

ARTS MEETING MINUTES  
Holiday Inn Express Airport - North  
San Antonio, Texas  
February 20 - 21, 2005  
(Approved April 01, 2005)

CALL TO ORDER -

Meeting called to order at 10:25 AM on Sunday, February 20, 2005, by ARTS Chairman Jim Maczko. There were several temporary breaks during the meeting which continued on Monday, February 21, 2005.

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

AMERICAN CALLERS ASSOCIATION, CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers Association (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)

ROLL CALL -

Governing Board Representatives

The following Voting Members representing Governing Board Members were present

AMERICAN CALLERS ASSOCIATION - Henry Israel  
CALLERLAB - Tom Rudebock (Arrived at 11:00 AM, Sunday February 20, 2005)  
CONTRALAB - Art Harvey  
IAGSDC - Scott Philips  
NSDCA - Doc Tirrell (Arrived at 2:00 PM, Sunday February 20, 2005)  
NEC - John Williford  
ROUNDALAB - Al Shaw  
SSDUSA - Ron Holland  
USAWest - Pres Minnick  
USDA - Charlie Holley -

The following Governing Board Member was not present  
URDC

ARTS Officers; the following ARTS Officers were present:

Jim Maczko - Chairman; Henry Israel - Vice Chairman; Jim Weber for Edythe Weber - Treasurer; Jerry Reed - Secretary

Others Present:

Jim Hensley (Creative Marketing Services)  
Gene & Connie Triplett (President NEC)  
Michael Streby (USDA)  
Ted Wright (President SSDUSA)  
Betty Rereadon (SSDUSA)  
Lyle & Jean Beck (USDA)  
Barbara Israel (AMERICAN CALLERS ASSOCIATION)  
Marilyn Harvey (CONTRALAB)  
Linda Shaw (ROUNDALAB)  
Kay Minnick (USAWest)  
Peg Tirrell (NSDCA)  
Dimple Williford (NEC)  
Patty Wilcox (USAWest)

## AGENDA CHANGES/APPROVAL

The following item was added to the agenda prior to approval:

California Association of Physical, Education, Recreation & Dance (CAHPERD) Report

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

## OPEN GENERAL ISSUE DISCUSSIONS -

A brief time will be allotted for informal discussion of items of interest prior to discussions of the formal agenda items.

Al Shaw opened a discussion about the status of the projects The ARTS has undertaken. A primary concern is the lack of understanding by the general dancing population of the existence and purpose of the ARTS. Another concern is a perceived lack of cohesiveness among the member organizations and the need to work as a single dance organization when we are working on ARTS projects and goals. There was considerable discussion on this issue and there was general agreement that the organization has come a long way since inception and that there is much cooperation among the members. There was also general agreement that even though there is a considerable amount of work to be done the organization can accomplish much if we work as a unified dance organization. All organizations agreed we need to do a better job of publicizing the existence, mission, and goals of The ARTS.

Charlie Holley presented a check to The ARTS from the USDA in the amount of \$750.00.

The Chairman noted that there are times when the Board will act as a committee of the whole.

## MISCELLANEOUS REPORTS - The following reports were presented:

### Finance Report -

Current Finance Report was presented by Jim Weber for Edythe Weber, Treasurer. Balance on hand as of February 12, 2005 was \$7,645.23. This total does not include any moneys donated or collected during this meeting. The finance report was received for filing and review.

### 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)

Fall (October)2004 ARTS Meeting (Orlando, FL)

### Confirm Actions by the ARTS Board Since the Last Meeting - (Attachment 1)

This item concerns a discussion and vote to confirm the action taken by the ARTS Governing Board since the October 2004 meeting. The attached list of these actions needs to be reviewed and confirmed.

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

## OLD BUSINESS -

### ARTS Dancer Survey - (FYI)

This item concerns the dancer survey which was done at the 53<sup>rd</sup> NSDC in Denver in June 2004. The survey has been modified and provided to several organizations to conduct similar surveys at other dance events.

The following resulted from discussions at the October 2004 ARTS meeting: 1) 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 and 2) 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.

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 form 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; 5) Michael will need the number of surveys distributed and the number returned at each event; and 6) Michael and his committee will enter the data.

There have been several surveys conducted since the June 2004 ARTS meeting. The following organizations have conducted at least one survey: AMERICAN CALLERS ASSOCIATION, CALLERLAB, IAGSDC, NEC, National Square Dance Campers Association (NSDCA), ROUNDALAB, and USDA.

