

ASK ARTS # 18
(August 2017)

Dear ARTS,

We've all been trying to spread the word about ARTS-DANCE for quite some time, but when I ask people now, if they know what ARTS is, I swear, hardly any of them know what I'm talking about. I really think we need to tell them again just who makes up the ARTS-DANCE organization and what our common goal is.

A Current ARTS-DANCE Member

Dear Current,

Thank you for your support. I agree with you. Informing current dancers about the ARTS-DANCE mission is a gargantuan task, and, lots of folks have yet to get this important message.

ARTS-DANCE stands for Alliance of Round, Traditional, and Square Dance, and combines ten organizations whose goal is to bring new dancers into the activity. ARTS member organizations are; All Join Hands, 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), and USAWest Square Dance Convention Policy Board (USAWest).

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.

We have one annual meeting with all individuals paying their own airfare, hotel and meals. An action plan is established, however, the goal of 50,000 new dancers can only become reality if we have the backing and help of many more of our current dancers.

Our operating funds come from donations. We encourage Individual Memberships with a donation of \$25.00/person. We also offer Associate Membership to organizations with a donation of \$100.00. We have also established a "\$100 Club" with the goal of 1,000 Members. Meeting this goal will provide a very large fund of \$100,000 for regional and possible national promotion.

We have accomplished much over the past few years including: 1) Established an Education Grant Program, 2) Helped fund Square Dancing 101 and Contra 101, 3) Created the online information web site www.You2Candance.org 4) Funded promotion of the Live Lively Re-Image Project, 5) Creation of the ARTS web site www.ARTS-Dance.org 6) Provided support to National Square Dance Conventions and USAWest Conventions, 7) Created an electronic information distribution system, and others.

Check out our website at WWW.ARTS-DANCE.org for more information or contact our Executive Director, Jerry reed At: DirectorArts@aol.com

ARTS-DANCE

Please direct any questions for "Ask ARTS" to www.askarts@arts-dance.org

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