executive Director, **Jerry Reed** at:

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

## NEWS FROM BOARD MEMBER (IAGSDC)

The International Association of Gay Square Dance Clubs (IAGSDC) held its 41<sup>st</sup> convention in Durham, NC, July 4-7, 2024. A callers school featuring **Betsy Gotta** and **Patty Green** provided three days of intensive instruction to 13 students. The Trial In Dance featured **Jerry Butler** and **Tony Oxendine** and raised \$1,000 for All Join Hands Foundation who sponsored the dance. The convention offered a full program of dancing from SSD thru C4 to 650 attendees and featured an Internationally acclaimed calling staff including: **Barry Clasper, Betsy Gotta, Dayle Hodge, Ett McAtee, Geo Jedlicka, Justin Russell, Michael Kellogg, Patty Greene, Sandie Bryant, Ted Lizotte, and Vic Ceder**.

Looking to the future, the 42<sup>nd</sup> IAGSDC convention will travel to San Francisco, CA in July 2025. The convention will also feature a calling school and a full program of dancing. The host hotel will be the San Francisco Marriott Marquis with dancing beginning on July 3, 2025. Featured calling staff of **Sandie Bryant, Vic Ceder, Bill Eyler, Darren Gallina, Eric Henerlau, Geo Jedlicka, Kris Jensen, Michael Kellogg, Harlan Kerr**, and more to be announced. For more information visit [www.hitchhikeacrossthegalaxy.com](http://www.hitchhikeacrossthegalaxy.com)

The 43<sup>rd</sup> IAGSDC convention will travel to Montreal, Ontario, Canada July 2026.  
[www.montrealmix2026.com](http://www.montrealmix2026.com)

The 44<sup>th</sup> IAGSDC convention will travel to Albuquerque, NM July 2027. The 45<sup>th</sup> IAGSDC convention will travel to Denver in 2028.

## Video Promotion Project

If you are looking for a video resource to help you recruit or retain dancers we can help! The ARTS has created videos with information about the many benefits of dancing. Links to the videos are intended to be posted and shared throughout the dancing community. Links are available on the ARTS web site. All clubs are encouraged to help publicize these videos.

The goal of this project to produce short (90-second) videos which would be available via a URL link on the web. These videos will support marketing & promotion of our great activity. **Michael Streby** has taken the lead for this project. These videos provide information about the many benefits of dancing.

The videos feature Dr. Douglas Lee as he discusses the many benefits of dancing.

We are pleased to report the first five of six 90-second videos is available online. The videos are posted on the ARTS web site under "Promotion Videos": [www.ARTS-Dance.org](http://www.ARTS-Dance.org)

Other web sites which provide important promotion & marketing information include:

- 1) [www.You2CanDance.Org](http://www.You2CanDance.Org) - includes information about the various forms of dancing
- 2) [www.livelively.org](http://www.livelively.org) - includes a wealth of information about the activity including where to dance

**FREE MONEY!!**

**Apply for an ARTS Education Grant**  
[www.ARTS-Dance.org](http://www.ARTS-Dance.org)

*"Better to remain silent and be thought a fool  
than to speak out and remove all doubt."*

*Abraham Lincoln*

## THE ARTS

### MESSAGE - HISTORY- GOALS

An information presentation has been created to provide a visual aide to assist anyone who would like to learn more about The ARTS or will be discussing The ARTS. The presentation includes how we are organized, what our goal is, what our accomplishments have been, what our plans are, and other information. The presentation has been used by various organizations during leadership seminars to meet the requirements of our Education Grant Program. We recently updated the presentation, resulting in "ARTS MESSAGE - HISTORY - GOALS Rev C, dated September 11, 2023"

The PDF version of this presentation is posted on the ARTS web site under "Documents". We encourage everyone to take a look at this striking presentation. You may also request a copy by contacting: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### EASY WAY TO DONATE!

The purpose of the "Add-A'Buck" program is to encourage organizations hosting festivals and conventions to voluntarily add and collect a small additional amount, where the dancers agree to do so, as a donation to ARTS-Dance. Each dancer would agree to add \$1.00 to the cost for a festival or convention. The hosting organization would send the donation to the ARTS.

Details, including information and forms are available on the ARTS web site: [www.ARTS-Dance.Org](http://www.ARTS-Dance.Org)

Please visit the site and click on "ARTS Add A Buck Program" If you have questions or concerns, please contact our Executive Director, **Jerry Reed**: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### ARTS BOARD

The ARTS brings together the major related dance organizations in the USA. Our goal is to revitalize our activity and educate the public on the multiple benefits of dancing. Quite simply, we have this wonderful, healthful, and fun activity, but with so much competition with other leisure pursuits, we need to figure out the best way to bring more people into it.

