

ARTS MEETING Minutes
AmeriSuites Hotel
Orlando, Florida
October 24 - 25, 2004
(Approved December 8, 2004)

CALL TO ORDER -

Meeting called to order at 2:00 PM on Sunday, October 24, 2004, by ARTS Chairman Jim Maczko

ROLL CALL -

The following organizations have approved support of the ARTS: AMERICAN CALLERS ASSOCIATION, CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers (NSDCA), National Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), Universal Round Dance Council (URDC), USA West, and United Square Dancers of America (USDA)

ARTS Officers:

The following ARTS Officers are present: Jim Maczko - Chairman; Henry Israel - Vice Chairman; Edythe Weber - Treasurer; Jerry Reed - Secretary

* Voting Members Representing Governing Board Members:

AMERICAN CALLERS ASSOCIATION -	Henry & Barbara Israel
CALLERLAB -	Mike Jacobs (Tim Crawford Temporarily filled in)
CONTRALAB -	Art & Marilyn Harvey
IAGSDC -	Scott Philips
NSDCA -	Doc and Peg Tirrell
NEC -	John and Dimple Williford
ROUNDALAB -	Carter & Ruby Ackerman (Arrived after Roll Call)
SSDUSA -	Ron Holland
URDC -	(No representative present)
USA West -	Patty Wilcox
USDA -	Charlie & Kitty Holley

Others Present:

The following were also present: Vernon Jones, CALLERLAB; Jim Weber, USDA; Jean & Lyle Beck, USDA; Judy Frye, Central Florida (Dancers) Association; Ailene Picheco, Central Florida (Dancers) Association; Michael Streby, USDA; Del Reed, CALLERLAB; Tim Crawford, CALLERLAB, Kathy Harris, SSDUSA,

AGENDA CHANGES/APPROVAL -

The following item was added to the agenda:

Marketing Plan Contest (Save Our Squares)

MOTION: Be it resolved that the agenda be accepted as amended. (MSC)

OPEN GENERAL ISSUE DISCUSSIONS -

A brief time was allotted for informal discussion of items of interest prior to discussions of the formal agenda items. Henry Israel made a presentation of a \$100.00 donation to the CALLERLAB Foundation on behalf of the Central District Caller & Cuers Association (Oklahoma) in honor of Mike Green. A letter from Mike Luna was discussed but no action was taken. Lyle Beck mentioned that in some areas there is a shortage of callers. Jerry Reed passed the very grateful appreciation of CALLERLAB to Michael Streby and his committee for the outstanding manner in which the questions about the survey were answered. Jim Weber reported on a successful dancer survey from the Missouri State dance. Ron Holland mentioned *The Yellow Rock* listing of singles clubs. The money from the sales of this directory goes into a scholarship fund for callers. Jerry Reed mentioned the four scholarship funds which are administered by CALLERLAB and the Foundation. Art Harvey mentioned the CONTRALAB scholarship fund. Scot Philips mentioned the caller school at the IAGSDC convention.

MISCELLANEOUS REPORTS - The following reports were presented:

Finance Report - (Attachment 1)

Current Finance Report was presented by Edythe Weber, Treasurer. The treasurer's report shows a net income of \$976.08 for the period on June 22 through October 22, 2004. Total assets as of October 22, 2004 are \$7,723.95 cash in the bank. CONTRALAB was recognized for their donation of \$100.00. Legacy was presented a Certificate of Appreciation for their donation of \$1,000.00 during the summer of 2004. Lyle Beck announced that the Iowa State Square & Round Dance Association has approved a donation of \$400.00. Jim Weber announced that the Arkansas Dancer Association has made a donation of \$100.00 for Associate Membership.

Reports from past meetings -

Copies of the minutes of the following meetings are available

October 2002 (Cocoa Beach, FL); January 2003 (Washington, DC); Summer (June) 2003 ARTS Alliance Meeting (Oklahoma City, OK); Fall (October)2003 ARTS Planning Meeting (Orlando, FL); Spring (March) 2004 ARTS Meeting (Portland, OR); Summer (June) 2004 ARTS Meeting (Denver, CO)

Confirm Actions by the ARTS Board Since the Last Meeting - (Attachment 2)

This item concerns a discussion and vote to confirm the action taken by the ARTS Governing Board since the June 2004 meeting. The attached list of these actions was presented and reviewed. Brief discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the actions taken by the ARTS Governing Board since the June 2004 meeting be confirmed. (MSC)

OLD BUSINESS -

Auxiliary Member Category - (Bylaws Change) (attachment 3)

This item includes creation of an additional class of membership in the ARTS. This item was discussed in some detail during the June 2004 ARTS meeting which resulted in a MOTION to make a Bylaws change as follows: *MOTION: Be it resolved that Article III - Members, be revised to add a membership category for "Auxiliary Governing Board Member" ; to read as follows: G. Auxiliary Governing Board Membership status may be granted by the Governing Board to any individual, group, or organization determined deserving by a two thirds vote of the Governing Board.* There was agreement during that meeting that the Bylaws change would be discussed further at this meeting. The bylaws require that bylaws changes be read at one meeting and then acted on at the next meeting. Therefore, this is the second "reading" of the MOTION and action can be taken. If approved at this meeting the change will become effective immediately and the Bylaws will be changed accordingly.

Prior to discussion of the MOTION to change the bylaws the following MOTION was made:

MOTION: Be it resolved that action on the MOTION to change Article III of the bylaws be tabled until later in this meeting. (MSC)

Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that Article III - Members, be revised to add a membership category for "Auxiliary Governing Board Member" ; to read as follows: G. Auxiliary Governing Board Membership status may be granted by the Governing Board to any individual, group, or organization determined deserving by a two thirds vote of the Governing Board.(MSC)

NOTE: Jim Maczko has agreed to update the bylaws in accordance with the above approved MOTION and provide to the Secretary for distribution as required.

ARTS Dancer Survey -

This item concerns the dancer survey which was done at the 53rd NSDC in Denver in June 2004. The survey form was printed by ROUNDALAB and provided to the 53rd NSDC to be included in the information packages given to each attendee. There has been agreement that the survey can be modified and provided to other organizations to conduct similar surveys at other dance events. There was some discussion of hiring data entry assistance at some time in the future. Dimple Williford indicated the "Ladies of the NEC" could assist in organizing the surveys to help make data entry easier. Michael Streby indicated he would contact some professional fund raisers to make a presentation at the next ARTS meeting.

Michael has submitted reports of the results of the survey. He has asked if there are other data we would like to extract from the survey information. CALLERLAB submitted a series of questions and Michael provided input. Michael also presented a series of detailed reports for review during the meeting.

Considerable discussion of this item resulted in the following MOTIONS:

MOTION: Be it resolved that by the 2005 Fall ARTS meeting, each organization is charged to perform one data collection using a survey form similar to the survey form developed by The ARTS using the same data elements. (MSC)

MOTION: Be it resolved that the 2005 NSDC, 2006 NSDC, and 2007 NSDC be asked to support conducting a dancer survey at their conventions similar to the one conducted in Denver in 2004 with the same data elements. (MSC)

NOTE - The following general guidelines are provided for conducting these surveys: 1) The organization will identify changes to be made to the existing survey form; 2) Michael Streby will make the changes as requested and send a copy of the modified for to the organization; 3) The organization will print the survey form and conduct the survey; 4) The organization will return the completed forms to Michael; and 5) Michael and his committee will enter the data.

CALLERLAB Demographic Survey Information - (FYI)

CALLERLAB & The CALLERLAB Foundation have developed and mailed a demographic survey to collect information about the current dancer population. Copies of the report were provided to the ARTS Reps during the June 2004 ARTS meeting. Additional copies of the report are available through the CALLERLAB office. There is no charge for the PDF version of the report and a nominal charge of \$5.00 for paper copies.

Other Organizations to Join the ARTS Governing Board: (FYI)

There have been no others organizations join The ARTS as a member of the Governing Board since the last meeting. The following organizations are possible candidates for Governing Board Members:

- 1) The United States Armature Ballroom Dancing Association (USABDA) has indicated an interest in joining. However, we have heard nothing more from the organization since the June 2004 meeting.
- 2) The Canadian Square & Round Dance Society (CSRDS) has been invited to join. A report was received that the organization was presented the invitation. Additional information was provided to the CSRDS, however, they have not taken any action on the invitation.
- 3) The national cloggers organization was discussed. There was agreement that additional information would be gathered for discussion at the February 2005 ARTS meeting.

IRS 501 (c)(3) Application Documentation -

This item concerns the application to the IRS for 501(c)(3) tax exempt non-profit corporation status. The application for IRS 501 (c) (3) status has been submitted. A separate letter has been provided to each organization. There has been much correspondence between the IRS, our attorney, and the ARTS Chairman, Jim Maczko. There appears to be considerable reluctance on the part of the IRS to grant The ARTS the 501 (c)(3) status. If we are denied this status, there is the possibility The ARTS will receive non-profit status under some other category.

One possibility is for us to withdraw our request for 501 (c)(3) status and change our request as a 501 (c)(4). Chairman Maczko believes this would be approved. There is also the possibility that the IRS would automatically grant 501 (c)(4) if the request for 501 (c)(3) status is denied. The advantage of 501 (c)(3) would be that donations to The ARTS would be tax deductible. Even though other categories do not provide this advantage they are Tax Exempt and therefore they do not pay federal taxes.

