



# ARTS-Dance

## ANNUAL REPORT 2004

During 2004, the first year of **ARTS-Dance**, the Alliance of Round, Traditional and Square-Dance, Inc. has initiated its efforts toward the revitalization of the contemporary Square, Round and Traditional folk dance disciplines and in educating the public of the benefits of these dance forms. By bringing together the entire dance community into one cohesive organization it has been possible to establish improved lines of communication and cooperation.

### Accomplishments 2004 –

- Incorporation
- Website
- Brochure
- Survey
- Benefit Dances
- Election of Officers
- Grants
- Members
- Non-Profit Status

### Goals 2005 –

- Image Enhancement Programs
- Toll Free Telephone Number
- ARTS Hotline
- Add-A-Buck Program
- State ARTS Representatives
- Dance Promotional Videos
- ARTS-Dance Newsletter
- Teach the Teacher Program
- New Members

- Through the collaborative efforts of the major dance organizations, the Alliance of Round, Traditional and Square-Dance, Inc. is now a reality. By bringing together the AMERICAN CALLERS ASSOCIATION (ACA), CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers Association (NSDCA), National Square Dance Convention Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), United Square Dancers of America (USDA), Universal Round Dance Council (URDC), USA West Square Dance Convention Policy Board (USA West) it has been possible to initiate efforts to enhance the public image of contemporary Square, Round and Traditional folk dance activities.

- The Alliance of Round, Traditional and Square-Dance, Inc. has been incorporated in the State of North Carolina.

- A website has been established at [www.arts-dance.com](http://www.arts-dance.com) to introduce the Alliance of Round, Traditional and Square-Dance to all who those interested in the activities of this newly formed organization. Available from this website is information on all aspects of the ARTS: Mission Statement; Development Initiatives; Articles of Incorporation; Bylaws; Minutes; Members; Contributors; and convenient links to each of the Governing Board member organization's websites. As new achievements are accomplished by the ARTS, this information is promptly added to this website.

## ANNUAL REPORT - 2004

PRESS RELEASE

FOR IMMEDIATE RELEASE

- An informational brochure was developed to inform the dance community of the establishment of ARTS-Dance and its mission. 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 the 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 interactions.
- A comprehensive dancer demographic survey was conducted during the 53<sup>rd</sup> National Square Dance Convention in Denver, Colorado – June 2004. A summary of these results are available through the ARTS website – [www.arts-dance.com](http://www.arts-dance.com). Additional surveys are being carried out at various other gatherings of State and National groups throughout the country. These surveys will be continued in an effort to validate and expand the results of these initial surveys.
- Various dance groups have held Benefit Dances to help fund ARTS-Dance and other groups are likewise encouraged to show their support for the ARTS Mission by promoting similar Benefit dances.
- During its 2004 Spring meeting in Portland, Oregon the ARTS-Dance Governing Board elected Officers: Jim Maczko – Chair, Henry Israel, Vice Chair, Jerry Reed, Secretary, and Edythe Weber, Treasurer.
- By recognizing the promotional efforts of dance groups throughout the country, ARTS-Dance has issued its first Grant in the amount of \$1,000 to the California Square Dance Council, Inc. for its *“Teach the Teacher”* program. California callers and dancers are preparing a program to be presented to the California Association of Health, Physical Education, Recreation & Dance (CAHPERD) at its Annual Conference scheduled for March 17-20, 2005 in Monterey, California. Their presentation will include an Educational Workshop, a Teach the Teacher Workshop and an Exhibit Booth. While this is an ambitious program, Bonnie Abramson, as Chair of the California Square Dance Council’s Youth Advisory Committee has proven she is up to the task. Bonnie has solicited the support and involvement of capable and enthusiastic callers Bronc Wise, Mike Kellogg and Eric Henerlau. Part of the plan is to develop material that will include a workbook, a CD(s) filled with high-energy music, and a DVD to show how the dances can be executed. They are planning to use as many volunteers as possible to create a quality product, to retail in the \$25 - \$35 range ... expensive enough to cover the cost and add a “value” to the product, yet reasonable enough that any teacher can afford to purchase.
- Individual dancers and organizations are encouraged to demonstrate their support for ARTS-Dance by becoming Individual and Associate members. Additional information may be obtained from the ARTS website - [www.arts-dance.org](http://www.arts-dance.org)
- The Alliance of Round, Traditional and Square-Dance, Inc. has been granted status as an IRS 501 (c) (3) non-profit/charitable foundation. This status enables those contributing to the ARTS the opportunity for tax deductions of their donations.

## ANNUAL REPORT - 2004

PRESS RELEASE

FOR IMMEDIATE RELEASE

- An important effort being developed by ARTS-Dance is a program to enhance the image of all forms of contemporary Square, Round, and Traditional Folk Dance. This includes the development of an effective marketing plan directed at key segments of the American populous to promote the health benefits of these dance forms. These benefits include not only the physical attributes but the mental benefits as well.
- ARTS-Dance is implementing a toll-free telephone number for the general public to access information on contemporary Square, Round, and Traditional Folk Dancing.
- As a result of the cooperation achieved through the creation of the ARTS-Dance Alliance a plan is being developed to re-establish the American Square Dance Society Hotline created in the 1970's by Bob Osgood as the ARTS-Dance Hotline to better connect and inform the dance community leadership of critical issues facing the activity.
- The CALLERLAB RPM (Recruit, Promote, Maintain) Committee is preparing packets to encourage clubs to "Add A Buck" to support the Alliance of Round, Traditional and Square-Dance, Inc. This would involve the addition of a "Buck" (one dollar) to the admission of dances to benefit ARTS-Dance in its efforts to promote contemporary Square, Round, and Traditional Folk Dancing.
- In an effort to better disseminate information regarding the ARTS, it is hoped that a National network of State ARTS representatives can be established. Anyone interested in becoming a part of this network is encouraged to contact any of the Governing Board members identified on the ARTS website: [www.arts-dance.com](http://www.arts-dance.com)
- An informational video explaining ARTS is being scripted for filming at the March 2005 CALLERLAB Convention in Louisville. This video will include a sequence of simple calls and cues showing two squares that then resolve into two contra lines and then resolve into a circle of rounds and perhaps going back to squares.
- To further advance the mission of ARTS-Dance a Newsletter is being prepared to better inform members and others of the progress and programs available through the Alliance of Round, Traditional and Square-Dance.
- As the California "Teach the Teacher" program is being developed as a pilot program it is envisioned that these educational packages can be utilized in other States as well as on a National level through the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).
- In an effort to generate new ideas for marketing contemporary Square, Round, and Traditional Folk Dancing a new concept has been proposed known as "Save Our Squares" (SOS). This program would involve college marketing students in a "competition" to develop and submit marketing ideas to be judged with the "top idea" being awarded a cash prize.
- While all of these are very ambitious programs, they are achievable through the combination of the members of the organizations of the ARTS-Dance Governing Board and new individual and associate member groups. Join now and help to advance these efforts to promote contemporary Square, Round, and Traditional Folk Dancing.