The Member organizations maintain their independence and concentrate on their individual goals and missions. Each member has an equal voice in the decisions of The ARTS and is encouraged to provide the views and input from their organization. The true beauty of the alliance is its ability to

increase cooperation among Member organizations. The ARTS has been able to bring together the varied dance forms to work toward the common goal of increasing the public's awareness of the activity and to increase the number of dancers.

There are currently ten Members of the ARTS Board. These organizations include:

- 1) All Join Hands Foundation, Ltd
- 2) IAGSDC
- 3) ICBDA
- 4) NSDCA
- 5) NEC
- 6) ROUNDALAB
- 7) CALLERLAB
- 8) CONTRALAB
- 9) USDA
- 10) <sup>USA</sup>West

A complete list of Officers & Board Members is in newsletter and is available on the ARTS Web site: [www.arts-dance.org](http://www.arts-dance.org)

If you have questions or concerns you believe the Board should discuss, please contact your representative or our Executive Director, **Jerry Reed** at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### DANCE FACT SHEET

The DANCE FACT SHEET is designed to help those who deal with the media to inform them of what the dancers know full well - this is a terrific activity with multiple benefits. Included is a time line of major events in the dance activity from the 1400s-1500s to 2021. The Fact Sheet was recently updated.

Please take a look at the Fact Sheet. Click on "Dance Fact Sheet" on the ARTS Web Site: <http://www.arts-dance.org/>

#### 2024/2025 ARTS OFFICERS

Chair - **Erin Byars**  
Vice Chair - **Barbara Connelly**  
Secretary - **Jim & Judy Taylor**  
Treasurer - **Edythe Weber**  
Ex Director - **Jerry Reed**

When I was a kid my parents moved a lot,  
but I always found them."  
Rodney Dangerfield

### ARTS TRI-FOLD BROCHURE

Looking for information about The ARTS? The ARTS TRI-FOLD BROCHURE provides details of the ARTS including Member organizations and some of our significant accomplishments.

Please take a look at the Tri-Fold. Click on "ARTS Information Tri-Fold and Membership Form" on the ARTS Web Site: <http://www.arts-dance.org/>

### "FREE MONEY!!!"

#### ARTS EDUCATION GRANT PROGRAM

Our Educational Grant Program encourages dance organizations to conduct Educational Seminars. In addition to the other topics, the seminars MUST include information about The ARTS. 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.

To apply for a grant, download and complete the Educational Grant Application, available at [www.arts-dance.org](http://www.arts-dance.org) send the completed form to ARTS Executive Director, **Jerry Reed** 4461 Stack Blvd, Apt D-231, Melbourne, FL 32901 OR Email - [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

#### PROMOTION/MARKETING MATERIALS

The goal of The ARTS is to bring information about our activity to non-dancers and to help increase the number of dancers. One way we do this is to provide dance clubs and others with promotion materials they can use in their marketing efforts. Several sample ads are available. Please contact **Jerry Reed** and request the materials for use by your club as you determine is best to publicize new classes. These ads are available to ANY group free of charge [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

We thank **Erin Byars** for her work to create these ads. She used a formula for advertising that was sent out by **Nasser Shukayr**. He has reviewed these ads and approves.

There are several versions of each of four ads:

1. Email version (sample) -- the sample version gives an example of how the groups information could be placed on the ad.
2. JPEGs. This version is also suitable for posting on social networks such as FaceBook
3. Print version (sample) -- this version is designed to print two half-size flyers on 8.5 x 11

4. Print version -- the 2-up print version with space for individual group information
5. Print version BW (sample) -- same as #3 in black and white
6. Print version BW -- same as #4 in black and white

**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.

#### ARTS MEMBER ORGANIZATION EVENTS IN 2025

For Information for a Specific Event  
Please Contact the Appropriate  
Board Representative  
(Listed in The Newsletter)

- 68<sup>th</sup> NSDCA International Camporee**  
No Information
- 2024 CONTRALAB Convention**  
No Information
- 49<sup>th</sup> ROUNDALAB Convention**  
Little Rock, AR - June 21-25, 2025
- 2025 USAWest Convention**  
Spokane, WA - July 23-26, 2025
- 74<sup>th</sup> NSDC**  
Shreveport, LA - June 25-28, 2025
- 43<sup>rd</sup> USDA Meeting**  
Shreveport, LA - June 25, 2025
- 2025 ARTS Meeting**  
Shreveport, LA - June 29, 2025
- 42<sup>nd</sup> IAGSDC Convention**  
San Francisco, CA - July 3-6, 2025
- 2025 ICBDA Convention**  
Springdale, AR - July 9-12, 2025