Another possibility which was discussed involves supporting the reactivation of LEGACY with the idea of having LEGACY accept tax deductible donations to support The ARTS since LEGACY is an IRS 501(c)(3) organization.

Prior to further discussion of this item the following MOTION was made:

MOTION: Be it resolved that further discussion of the issue of IRS 501(c)(3) Status be tabled until Monday October 25, 2004. (MSC)

Discussions on this item were continued on Monday October 25. A copy of the LEGACY Bylaws were made available and were reviewed. It was determined that the goals and mission of The ARTS fits with the goals and mission of LEGACY. The IRS has indicated that if the LEGACY Bylaws or name is changed the IRS is to be notified. If LEGACY is to be reactivated several actions would be required: 1) The immediate past LEGACY Board should be consulted, 2) The Florida Non-Profit corporation papers would need to be renewed (Jerry Reed has agreed to act as the Florida contact), 3) The Bylaws would need to be reviewed and possibly updated, 4) Supporters of the ARTS would need to join LEGACY, 5) A LEGACY Board must be established, 6) The ARTS attorney should be asked to review our plans, 6) Other actions as may be required. At some point in the future a name change may be considered. Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS provide a grant of \$750.00 to LEGACY for the reactivation of LEGACY as a Florida Non-Profit Corporation. (MSC)

(NOTE- Subsequent to the meeting and VOTE on these minutes the IRS approved the application for 501 (c)(3) tax exempt status. This issue of the grant to LEGACY will be discussed at the next meeting of The ARTS in February 2005)

Teaching In Schools - (Attachment 4)

This item concerns the presentation made by Bonnie Abramson during the ARTS meeting in Denver. During that meeting we approved a \$1,000.00 grant to Bonnie to help with the project to bring square dancing into the schools in California. See Attachment 4 for more details & information. The program includes a teaching package and video to assist school teachers how to teach square dancing which is planned to be released in March 2005. The plan is that sample teaching packages will be available at the February 2005 ARTS meeting.

Publicity Ad-Hoc Committee -

This Ad-Hoc Committee was established in June 2003 with the following members: Michael Streby, Chairman; Members, Mike Jacobs & Jim Hensley. Calvin Campbell and Carter Ackerman were added to the committee at this meeting.

This item includes discussion of establishing a toll free phone number and establishing a publicity network. There has been agreement that The ARTS should establish a toll free number to provide information about the activity. Considerable discussion of this item resulted in the following MOTIONS:

MOTION: Be it resolved that Michael Streby establish a toll free phone number in his home on behalf of The ARTS. (MSC)

MOTION: Be it resolved that a postcard be sent to all known publications requesting the publication to reply by E-mail with the contact information for the publication. (MSC)

Information Pamphlet - (FYI)

This item concerns the Tri-Fold information brochure printed and distributed in Denver during the 53rd NSDC. There has been discussion about whether the brochure needs to be revised. We need to discuss the brochure and determine if a revision is needed at this time. CALLERLAB has a number of the brochures in stock.

PR Seminar at NSDC - (Attachment 5)

This item consists of a proposal to create and present information to publicize the mission, goals, accomplishments, and organization of the ARTS at the NSDC in Portland. There is also a possibility that this information would be presented at future NSDCs. Presentations are scheduled for the 54th NSDC in Portland, OR. We also plan to participate in the Showcase of Ideas at the 54th NSDC in Portland. See Attachment 5 for more information on these presentations. There was agreement that Michael Streby will modify the presentation titled "*Introduction to The New Alliance (ARTS Dance Foundation)*."

Fundraising vs. Corporate Sponsorship vs. Grant Writing -

This item concerns follow-up to the presentation of information on the three facets of fund raising that The ARTS should pursue. The goal would be to establish a method of fund raising. Considerable discussion of this item during the June 2004 ARTS meeting provided many ideas for fund raising, however, no additional action has been taken nor planned. Discussion of this item included information about various types of professional fund raising companies and methods. Several methods for internal fund raising were discussed including holding dances. Further action to obtain outside donations will depend on the outcome of our request for IRS 501 (c)(3) status.

There was agreement that a "think-tank" Ad-Hoc Committee would be established to gather fund raising ideas. Tim Crawford agreed to chair this Ad-Hoc Committee which would include the CALLERLAB RPM Committee. There was also agreement that a presentation on how to write and submit grant requests would be a good idea. Michael Streby agreed to investigate arranging for a Grant Writing firm to make a presentation at the February 2005 ARTS meeting in San Antonio.

Lobbyist Plan -

This item concerns plans for a Lobbyist Support Plan. Patrick Demerath provided a presentation of this plan during the June 2004 ARTS meeting. His presentation included information about the Lobbyist Support Plan which could be implemented to obtain support for the activity at the national level of government. The plan is quite detailed and was provided to all ARTS Reps. The information has been distributed to ARTS Reps. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that further discussions of the Lobbyist Plan be removed from future ARTS meeting agenda. (MSC)

Image Enhancement -

This item concerns a plan to enhance the image of square dancing. Information on this item was presented by Patrick Demerath during the June 2004 ARTS meeting.

This presentation included information about a plan to enhance the image of the activity. The completed Management by Objective (MBOs) and Power Point Plan to Enhance the Image was provided to the ARTS Reps. The plan is very detailed and provides information about how the various segments of the population may be approached to enhance the image of the activity. There are six steps which may be used to implement the plan. The Power Point presentation of the plan was set up by demographic age groups offering choices for each group - - Baby Boomers, Generation X, Generation Y and Seniors. Each Plan for each age group addressed type of music, clothing, type of products for advertising. Any comments/concerns/questions about the plan should be sent to Patrick. There was agreement at that meeting that the information presented should be made available and presented at the local level. In response to the presentation, the Governing Board approved expanding the Image Enhancement program to specifically include Contra and Line Dancing. Representatives from ROUNDALAB and CONTRALAB have assisted in the development of the revised plan, which was forwarded via email to the membership. A PowerPoint presentation of the revised Image Enhancement Plan was to be provided by Patrick during this meeting.

An idea which was presented included production of a video which would be designed to present all aspects of the activity to non-dancers. Such a video would could show two squares which would do a short sequence of square dancing, then blend into a contra line to show contra dancing, and then blend into round dancing. The proposal includes the idea of obtaining video for this at the Beginner Dance Party Leaders Seminar which will be held immediately prior to the 2005 CALLERLAB Convention in Louisville, KY in March. CALLERLAB will investigate how this can be done.

Image Enhancement Video -

This item is closely related to the Image Enhancement information above. Discussion of this item resulted in agreement that production of a video to promote the Image Change information should be pursued. This video would be used to present the Image Change information and rationale to the activity with the goal of educating current dancers about the goal of the Image Change. A major requirement for this production is creation of a script for the video and information and instructions on how to present the video.

Executive Secretary/Administrative Assistant - (FYI)

This item concerns a discussion of whether the ARTS should hire an Executive Secretary and/or an Administrative Assistant. This item was discussed briefly at the June 2004 ARTS meeting with agreement that no further action would be taken at this time. This item will remain on the ARTS meeting agenda as a reminder that the issue needs to be discussed at some future time.

Election Procedures -

This item concerns a request to discuss and establish procedures for the election of ARTS Officers. A suggestion has been made that the officers be nominated and elected in the following order: 1) Chairman, 2) Vice Chairman, 3) Secretary, and 4) Treasurer. Discussion during the June 2004 ARTS meeting resulted in a MOTION to table further discussion until this meeting. Discussion at this meeting resulted in the following MOTION:

MOTION: Be it resolved that the following ARTS officers be nominated and elected in the following order: 1) Chairman, 2) Vice Chairman, 3) Secretary, and 4) Treasurer. (MSC)

Distribution of Information - (FYI)

This item concerns ways to distribute information about the work The ARTS is doing, the goals, and accomplishments of the ARTS. Discussion of this item resulted in agreement that production of a video to promote The ARTS would be a good idea. It was proposed that the Publicity Committee produce such a video. Production of such a video would require creation of a script for the video and information and instructions on how to present the video. Mike Jacobs agreed to coordinate creation of the script for the video. All reps were asked to provide Mike with suggestions for the script. A possible source of video for this project is the excellent video which has been produced by the Minnesota Central Region. CALLERLAB has obtained permission to use the video as required provided it is not sold for a profit. CALLERLAB will provide Michael Streby with a copy of the MiniDV tape for use to produce a video to promote The ARTS and other projects as may be required..

An idea was proposed to create a section in all publications titled "Ask ARTS" or some other similar name. This would provide the opportunity for The ARTS with a way to promote the organization and provide useful information to the dance activity. There was agreement that this is a good idea. Jim Maczko agreed to take this suggestion for action to investigate how we might accomplish this.

Square 4 Life - (FYI) (Attachment 6)

This item concerns a suggestion that the ARTS look at the "SQUARE4LIFE" organization. Apparently this is a wellness initiative program that has been disseminated through the following web site: <http://www.feenerty.com/square4life/page2.html> This item was discussed during the June 2004 ARTS meeting.

A report from Jim Hensley was presented and discussed. Subsequent to the meeting Jim submitted the attached (Attachment 6) additional information. This additional information provided the following summary: An excellent promotional idea, but it needs additional work with its package of descriptive materials to reach its true potential. This additional information also provided the following recommendations: 1) That The ARTS work with the Don Feenerty to create an improved 'package' with more ARTS related materials, a more diverse title and materials; 2) That we work out a program to 'partner' the concept on a national basis, and 3) That we get it ready for e-mail approval and member distribution before the February 2005 ARTS meeting in San Antonio.

Membership Application Processing Procedures - (Bylaws Change) (Attachment 7)

This item concerns the procedures for processing donations and applications for ARTS Member status (Individual or Associate). The Bylaws require that applications for Associate and Individual Memberships be considered at "any meeting of the Governing Board". We have been considering and voting on these applications by E-mail. This item would provide procedures for approving new member applications. During discussion of this item paragraph 5 in Draft 1 was removed and the new paragraph 6 in Draft 1 was changed to read as follows: "6. Individual and Associate Membership shall be for a period of 12 months from the date of approval by the Governing Board. Renewal notices shall be issued to the member by the Treasurer / Membership Chair at the beginning of the 10 month of membership together with a letter encouraging the member to renew. A follow-up notice shall be mailed to the member during the month of expiration of the membership year."

There was agreement that a brief annual report of accomplishments should accompany renewal letters.

Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that ARTS Membership Processing Procedures; Draft 2 - October 25, 2004 be approved. (MSC)

Dues & Donations - (FYI)

We continue to receive donations from individuals, organizations, and benefit dances. The members of the Governing Board listed below have made a donation:

AMERICAN CALLERS ASSOCIATION - \$500.00 in 2004
CALLERLAB - \$500.00 in 2003
CONTRALAB - \$100.00 in 2003 and \$100.00 in 2004
IAGSDC - \$350.00 in 2004
NEC - \$1,000.00 in 2004
Single Square Dancers USA - \$250.00 in 2003.
ROUNDALAB - \$350.00 in 2004
URDC - \$350.00 in 2004
USA West - \$250.00 in 2003
USDA - \$1,000.00 in 2004

Long Range Plans For Meetings -

This item concerns a long range plan for future ARTS meetings. There was general agreement that establishing a long range plan for meeting is a good idea. Discussion of this item resulted in approval of the following schedule for ARTS meetings: 1) A Spring meeting immediately following the NSDC Pre-Convention; 2) A summer meeting immediately following the NSDC, and 3) A fall meeting immediately preceding the CALLERLAB Executive Committee meeting. Discussion of the long range meeting plan included the following information: The next meeting will be February 20-21, 2005 in San Antonio, TX; the ARTS meeting at the Pre-convention planning meeting for the 2007 NSDC will be April 2 - 3, 2006 in Charlotte, NC. For information, the 2006 CALLERLAB Convention dates are April 10-12, 2006 in Charlotte, NC.

Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS host future ARTS meetings. (MSC)

NEW BUSINESS -

Auxiliary Member Invitations -

Discussion of possible Auxiliary Governing Board Members resulted in the following MOTION:

MOTION: Be it resolved that the following organizations be invited to join The ARTS as Auxiliary Governing Board Members: 1) U.S. Handicapable Association; 2) Lloyd Shaw Foundation; 3) Kentucky Dance Foundation; and 4) Square Dance Foundation of New England. (MSC)

New Associate Memberships (ARTS LOG 04-1010-001)

We have received additional donations from the organizations listed below. The Bylaws specify that for Associate Membership the minimum donation is \$100.00.

New Mexico Round Dance Association - \$100.00 in August 2004

Folk, Round & Square Dance Federation of North Carolina - \$100.00 in August 2004

55th NSDC, Inc. (San Antonio) - \$100.00 in September 2004

The following Associate Membership applications were received at this meeting:

Iowa State Square & Round Dance Association - \$400.00 in October 2004

Arkansas State Square Dance Federation - \$100.00 in October 2004

Cumberland Valley Western Square & Round Dance Association - \$100.00 in October 2004

This issue was submitted to the Governing Board in ARTS LOG 04-1010-001 (Memberships) on October 10, 2004. The following MOTION has been suggested for discussion and vote:

MOTION: Be It Resolved That: The ARTS Governing Board confirm Associate Membership for the 2004/2005 calendar year for: New Mexico Round Dance Association - \$100.00; Folk, Round & Square Dance Federation of North Carolina - \$100.00; 55th NSDC, Inc. (San Antonio) - \$100.00; Iowa State Square & Round Dance Association - \$400.00; Arkansas State Square Dance Federation - \$100.00; and Cumberland Valley Western Square & Round Dance Association. (MSC)

Membership Category Donation Amounts -

There was discussion of the dollar amount of Individual Membership donations. The current Bylaws state: "Individual Membership status may be granted to contributors who annually donate a minimum of \$50 to the ARTS." Considerable discussion of this item resulted in the following amendment to the Bylaws being submitted in writing to the Secretary (to be voted on at the next ARTS meeting):

MOTION: Be it resolved that Article III - Members, Section C. Individual Membership; Paragraph (3) be revised to read as follows: "(3) Individual Membership may be granted to contributors who annually donate a minimum of \$50.00 per couple OR \$25.00 per individual to The ARTS."

The following rationale accompanied the MOTION to amend the Bylaws: "This change would clarify cost per person. As well as, a lower cost would increase membership initially and renewably."

NOTE: Presentation of this MOTION at this meeting meets the requirement in Article XI - Amendment of Bylaws - which reads as follows: "These Bylaws may be amended at any regular meeting of the Corporation by a two-thirds vote, provided that the amendment has been submitted in writing at the previous regular meeting."

Newsletter Editor -

There was brief discussion of creation of an ARTS Newsletter. There was agreement that a newsletter is a good idea. Doc & Peg Tirrell agree to serve as Newsletter Editor.

Publicity Video Production -

This item includes information about an excellent video which has been produced by the Minnesota Central Region. CALLERLAB has obtained the video and permission to use the video as may be determined appropriate, providing the video products are not sold for a profit. Possible uses of the video include: 1) Modifying the video to add the contact information for local groups; 2) Using portions of the video to produce shorter (15 to 60 second) "commercials" to be provided to local groups; or 3) Using portions of the video to produce to promote The ARTS. Discussion of this item led to agreement that video production is a good idea.

Membership Application Form -

There was brief discussion of adding a space for a member's E-mail address. Michael Streby agreed to modify the application form to add a request for E-mail address for distribution of Press Releases and other information.

Spring 2007 Meeting - (FYI)

This item concerns possible conflicts for the Spring 2007 ARTS meeting. The ARTS has now tied it's Spring meeting to the NSDC Pre-Convention meeting. The 2007 Pre-Convention is in Wichita, KS, March 29-30-31, 2007. The 2007 CALLERLAB Convention in 2007 will be in the Central Region April 2 - 4, 2007. The location of the CALLERLAB convention has not yet been selected, however, it will be in the Central Region. The concern is that the CALLERLAB convention would be immediately following the Pre-Convention in Wichita and would not leave the usual Sunday afternoon Monday time frame for the ARTS meeting for the ARTS Reps who would be attending the 2007 CALLERLAB Convention. Scheduling the ARTS meeting prior to the Pre-Convention may be an option, however, there are other conflicts during that time as well. Brief discussion of this item resulted in agreement that no action is required at this time, but that this item would be on the agenda for the next meeting.

World Dance 2000 - (FYI)

This item concerns the World Dance 2000. This was proposed in 2000 as a world wide internet dance. At that time it was determined that technology wasn't readily available to produce such an event. The idea is now being revived. Involvement by The ARTS could include fund raising, or increase awareness of ARTS. Brief discussion of this item resulted in agreement that no action is required at this time, but that this item would be on the agenda for the next meeting.

Marketing Idea Contest (Save Our Squares) - (Attachment 8)

This item concerns a proposal to involve college level marketing students involved in a contest to help gather marketing ideas to help our marketing efforts. The idea was first presented to the CALLERLAB Foundation during the 53rd NSDC in Denver. The basic idea is to involve college marketing students in a "competition" to develop and submit marketing ideas and was presented by Alan Chmura. The ideas would be judged and the "top idea" would receive a cash prize. The original proposal called for the competition to be completed and the winner announced at the 54th NSDC in Portland, OR. It is obvious this time frame is not realistic. However, it is conceivable that the plan could be publicized, ideas submitted and evaluated, and the winner determined by the 55th NSDC in San Antonio, TX in 2006.

Discussion of this item resulted in agreement that this is a good idea, but that we need more information. The Secretary was asked to contact Alan Chmura to coordinate revision of the proposal and to gather more information.

Next Meeting -

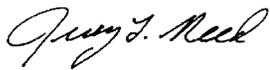
The next meeting is scheduled to be immediately following the 55th NSDC Pre-Convention in San Antonio, TX. We need to identify the host and publish the date for the ARTS meeting.