## CALLERLAB MARKETING WEBSITE

This marketing website with free promotional videos is now live: [www.livelivelysquaredance.com](http://www.livelivelysquaredance.com). The CALLERLAB Marketing Committee teamed up with Sleight Advertising of Omaha, NE to create a new professional web site and series of videos available to callers, clubs and local associations in an effort to aid the promotion of square dancing. Working alongside several members of the CALLERLAB Marketing Committee, Sleight developed a professional, well thought out web site representing marketing insights to the non-dancing public. The site includes the promotional videos that were launched at the 2022 CALLERLAB Convention.

## ICBDA MARKETING PLAN

The International Choreographed Ballroom Dance Association recognizes membership for dance clubs has been declining, especially for square and round dancing. They know it would be helpful to collaborate on strategies for increasing membership. All aspects of the dance community face similar obstacles, ie. ageing population, competing activities, health issues, lack of public awareness, and others.

The ICBDA is encouraging all related dance associations to work together to share information and change the trajectory of collective memberships:

The ICBDA Marketing Plan is aimed at increasing membership of the local dance clubs. This Marketing Plan is applicable to all related dance organizations. The plan is available from The ARTS - contact Jerry Reed at [DirectorARTS@aol.com](mailto:DirectorARTS@aol.com) The plan will also be posted on the ARTS web site.

## ARTS MARKETING COMMITTEE

Plans are being formulated to create an "ARTS Marketing Committee". The goal of this committee will be for ALL related dance organizations to work together to exchange ideas and collect & report activities and results. If you are interested in helping, contact ARTS Executive Director, Jerry Reed at [DirectorARTS@aol.com](mailto:DirectorARTS@aol.com)

### A COUPLE OF THINGS WE NO LONGER DO

#### 1. Memorize a phone number

How many phone numbers do you know by heart? Some people don't even know their spouse's numbers. Before smartphones, we resorted to cocktail napkins, etc.

#### 2. Use a phone book to find a company to do work around your house.

Once upon a time, we felt perfectly comfortable flipping through the Yellow Pages and randomly calling for home repair. Maybe we'd consult friends for a recommendation, but we often relied on trial-and-error. But consumer services like Angie's List and Yelp have changed this game entirely. You can quickly read reviews of a local business, and if you like what you read, you can tap their number and automatically dial.

## ARTS Officers and Board Members 2024-2025

### OFFICERS

Chair - Erin Byars

([cuer4dance@yahoo.com](mailto:cuer4dance@yahoo.com))

Vice Chair - Barbara Connelly

([touchwright@juno.com](mailto:touchwright@juno.com))

Treasurer - Edythe Weber

([eweber10@kc.rr.com](mailto:eweber10@kc.rr.com))

Secretary - Jim & Judy Taylor

([jimta1@msn.com](mailto:jimta1@msn.com))

Executive Director - Jerry Reed

([DirectorARTS@aol.com](mailto:DirectorARTS@aol.com))

### BOARD MEMBERS

All Join Hands - Gordon Macaw -

([gordon@gordonmacaw.com](mailto:gordon@gordonmacaw.com))

CALLERLAB - Betsy Gotta -

([gottahavearts@optonline.net](mailto:gottahavearts@optonline.net))

NSDC - Barbara Connelly -

([touchwright@juno.com](mailto:touchwright@juno.com))

CONTRALAB - Dottie Welch -

([dwelch@eastlink.ca](mailto:dwelch@eastlink.ca))

IAGSDC - Gordon Macaw -

([gordon@gordonmacaw.com](mailto:gordon@gordonmacaw.com))

ICBDA - Bob Nolen

([bnolen79@outlook.com](mailto:bnolen79@outlook.com))

NEC - Louis & Angie McClure -

([l-amclure@charter.net](mailto:l-amclure@charter.net))

ROUNDALAB - Roy -

([roygotta@optonline.net](mailto:roygotta@optonline.net))

USAWest - Jim Maczko -

([jmaczko@san.rr.com](mailto:jmaczko@san.rr.com))

USDA - Ed & Lynda Willis -

([eandlwillis@gmail.com](mailto:eandlwillis@gmail.com))