MOTION: Be It Resolved That: The next ARTS meeting will be hosted by The ARTS and held on Sunday/Monday February 20/21, 2005 in San Antonio. (MSC)

ADJOURNMENT

The meeting was adjourned at 11:20 AM on Monday, October 25, 2005

Submitted By,



Jerry L Reed
Secretary
(Transcribed from Tape)
Approved by ARTS LOG 04-1109-001; December 8, 2004)

2004 Fall ARTS Meeting Minutes
List Of Attachments

- Attachment 1 - Finance Report
- Attachment 2 - Confirm Actions by the ARTS Board Since the Last Meeting
- Attachment 3 - Auxiliary Member Category - (Bylaws Change)
- Attachment 4 - Teaching In Schools
- Attachment 5 - PR Seminar at NSDC
- Attachment 6 - Square 4 Life
- Attachment 7 - Membership Application Processing Procedures - (Bylaws Change)
- Attachment 8 - Marketing Idea Contest (Save Our Squares)

Jerry Reed

ALLIANCE OF ROUND, TRADITIONAL AND SQUARE DANCE, INC.
FINANCIAL REPORT
OCTOBER 20, 2003 - MAY 21, 2004

INCOME

Funds Accumulated by CALLERLAB Foundation

Jun-03	Sandpiper Square Dance Club - Encinitas, California	\$	379.66
Jun-03	CALLERLAB	\$	53.11
Jun-03	Jerry & Del Reed	\$	212.75
Jun-03	ARTS T-Shirt Sales (OKC)	\$	649.00
Jun-03	CONTRALAB	\$	100.00
Jun-03	CALLERLAB	\$	500.00
Aug-03	Gold Rush Squares - Dubuque, Iowa	\$	42.00
Aug-03	Single Spinners Square Dance Club - San Diego, CA	\$	256.25
	SUB TOTAL	\$	2,192.77

ARTS-Dance Account Wells Fargo No. 828-6709103

10-Oct-03	Jim Maczko (In Honor of Bob and Becky Osgood)	\$	1,000.00
14-Oct-03	Thom Ourkerk - San Diego, California	\$	75.00
23-Oct-03	Single Square Dancers USA	\$	250.00
10-Nov-03	California Square Dance Council	\$	100.00
10-Nov-03	T-Shirt Sales (Cash)	\$	12.00
28-Nov-03	Missouri Federation of Square Dance Clubs	\$	500.00
10-Dec-03	USA West Policy Board	\$	250.00
5-Jan-04	T-Shirt Sales	\$	156.00
30-Jan-04	Charlie and Kitty Holley	\$	100.00
18-Feb-04	United Square Dancers of America	\$	1,000.00
21-Feb-04	ROUNDALAB	\$	350.00
25-Feb-04	Lyle & Jean Beck	\$	100.00
27-Feb-04	Square Dance Association of San Diego	\$	100.00
Mar-04	National Executive Committee	\$	1,000.00
24-Mar-04	International Assoc. Gay Square Dance Clubs	\$	350.00
24-Mar-04	John & Dimple Williford	\$	100.00
24-Mar-04	Steve & Holli Barber	\$	100.00
9-Apr-04	Jim Gibson	\$	50.00
12-Apr-04	ARTS-Benefit Dance - San Diego, California	\$	422.00
15-Apr-04	Universal Round Dance Council	\$	350.00
26-Apr-04	ARTS-Benefit Dance - Montgomery, Alabama	\$	435.00
26-Apr-04	T-Shirt Sales - Montgomery, Alabama	\$	92.00
26-Apr-04	54th National Square Dance Convention	\$	100.00
26-Apr-04	Lee & Barbi Ashwill	\$	100.00
1-May-04	Tip Toppers - San Diego, California	\$	50.00
2-May-04	San Diego Round Dance Instructors	\$	100.00
3-May-04	Jacque and Dwain Cozby - Fresno, California	\$	100.00

SUB TOTAL

\$ 7,342.00

TOTAL INCOME

\$ 9,534.77

Jerry Reed

ALLIANCE OF ROUND, TRADITIONAL AND SQUARE DANCE, INC.
FINANCIAL REPORT
OCTOBER 20, 2003 - MAY 21, 2004

EXPENSES

Expenses Paid by CALLERLAB Foundation

Jun-03	ARTS T-Shirt Purchase		\$	835.85
Jun-03	Ship Meeting Equipment to OKC		\$	53.11
Jun-03	Ship Meeting Equipment to Cocoa, Florida		\$	212.75
		SUB TOTAL		\$ 1,101.71

ARTS-Dance Account Wells Fargo No. 828-6709103
Check No.

23-Oct-03	Wyatt-Early-Harris and Wheeler LLP - Attorneys - Retainer - Incorporation/Non-Profit Filing	1000	\$	500.00
24-Oct-03	North Carolina Secretary of State - Incorporation Filing Fees	1001	\$	60.00
7-Nov-03	Deerfield Hosting - ARTS-Dance.org Domain Name - 10 Years	1002	\$	79.50
10-Dec-03	California Secretary of State - Statement and Designation by Foreign Corporation	1003	\$	30.00
24-Dec-03	Internal Revenue Service - 1023 Application Fee	1004	\$	500.00
3-Feb-04	Wyatt-Early-Harris and Wheeler LLP - Attorneys - Incorporation/Non-Profit Filing	1005	\$	166.25
20-Apr-04	Alliance of Round, Traditional and Square-Dance, Inc. - Transfer of Funds to New Bank of American Account	1006	\$	1,000.00
21-May-04	Alliance of Round, Traditional and Square-Dance, Inc. - Transfer of Funds to New Bank of American Account	1007	\$	6,097.31
		SUB TOTAL		\$ 8,433.06
		TOTAL EXPENSES		\$ 9,534.77
21-May-04		CURRENT BANK BALANCE		\$ -

T-SHIRT SALE SUMMARY

Income from Sale of T-Shirts	\$	909.00
T-Shirt Expense	\$	835.85
Surplus/Loss on T-Shirt Sales	\$	73.15

June

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail

10/22/04

June 22 through October 22, 2004

Type	Date	Name	Memo	Amount
Income				
Badge Income				
Deposit	7/1/2004	Holley, Charlie & Kitty	Two badges	16.00
Deposit	7/1/2004	Streby, Michael & Kimberlee	Two badges	16.00
Deposit	7/1/2004	Maczko, J	Two badges (Maczko & Wilcox)	14.00
Deposit	7/1/2004	Israel, Henry	Two badges	20.00
Deposit	7/1/2004	Weber, Edythe	Two badges	18.00
Deposit	7/1/2004	Reed, Jerry & Del	Two badges	18.00
Deposit	7/1/2004	Jacobs, Mike & Michelle	Two badges	16.00
Deposit	7/1/2004	Crawford, Tim	One badge	6.00
Deposit	7/1/2004	Phillips, Scott	One badge	7.00
Deposit	7/1/2004	Williford, John & Dimple	Two badges	16.00
Deposit	7/1/2004	Weiss, Chuck & Sandi	Two badges	16.00
Deposit	7/1/2004	Holland, Ron	One badge	7.00
Deposit	7/1/2004	Minnick, Pres & Kay	Two badges	14.00
Deposit	7/1/2004	Beck, Lyle & Jean	Two badges	16.00
Deposit	7/1/2004	Hensley, Jim	One badge	10.00
Deposit	7/1/2004	Harvey, Art	One badge	8.00
Deposit	7/1/2004	Nelson, Kristine & Bruce	Two badges	10.00
Deposit	7/1/2004	Eum, Tim	One badge	5.00
Deposit	7/1/2004	Maczko, J	Two badges	10.00
Total Badge Income				245.00
Donations				
Deposit	7/1/2004	Central District Callers Association (OK)	Donation from ARTS Dance	425.00
Deposit	7/1/2004	American Callers Association	Donation from ACA	500.00
Deposit	9/10/2004	Legacy	Donation from Legacy International	1,000.00
Total Donations				1,925.00
Dues				
Associate Dues				
Deposit	7/1/2004	Holley, Charlie & Kitty	1/2 Associate dues for US Handicapable Association	50.00
Deposit	7/1/2004	Reed, Jerry & Del	1/2 Associate dues for US Handicapable Association	50.00
Deposit	7/23/2004	Southern Nevada Callers Association	Associate members dues	100.00
Deposit	8/13/2004	New Mexico Round Dance Association	Associate member dues	100.00
Deposit	9/10/2004	55th National Square Dance Conven	Associate member dues	100.00
Deposit	9/10/2004	Folk Rd & Sq Dn Fed/North Carolina	Associate member dues	100.00
Deposit	10/18/2004	Cumberland Valley Western Sq/Rd Dn Assoc	Associate member dues	100.00
Deposit	10/18/2004	Arkansas State Square Dance Federation	Associate member dues	100.00
Total Associate Dues				700.00
Individual Dues				
Deposit	7/1/2004	Nelson, Kristine & Bruce	Individual dues for Kristine Nelson	50.00
Deposit	7/23/2004	Nelson, Harry	Individual member dues	50.00
Deposit	7/23/2004	Weber, Jim & Edythe	Individual member dues	100.00
Deposit	7/30/2004	Warmoth, Ed	Individual member dues	50.00
Total Individual Dues				250.00
Total Dues				950.00
T-Shirt/Cap Sales				
Deposit	7/1/2004	Connelly, Barbara	T-shirt sales	30.00
Deposit	7/1/2004	Tirrell, Peg & Doc	T-shirt sales	9.00
Deposit	7/1/2004	Wilcox, P	Tshirts and hat sales cash sales	69.00
Total T-Shirt/Cap Sales				108.00
Total Income				3,228.50
Expense				
Badges				
Check	6/27/2004	Maczko, Jim	Badges	350.00
Total Badges				350.00
Bank Service Charges				
Check	6/30/2004	Bank Service Charges	Check Order	18.00
Total Bank Service Charges				18.00
Grant Funds				
Check	6/27/2004	California Square Dance Council Inc	Grant to CAHPERD	1,000.00
Total Grant Funds				1,000.00
Internet & Web Related Expenses				
Check	7/15/2004	Deerfield Hosting	9-year registration for ARTS-Dance.com	67.95
Total Internet & Web Related Expenses				67.95

10/22/04

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail
June 22 through October 22, 2004

Type	Date	Name	Memo	Amount
Miscellaneous Expense				
Check	6/27/2004	Wilcox, Patty	ARTS Display Boards	120.00
Total Miscellaneous Expense				<u>120.00</u>
Postage and Delivery				
Check	8/6/2004	Postmaster	Stamps for treasurer	7.40
Total Postage and Delivery				<u>7.40</u>
Professional Fees				
Legal Fees				
Check	8/2/2004	Wyatt Early Harris Wheeler LLP	Invoice 153270 legal fees through July 14, 2004	665.00
Total Legal Fees				<u>665.00</u>
Total Professional Fees				<u>665.00</u>
Survey Expenses				
Check	6/22/2004	Home Depot	ARTS survey boxes	24.07
Total Survey Expenses				<u>24.07</u>
Total Expense				<u>2,252.42</u>
Net Income				<u><u>976.08</u></u>

10/22/04

Alliance of Round Traditional and Square Dance Inc
Income and Expenses YTD
May 7 through October 22, 2004

	<u>May 7 - Oct 22, 04</u>
Income	
Badge Income	245.00
Donations	1,975.50
Dues	
Associate Dues	1,100.00
Individual Dues	<u>250.00</u>
Total Dues	1,350.00
Miscellaneous Income	50.00
T-Shirt/Cap Sales	108.00
Transfer from Wells Fargo	<u>7,097.31</u>
Total Income	10,825.81
Expense	
Badges	350.00
Bank Service Charges	18.00
Grant Funds	1,000.00
Internet & Web Related Expenses	67.95
Miscellaneous Expense	
QuickBooks	349.99
Miscellaneous Expense - Other	<u>120.00</u>
Total Miscellaneous Expense	469.99
Postage and Delivery	151.25
Printing and Reproduction	154.80
Professional Fees	
Legal Fees	<u>665.00</u>
Total Professional Fees	665.00
Survey Expenses	<u>224.87</u>
Total Expense	<u>3,101.86</u>
Net Income	<u><u>7,723.95</u></u>

October 24, 2004 ARTS Meeting - Minutes

Attachment (2) (Action By Arts Governing Board -E-mail)Page 1 of 1)

***The following are ARTS Governing Board Actions
Taken By E-mail Since the June 2004 ARTS Meeting***

ARTS LOG# 04-0731-001 (Memberships)

MOTION: Be It Resolved That: The ARTS Governing Board confirm Associate Membership for the 2004 calendar year for: US Handicapable Association (\$100) and Southern Nevada Callers Association, Nevada(\$100).

Be It Further Resolved That: The ARTS Governing Board confirm Individual Membership for the 2004 calendar year for: Kristine Nelson, Yuma, Arizona (\$50.00); Harry Nelson - Norman, Oklahoma (\$50); Jim and Edythe Weber - Liberty, Missouri (\$100); Ed Warmoth, Cornelius, Oregon - (\$50).
(APPROVED 08/19/2004)

ARTS LOG 04-0802-001 (E-mail Voting Procedures - Revised)

MOTION: Be It Resolved That: The revised "ARTS Email Procedures (Actions By The Governing Board)" (Draft 1, dated August 2, 2004) be approved.
(APPROVED 09/10/2004)

ARTS LOG# 04-0804-001 (ARTS June 2004 Meeting - Minutes)

MOTION: Be It Resolved That: The minutes of the June 27, 2004, ARTS meeting (Draft 3, dated August 19, 2004) be approved.
(APPROVED 09/10/2004)

ARTS LOG 04-0912-001 (ARTS Fall Meeting Agenda)

This ARTS LOG requested organization reps to submit items of interest to be added to the agenda for the 2004 Fall ARTS Meeting in Orlando, FL.
(ACTION COMPLETED ON 10/10/2004)



ARTS

Auxiliary Governing Board Membership
(Proposed Bylaw Revisions)
(Draft 1 - June 6, 2004)

Background –

It has been suggested that an additional category of ARTS membership be established to include those groups not otherwise eligible or capable of Governing Board, Associate or Individual Membership status (i.e. U.S. Handicapable Square Dance Association, <http://www.ushandicapable.org/> or other groups which might be identified by the Governing Board from time to time).

The establishment of an additional category of membership would require a Bylaw amendment – see requirements to amend bylaws provided below. A proposed Bylaw amendment is included here:

Article III – Members

- G. Auxiliary Governing Board Membership status may be granted by the Governing Board to any individual, group or organization determined deserving by a two thirds vote of the Governing Board.

It should be noted that Article III of the Bylaws currently affords the Governing Board the opportunity to grant Honorary Memberships:

Article III – Members

- F. Honorary Membership status may be granted by the Governing Board to any individual, group or organization determined deserving by a two thirds vote of the Governing Board.

Article XI – Amendment of Bylaws

These Bylaws may be amended at any regular meeting of the Corporation by a two-thirds vote, provided that the amendment has been submitted in writing at the previous regular meeting.

The following is the information from the minutes of the June 2004 ARTS meeting:

Teaching In Schools -

This item concerns a discussion of teaching square dancing in schools. Possibly through or with the help of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) or some similar organization. Reportedly a California square dancer (Bonnie Abramson) has encountered the California Association of Health, Physical Education, Recreation and Dance (CAHPERD). Bonnie is a very enthusiastic leader of the youth movement within the California Square Dance Council and is very professional in everything that she does. She is a Certified Meeting Planner within the Hospice field.

Bonnie has made an initial contact with CAHPERD with the intent to obtain a booth at their March 2005 Convention and make a presentation at their convention to promote the benefits of Square Dancing and to expose the education community to the proper methodology for teaching square dancing in the schools. It seems this type of program could be emulated by other dance groups throughout the country and to ultimately be included at the National level through AAHPERD and could be a positive first step toward the development of a relationship with AAHPERD.

Bonnie made a presentation to explain the plans and accomplishments. She provided handouts to provide additional information. Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS provide a Grant of \$1,000 to the California Square Dance Council, Inc. to assist in attending the CAPHERD (California) 2005 convention. (MSC)

The following is status report information from Bonnie Abramson, Chair, California Square Dance Council, Inc. Youth Advisory Committee:

**Section I –
Initial project as proposed to the California Square Dance Council, Inc. in May of 2004**

CAHPERD PROMOTIONAL PROJECT

Contact has been made with the California Association of Health, Physical Education, Recreation and Dance, an association encompassing physical education teachers, dance teachers, and staff members of recreation departments from throughout the State. While we were too late to participate in this year’s convention, the committee proposes that the youth committee and/or Council take a booth in next year’s convention in Monterey (\$350 for a non-profit organization) where we would hand out informational material about square dancing, particularly the youth activities. Bonnie Abramson will coordinate the submission of a proposal to do a workshop presentation about square dancing at this event (subject to selection by their program committee) and submit articles to their association newsletter (subject to selection by their editorial committee). Booth rental fees could either be taken from the Youth Advisory Committee fund or from Council funds, or shared by the two. The CAHPERD Annual Convention is held in March of each year and attracts nearly 1500 attendees.

From the CAHPERD website: *The California Association for Health, Physical Education, Recreation and Dance (CAHPERD), founded in 1930, is a non-profit, voluntary membership corporation formed exclusively to promote the organizing and progress of school, community and statewide programs of health, physical education, recreation and dance which will embody such opportunities and which will insure the inclusion of such programs within the most appropriate philosophical and social context of life in California.*

THE MURTHA PROJECT

In addition to the CAHPERD promotional effort, the committee will be bringing Council a proposal to work with callers Bronc Wise and Jet Roberts to update the late Jack Murtha’s elementary school square dance teach program. Many feel this is still one of the best teaching tools around, but it needs to be revitalized with updated music and put into CD or mini-disk format for use by today’s teachers.

*****8

Late May, 2004

Prior to the June 2004 National Square Dance Convention in Denver, CO, Jim Maczko, Parliamentarian for the California Square Dance Council, Inc., and Chairman of the ARTS Foundation, set up a lovely dinner meeting where Bob Kamuf and I met with Mike Jacobs (Immediate past Chair of Callerlab), Tim Marriner, and their respective spouses, giving us the opportunity to discuss our ideas with them and get their input. They were extremely supportive and offered to connect us with Cal Campbell, a caller and dance teacher from Colorado. Callerlab has purchase some very expensive video equipment for Cal to use in filming various dance promotions for Callerlab, and they thought we might be able to use some of the film footage he has been putting together. Cal has also worked extensively with the Colorado affiliate of AAHPERD (the American Association of Health, Physical Education, Recreation and Dance.) After some initial correspondence, Bob and I met with Cal on Wednesday morning in Denver. Cal primarily focuses on contra, circle dances, line dances and teaching the first 6 basics to teachers and students in a 3-hour dance time. While we found our meeting informative, the Youth Committee agreed that we wanted to focus our approach on MWSD, but we would make Cal’s information and teaching methods available.

**Phase II –
Presentation Made to the ARTS Group in Denver, CO in June of 2004 and to the California Square Dance Council, Inc. in August of 2004**

**CALIFORNIA ASSOCIATION OF HEALTH, PHYSICAL EDUCATION, RECREATION & DANCE ANNUAL CONFERENCE
“Hey, Look at us Now – 75 Years of CAHPERD”**

March 17 – 20, 2005 - Monterey, CA

CAHPERD PROMOTIONAL PROJECT – THE ELEMENTS

Teaching Square Dancing in Schools Package: Our plan is to develop an instructional package “in the style of Jack Murtha” that can be used by teachers, scout leaders, recreation departments, church groups or anyone else interested in setting up their own short-term square dance program. Many years ago California square dance caller and elementary school teacher Jack Murtha developed a program to teach youngsters to dance, and many believe this is still one of the best teaching methods around for schools. However, the program is hard to find and very outdated in the style and format of the music and materials provided. Our plan is to update this material, which will include a workbook, a CD(s) filled with high-energy music, and a DVD to show how the dances can be executed. Our hope is to use as much volunteer and discounted labor as possible, yet still offer a quality product that will 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 it.

Educational Workshop: There are two ways to present an educational workshop at the CAHPERD (California Association of Health, Physical Education, Recreation and Dance) Conference – either in response to the Call for Presentations for which there is no fee, or as a “Commercial” program. The Call for Presentations application deadline was mid-May for the early March conference. Internationally-known square dance caller Bronc Wise and California Youth Advisory Committee Chairperson Bonnie Abramson have submitted a workshop proposal entitled, “*Square ‘em UP! A Teacher’s Guide to Teaching Square Dancing,*” via the Call for Presentations. All applicants responding to the Call for Presentations must be a member of CAHPERD, so Bonnie and Bronc both joined the Association at the individual membership fee of \$25 each for the year. There is also an Institutional Fee of \$95 per year which would allow three people to belong under the organization’s name, however it was decided to do the individual memberships for this first year to see where it goes. We should be notified by mid-July as to whether or not our program has been accepted. If not, we plan to submit the program as a commercial vendor. There is a \$250 fee to “guarantee” one of 12 available “commercial” spots on the program, and the workshop is listed accordingly in the program.

Exhibit Booth: The other way we plan to participate is through a booth in the exhibit hall. Again, there are various levels of participation, ranging from purely non-profit (\$350 vendor fee) to full commercial. Since no sales of any kind are allowed under the non-profit category, we propose to pay the higher, commercial vendor fee of \$500 to allow us the opportunity to sell, or a total of \$750 if we do our booth in conjunction with a “commercial” workshop. (There is also a \$400 booth for educational institutions like colleges and universities.) We plan to offer handout materials about square dancing in general throughout California, and information in particular about our youth programs and activities. In addition, we plan to have our “*Teaching Square Dancing in Schools*” package available for sale and have information on our “*Teach the Teachers*” program. In addition to the exhibit booth, vendors are allowed a 30-minute “demo” session where we can either put on a demonstration, do exclusively audience-participation, or a combination of both. There is no charge to schedule this additional demonstration time, so we plan to arrange for a group of local dancers, hopefully many of them youth, to assist with an audience-participation program.

Teach the Teacher Workshops: These workshops would bring teachers together for a full day of learning the basics of square dancing and how to utilize the materials provided in the “*Teaching Square Dancing in Schools*” package. California hopes to do the first of these workshops in the Fall in the Sacramento area, which will allow us time before the CAHPERD conference to fine-tune the elements of the program. These workshops will be taught by experienced callers and focus on the elements of the Modern Western Square Dance movement. A nominal fee will be charged for these programs to cover facility, materials and food costs. It is likely a copy of the “*Teaching Square Dancing in Schools*” package will be provided as part of the tuition. Once the program is “fine-tuned” we hope to share it with callers throughout the state to implement in their area.

**Phase IIA –
Updated Status Report Given to the California Square Dance Council, Inc. in August of 2004**

As Chairman of the ARTS group, Jim Maczko graciously put us early on the agenda to accommodate our travel plans. Knowing their time was limited, I quickly reviewed our progress over the past 4 years ... starting with the development of our flyers, the development of the competition and it's progress in three years; the development, funding and presentation of our first two scholarships; the growing number of youth attending our regional festivals and State Convention, and our next project which is the CAHPERD / Teach the Teacher Program outlined in the handout. Following the presentation I opened it up for questions. After only a few preliminary questions Mike Jacobs asked how we plan to fund the projects. My response was through our youth fund and by requesting support from Council. He immediately requested that ARTS offer to fund a portion of our program with the caveat being that California be willing to serve as a pilot program, sharing our results with the rest of the country once we get the program off the ground. There was a lot of discussion, all supporting the value of our project but concerned about the amount of the recommended grant compared to the amount of funds ARTS currently has available. In the end, ARTS UNANIMOUSLY decided to give us a grant in the amount of \$1000! That check has already been deposited. We have our start!

Updated Status as of August 2004

WORKSHOP: I have spoken with Quentin Christian, Executive Director for CAHPERD, on several occasions which have paid off in several ways. The workshop proposal submitted by Bonnie Abramson and Bronc Wise has been accepted by the Education committee of CAHPERD and will take place from 12:00 noon to 1:15 p.m. on Friday, March 18, 2005. The session will take place in one section of the large ballroom in an area designed for audience participation workshops with up to 150 to 200 people. We were initially down as a "commercial" presentation, but after my latest discussion with Quentin, he has agreed to allow our presentation to be classified as strictly "educational" saving us the \$250 we would have had to pay to make a "commercial" presentation.

EXHIBIT HALL BOOTH: More good news came when Quentin agreed to give us our exhibit booth space for the "non-profit" rate of \$400 as opposed to the \$700 "commercial" rate, even though we will have a product to sell. When I explained that our product was an educational tool to help the teachers "teach" themselves the program, NOT to sell our services or the services of our callers, he agreed to allow us to pay the lower fee. He did, however, indicate that this would be a "trial" year as we are walking a very fine line here and he wants to make sure we are doing what we say we are doing. The exhibit hall is open Thursday night thru Sunday.

DANCE DEMO: In addition to the exhibit hall space and the workshop, we have the opportunity to do a 25-minute dance demonstration in the exhibit hall. We have a 22' x 40' area we can use for the demonstration, so we can figure on 3 to 4 squares of dancers. There are a couple of different times available, but I'm leaning towards a time on Saturday when we can have more youth available to participate in the demonstration. There is NO CHARGE to do this demonstration.

TEACHERS' HANDBOOK: Faculty for each workshop are allowed up to a 4-page handout which goes into a bound handbook sold to attendees – according to Quentin this is a valuable reference tool that most attendees prize. There is no charge to us for this additional promotional piece.

VOLUNTEERS & OTHER ASSISTANCE NEEDED: We will be looking for volunteers to assist with both the workshop presentation as dancers/coaches and as dancers for the exhibit hall demonstration. It would also be nice to have a couple of assistants for the exhibit hall. Bonnie and Bronc will need to register for the conference as presenters, but the other volunteers will not need to register as long as they only participate in their designated activities. We will also be looking to the Council's Promotions Director to assist in putting together handout materials listing contact information for the various affiliate members and general information about square dancing and the workings of Council. We'd like to have photos for display and will also be putting together a video of various dancing activities throughout the state. If you would like to volunteer to participate in the dancing or can assist in putting together display materials it would be greatly appreciated.

TEACH-THE-TEACHER WORKSHOP: The River City Rugrats are planning to do a "rapid-fire-teach" one-day workshop in early October, and if schedules permit, we will combine this workshop with the first Teach-the-Teacher workshop – this way they can experience learning right along with the youth. This will also give us a "test run" of the program prior to the March convention. Bronc has just returned from Europe so we hope to meet with him in the next couple of weeks to finalize some of the details.

**Phase III –
Status of the Project as of October 3, 2004**

California Square Dance Council Grant – At their August 2004 meeting the California Square Dance Council members authorized a \$1000 grant above and beyond the funds already in the youth program fund, matching the grant made in June by the ARTS Governing Board.

CAHPERD Conference

Educational Program – Our workshop has been accepted but in reviewing the actual dates it turns out Bronc Wise is contracted to be part of the calling staff for the Bakersfield Fiesta and therefore will not be available to teach the workshop. Scot Byars will be doing the educational workshop and Eric Henerlau will be calling for the Saturday demonstration program.

Exhibit Booth – The exhibit booth has been reserved and separate demonstration time applied for. We have not yet received confirmation of the time of the separate demonstration, but have requested a Saturday time slot. The members of the ARTS Governing Board were asked if any of their organizations currently had publications relative to youth square dancing, and if said publications could be made available to us and/or we could be given permission to duplicate and distribute said publications from our exhibit booth. Both the USDA and Callerlab had relevant publications and have made them available to us. USDA is actually looking at covering the cost of duplication of their materials for us. We continue to collect other materials that might be available from different sources, such as the series of tapes by Christy Lane and other individuals, as well as collecting various teaching methods used in schools – we know there is no “ONE” solution that will work for everyone so we want to put together information on various methods so that teachers and dance leaders can choose the method that might work best for their situation. We have received teaching ideas from some other callers including Eric Henerlau and Mike Callahan from New York.

Teach-the-Teacher Package – There has been communication back and forth and we’ve finally arranged a time to meet with Thelma Murtha (Mrs. Jack Murtha), who is very excited about our program and looking forward to being involved. Bronc Wise, Bonnie Abramson and Bob Kamuf will meet with Mrs. Murtha on Thursday, October 7th. Over the past few months Thelma has been working on updating Jack’s teaching program putting much of it on CD, so that should put us ahead on that phase of the project. Bronc has already chosen the music and gotten approval for its use. My understanding is that we will not be charged any fees by the producers for the use the selected pieces of music.

Other Information: Mike Kellogg, who works for Technicolor, has offered to get information on having them reproduce and package our product. I have also been gathering prices from a well-respected company in Sacramento called Uni-sette. Bronc Wise has connections with a professional photographer he feels will do some of the photography work we need at little or no cost. A suggestion was made to have the graphic design of our promotional materials be a school project – this would give us a school tie-in and would save us big bucks on graphic design.

Other Programs in California ...

While not directly covered under the ARTS grant, other programs happening in California relate to the ongoing program we are trying to implement to increase the number of youth square dancers. Since they will ultimately be part of the overall package we want to offer, I'll share a couple of updates with you.

San Jose Square Dance Camp – In late August a square dance caller who runs two youth clubs in the San Jose, CA area ran a three-day dance camp for youth dancers, which was co-sponsored by a local adult club. I don't have many details on the camp, but know they felt it was very successful and garnered 9 new dancers for the youth clubs.

Adobe Squares “Accelerated Class” – The Associated Square Dancers of Superior California (Sacramento Region) host a summer festival called Fun Weekend. This event is unusual in terms of what you expect at square dance festivals, incorporating silly games like darts, “horse” racing, three-legged races, and much more – all targeted at making it truly a family experience to be enjoyed by dancers and non-dancers alike. For the first time the festival opened up a 2-hour “introduction to square dancing” segment on Saturday afternoon. The Adobe Squares of Petaluma (located north of San Francisco) took extreme advantage of this format, bring in a lot of their non-dancing friends (primarily youth). Due to the number who showed their interest (nearly 50 non-dancing family and friends) the festival expanded the two-hour time frame to include sessions both Friday and Saturday night, filling a hall normally poorly attended mainstream hall with lots of activity. After this very high-energy “introduction” to square dancing, the Adobe Squares started a 7-week accelerated class (which actually extended to 9 weeks), graduating in 22 new dancers – most of them youth.

River City Rugratz “Blast Class” – Taking a lesson from one of the educational programs at the National Convention in Denver, and seeing a lack of interest from youth in attending a weekly, slow-moving class, the Rugratz of Sacramento, CA, decided to hold a new dancer “Blast Class” on Sunday, October 3, 2004. The class lasted approximately 5 hours, with the instructor covering the first 35 calls on the basic list in the morning prior to lunch. After a short lunch break the afternoon was spent reviewing what was learned during the morning session and giving the Plus level angels a chance to “show off” during the afternoon. There were 11 totally new dancers and a few who had taken a few classes – combined with our Angels we danced four squares strong most of the day. Phase II of the Blast Class will take place in early November and bring the group up to full mainstream level. This class was timed so that the “newbies” would be ready to attend and participate in two of our Northern California festivals. One of the attendees was a 4-H leader who was checking out the program so that she could implement it into their 4-H program.

New Club in Southern California – Finding a lack places for youth to dance in Southern California and following the Rugratz pattern of having monthly dances, a new club has been formed in the Orange County area of Southern California. They will be having their third dance on Halloween, at which time they will be choosing a name and mascot. They’ve already started a newsletter.

Outreach – As the Youth Advisory Committee we continue our quest to get all festivals in California to offer a discounted rate for youth to attend, which we also encourage for special party dances. At first we received a lot of resistance as many festivals saw few, if any, youth in attendance. As more and more youth dancers are coming into the fold more are willing to not only offer discounted admission, many are offering special programs. At least three Association-sponsored festivals have youth dancers on their committee as youth coordinator. Bob Kamuf and I recently attended an Association meeting in Central California to talk about ways clubs could bring youth into dancing. There is also a good chance the Rugratz will sponsor their Spring “Blast Class” in the area where this association holds their festival. Publishing “success stories” whenever possible is helping us keep the focus of youth dancing in front of people. We still don’t have any solid answers, but know we will keep trying and hopefully continue to make baby steps in increasing the number of youth dancers in California and ultimately, across the country.

Respectfully submitted,
Bonnie Abramson, Chair
California Square Dance Council, Inc. Youth Advisory Committee

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Attachment (5) (PR Seminar at Portland NSDC) Page 1 of 1

ARTS Dance #1

“Introduction to The New Alliance (ARTS Dance Foundation)” –

(Learn about this new national coordinated effort and what it means to your local club)

Presented by ARTS Dance Governing Board Members Tim Crawford (CALLERLAB), Pat Demerath (ACA) and Michael Streby (USDA) And moderated by Jim Hensley with introduction by 54th NSDC MC

What it is.

How it can benefit the square dance movement

What it means to local clubs and state organizations

How ARTS Dance Foundation got started & when

Some of the previous attempts to create an Alliance and why we feel that this attempt will be more successful

What the Phoenix Plan is and how it fits with the alliance

How to get in touch with ARTS Dance

What is the makeup of Governing Board

Membership provisions

What ARTS Dance has been doing in the way of surveys and why

Presentation of some of the survey results (with handouts)

Marketing the interests & buying power of dancers nationwide

Emphasizing health & social activity values of square dance

Future plans for ARTS Dance Foundation

Reminder about Sessions #2 & #3

ARTS Dance #2

“Blueprint For Club Public Relations – Part 1” –

Arranged by ARTS Dance in cooperation with Portland Metro Chapter Public Relations Society of America. Introduction by Jim Hensley.

Brief overview of ARTS Dance Foundation #1

How will ARTS Dance public relations and communications work

What is the message to the public

What is the connection to local clubs and square dance organizations

What is the timetable for future action

How can local clubs best prepare to energize the ARTS Dance connection

Upgrading local communications

Reminder about Session #3

ARTS Dance #3

“Blueprint For Club Public Relations – Part 2” –

Arranged by ARTS Dance in Cooperation with Portland Metro Chapter Public Relations Society of America. Introduction by Jim Hensley.

Brief overview of ARTS Dance Foundation #1 and #2

Tools & skills needed to create a good community image

Establishing a communications list; media & community leaders

Planning events

Producing news releases

Distribution sample materials

Reviewing & reporting success

Where to go from here

Future connection with ARTS Dance

Distribution reading list and Internet resources

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Attachment (6) (Square For Life) Page 1 of 2

In a message dated 10/30/2004 2:27:52 PM Eastern Standard Time, cmarkets@earthlink.net writes:

This is a copy (below) of the material sent to be presented at the Orlando ARTS meeting. Jerry Reed suggested that I forward a copy to all members since it was not distributed there. I have added an addendum in the front, rather than at the end.

ADDENDUM:

I had a couple of productive conversations with Don Feenerty this week, and I am very impressed with what he and Angela have been able to accomplish in their federation and club. They have understood the need to present our dance activity in "new ways" and have truly "embraced the changes"—a concept that I have been trying to express and have recommended from the beginning of my tenure. They have approached the problem of recruitment in a couple of new ways. First, they presented the dance format as an integral part of a 'Health Initiative', where new dancers will initially be attracted because of its exercise (and weight loss) potential. They know that it's inherent value as a recreational and traditional social experience will naturally follow because of this initial exposure

Using this same thinking they found the next opportunity as part of the growing movement of authentic historical restorations and reenactments. Because they live in a geographical area with beautiful restored Victorian homes, they initiated a series of holiday oriented formal Victorian dances in which they are incorporating various types of our dance forms. And their work in this area is now in line for, and may receive a substantial grant from groups that are associated with traditional historical restorations. Their thinking is absolutely "on center"—do what it takes to get people to their first positive encounter with this activity, and trust that their "experience" will overcome the image problem and do the rest. .

In my opinion the recruitment success and progress this couple has demonstrated should not only make our "Winning Ways" document, but their thinking and work ethic could easily be used as a prototype or model for future ARTS recruitment recommendations. If this activity is to be turned around it will be because of this kind of work ethic and creative thinking, coupled with professional public relations assistance that will make it happen!

"Reconnect with Folk—Dance for the Health of It!"

My review of the Square4life concept;

In summary: An excellent promotional idea, but it needs additional work with its package of descriptive materials to reach its true potential,

. Recommendation: We work with the Feenertys to create an improved 'package' with more ARTS related and diverse title and materials, and that we work out a program to 'partner' the concept on a national basis, and that we get it ready for e-mail approval and member distribution before your spring ARTS meeting in San Antonio.

I again reviewed the materials from Don and Angela Feenerty's web site—I had spoken to them much earlier when they first took their position with the ECOWV Square and Round Dance Federation. They are also serving as co-presidents of the Ohio Valley Promenaders which gives them a good perspective on recruitment issues

at both the club and regional level. I complimented them then on their sq4lilfe program because it emphasized and raised the importance of the "health" aspect of our dance activity. This is one of the first groups to reposition this activity primarily as an exercise/weight loss, and secondarily as a recreational hobby. I have pushed for positioning this activity in the health field from the early stages of developing the Phoenix Plan. And I was pleased to see USDA pick up on their materials and incorporate them in their web site. I have e-mailed Don and Angela for an update of their program, and will keep Council informed of the results.

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Attachment (6) (Square For Life) Page 2 of 2

One of our early promotional proposals with the Phoenix Plan suggested identifying and partnering our dances with weight loss programs in several ways: As an optional exercise activity for Weight Watchers,(or other such groups); providing an alternative dance exercise video for health spas; promoting this activity as a recommended exercise regime for weight loss hospital programs, and support groups like OA; and as a new recruitment tool for dance clubs that better integrates the health value issue. There is a huge untapped market associated with the overall weight loss industry that provides an almost endless opportunity for new recruitment contacts and distribution of recruitment materials. An example: two years ago I offered to work with a small mid-western town—helping them with a community weight loss program. Unfortunately they had already gotten a sponsor who was using the event to promote its own exercise equipment. But I followed the progress of the project and It turned out very success for everyone. Six moths later the small town (and the equipment company) got extraordinary publicity for their collective wt loss (5000 lbs) when the story was picked up by a TV network for one of their night time news story shows. There will be an abundance of these, and similar kind of opportunities over the next few years for us to tie in a square4life type program—a variety of events, promotions, and contests—all relating to weight loss, and all reflecting the growing panic over obesity, which is now the no 1 correctable disease in North America. This is an area in which we can effectively use the help of public relations companies.

However, even though square4life is a good start, I would not recommend that we use the square4life materials, name, or logos per se—other than to pass it on (as the USDA link is doing). But I do highly recommend that we create and institute a similar plan, providing clubs and regional organizations with specific materials that will help ‘push’ them into more health connected programs. This type of plan serves several purpose: First, because of the mindset of the new dancer prospect population, these kind of slogans (“dancing for the health of it”, etc) should have greater appeal and drawing power than many of those that we have traditionally used for recruiting, and use of this approach will influence the present population of dancers to better appreciate the relevance of this approach. Anything that conditions our dance organizations to embrace change will benefit the activity as a whole. The members of this Council, perhaps better than anyone, know just how discouraging most recruitment efforts have been over the last 25 years. Anything that gives club members a new approach—something they can accomplish with results at their level, will more than likely be given a stronger effort.

Well then, why not just embrace Square4Life as is? While the thinking is pointed in the right direction, there are other considerations. Let’s not forget we seek a program profile that embraces as many forms of our dance activity as possible (something like the heading at the top of this page that encompasses all forms of the ARTS). Also this package has to be creatively relevant for today’s consumer. And between my own research (materials I used in a seminar in Denver on, “Health and Square Dancing”) and the voluminous data that resides within the archives of almost all of our members, we can quickly create an even more effective program (package) to offer clubs and other organizations regarding the benefits of any of our diverse dance forms and their benefits for weight control. It will have more flexibility to better meet the varied needs of a wider group of prospects—weight loss groups, health care and exercise entities, as well as dance club recruitment programs. There are clubs for which this kind of “internal weight loss” project might not be appreciated by its members—wt loss is a very personal issue for many. But they should have no objections to using the concept as the basis for distributing promotional materials that could be used by countless health and exercise organizations.

Time is the real program. I would be happy to turn over my own research on the health benefits of our collective dance activities, or be part of a committee that develops a modified package to better address and serve this issue. I think we could easily have a modified ‘package’ available for e-mail or member distribution between now and the time of your spring meeting. That decision is yours

CMS—Jim Hensley

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Attachment (7) (Membership Applications Procedures) Page 1 of 2

ARTS Membership Processing Procedures Draft 2 - October 25, 2004

Background -

Membership Applications and Contributions are received by the ARTS Treasurer / Membership Chair throughout the year. To facilitate the processing of Membership Applications as they are received (rather than waiting for a Regular Meeting of the Board of Governors) these applications are to be processed on a monthly basis via electronic vote. The procedures listed below are submitted to the ARTS Governing Board (Board) for approval.

Procedure -

1. The ARTS Treasurer / Membership Chair is to make the ARTS Home Office (HO) aware of new Membership Applications and the amount(s) of their Contributions, with copies to the ARTS Officers, on a monthly basis.
2. In accordance with the ARTS E-mail Procedures previously established, the HO drafts the "Vote Required" E-mail message to the Board identifying the groups applying for Associate Membership in the ARTS and the individuals applying for Individual Membership in the ARTS. These messages will include the amount of each donation and shall be prepared on a monthly basis (if necessary) seeking approval of these applications.
3. The HO compiles the vote results and informs Board of results
4. Upon approval of the Application for Membership (a two-thirds vote in the affirmative by the Governing Board shall be required to confirm membership status) the ARTS Treasurer / Membership Chair shall promptly issue the appropriate Certificate of Membership together with a letter of appreciation.
5. ~~Approval of membership renewals shall be dealt with in a similar manner. As they are received the HO will be notified and the approval process outlined above will be followed. (This procedure could be eliminated should we choose to provide for automatic renewals based upon their initial approval.)~~
6. The electronic vote of the Board shall be affirmed at the next meeting of the Board.
7. Individual and Associate Membership shall be for a period of 12 months from the date of approval by the Governing Board. Renewal notices shall be issued to the member by the Treasurer / Membership Chair at the beginning of the 10 month of membership together with a letter encouraging the member to renew. A follow-up notice shall be mailed to the member ~~two months following the~~ **during the month of** expiration of the membership year.

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Attachment (8) (Marketing Idea Contest) Page 1 of 1

Save Our Squares (S.O.S.)
DRAFT 3 (August 28, 2004)
Submitted by Alan Chmura

Announcement

The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing (The Foundation) announces the Save Our Squares Competition. Entries are encouraged from individual students or teams of graduate (Master level) and undergraduate (Associate and Bachelor level) students enrolled in accredited degree programs in colleges and universities located in the United States and Canada.

The Foundation

The purpose of the Foundation is to support the funding of projects that preserve and promote square dancing and other associated dance forms. The projects protect the heritage of the activity and contribute to its growth, emphasizing the social, physical, and mental benefits of square dancing. The Foundation also increases public awareness of the activity by showing the fun and fellowship that make square dancing a popular recreation.

Square Dancing

Modern American square dancing has evolved as a truly American dance activity full of tradition and history. It is performed and enjoyed by people from all walks of life, to many types of music, and in nearly every country. Square dancing is a wholesome recreational activity for people of all ages, from teenager through octogenarian and beyond. It helps improve the social as well as the physical well being of those who participate.

Why Have a Competition?

The number of active square dancers has declined in recent years. While a number of theories have been proposed, no definitive answers have been forthcoming to answer the question, "What is the best way to preserve and promote square dancing?" We want you to work with us to answer that question

The Competition

The Competition's purpose is to encourage students, especially those majoring in Entrepreneurship, Management, Marketing, and the Fine or Performing Arts, to identify the problems affecting square dancing and (more importantly) to offer practical solutions to those problems.

Questions and Answers

Why should I enter the Competition?

Money. At least one team and as many as four teams will receive an award of \$2,000 per team.
Résumé material. Winning an award in an international competition has got to look good on a résumé .

Altruism. You will be working on a worthwhile project to help people in all walks of life.

How do I enter the Competition?

1. Form a group of at least one student (yourself) or as many as six students enrolled in an accredited degree program and one or more for-credit classes at your school. Students may have any major, or they may not yet have declared a major. The school may be a junior college, a community college, a college, or a university. It may be a private school or a public school. The school must be accredited by...
2. Enlist the aid of your school's Business, Fine or Performing Arts, or other faculty.
3. Contact square dance club officers and callers local to your area and involve them actively in your work.
4. Identify square dancing's problems and offer practical, detailed solutions to the problems you have identified.

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5. Present your results in a paper of no more than 20 (twenty) 8-1/2 inch by 11 inch (or A4) pages. Double space, use Times New Roman or Roman font. Print on one side of each page only. Use a single staple (no fancy binders) to attach all the pages to each other. Number every page consecutively in the upper right hand corner. Include illustrations, graphs, and tables where appropriate.

6. Complete the official entry form. Have the form signed by
Your school's Dean or higher administrator and
The President(s) of a square dance club in your area and
A square dance caller in your area.

7. Send four complete, collated paper copies and a 3-1/2 inch PC-formatted floppy disk containing your paper in Microsoft Word format to:

S. O. S. Competition
The CALLERLAB Foundation
467 Forrest Avenue, Suite 118
Cocoa, FL 32922
United States of America

8. Note that the CALLERLAB Foundation assumes no responsibility for lost or misplaced entries.

Who will judge the Competition?

Judges appointed by the Board of Directors of the Foundation.

What are all the other rules?

All decisions of the judges are final. All participants, including faculty, club officers, callers, and everybody else is bound by the decisions of the judges.

All entries become the property of the Foundation and may be used as the Foundation sees fit.

Competition officials, at their sole discretion, shall interpret the rules.

What is the schedule?

Competition announced	September 15, 2004
Entries received at Callerlab no later than 5:00 p.m.	March 30, 2005
Winners announced	June 24, 2005 at the 54th National Square Dance Convention in Portland, Oregon