There is agreement that the survey will be conducted at the 54<sup>th</sup> NSDC in Portland, OR and the 55<sup>th</sup> NSDC in San Antonio, TX. CALLERLAB and ROUNDALAB have agreed to print the survey and the information tri-fold brochure again for the each of these events. They will be reimbursed for the cost of paper, folding, and shipping. The NEC will coordinate distribution of the survey forms and brochures to NSDC attendees. Gene & Connie Triplett have agreed to purchase the boxes for collection of the survey forms. The NEC has agreed to help collect and sort the surveys. Discussion of this item resulted in the following MOTIONS:

*MOTION: Be it resolved that the ARTS information brochure (tri-fold) be revised to remove the names of the organizations which have joined The ARTS. **(MS Not Carried)***

*MOTION: Be it resolved that the ARTS information brochure (tri-fold) be revised to include **Governing Board Members and Auxiliary Board Members. (MSC)***

*MOTION: Be it resolved that the dance survey form to be distributed at the 54<sup>th</sup> NSDC NOT be folded and that the NSDC staff be asked to provide a survey form to each convention attendee. **(MSC)***

NOTE: After approval of the above MOTION Dimple Williford agreed to inform the 54<sup>th</sup> NSDC General Chairman..

### Other Organizations to Join the ARTS Governing Board -

This item concerns other organizations joining The ARTS as a member of the Governing Board. The following organizations were discussed at the October 2004 ARTS meeting as possible candidates for Governing Board Members: 1) The United States Amateur Ballroom Dancing Association (USABDA); 2) The Canadian Square & Round Dance Society (CSRDS); and 3) The national cloggers organization. There have been several attempts to contact these organizations, however, there has been no direct contact from them. There was discussion of inviting the National Association of Square and Round Dance Suppliers (NASRDS) as an Auxiliary Governing Board Member. There was also discussion that the Square Dance Foundation of New England will most likely join as an Auxiliary Governing Board Member in the near future. Discussion of this item resulted in the following MOTIONS:

*MOTION: Be it resolved that further discussion of inviting the following organizations to join The ARTS as Governing Board Members be tabled until the June 2006 ARTS meeting. 1) The United States Amateur Ballroom Dancing Association (USABDA); 2) The Canadian Square & Round Dance Society (CSRDS); and 3) The national cloggers organization. (MSC)*

*MOTION: Be it resolved that the National Association of Square and Round Dance Suppliers (NASRDS) be invited to join The ARTS as an Auxiliary Governing Board Member. (MSC)*

#### Professional Fund Raisers -

This item concerns discussion of how we might utilize the services of professional fund raisers. Michael Streby reported there are basically two types of professional fund raisers; 1) Fee based which are paid up front to submit a grant and 2) Percentage based which are paid a percentage of the successful grant requests. There was agreement that a specific project with details such as cost, budget, and material & support requirements must be identified before we contact any professional fund raisers.

Lyle Beck presented information concerning a study to collect data on the onset/delay of dementia. The purpose of the study is to determine if being active can help delay the onset of dementia. The possibility of this study being expanded to include dancers who attend the annual National Square Dance Convention over a period of several years was discussed. This type project could be considered as a candidate for a grant request. There was no specific action taken on this issue.

Another possible project to consider for a grant request would be a video project depicting the history of dancing as it has developed in the United States. Such a video does exist and is available through the CALLERLAB Foundation. This new project would be to modify and update any existing video products. Jerry Reed will send a copy of the existing video to Michael Streby.

Discussion of this item resulted in agreement that the members would send Michael Streby any ideas for a project to be considered as a possible project to submit to a professional fund raiser to acquire money for support of said project.

#### LEGACY Funding -

This item concerns the money provided to LEGACY for reactivation. Since The ARTS has been approved as an IRS 501 (c)(3) corporation the plan to reactivate LEGACY is no longer required. Doc & Peg presented a check to The ARTS in the amount of \$775.70. This check is the money provided to LEGACY for reactivation, the membership dues paid to LEGACY during the October 2004 ARTS meeting and the interest on this money earned since the October 2004 ARTS meeting.

#### Square 4 Life -(Attachment 2)

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.feenerly.com/square4life/page2.html> This item has been discussed during the June 2004 ARTS and October 2004 meetings.

During the October 2004 meeting a report from Jim Hensley was presented and discussed. Subsequent to the meeting Jim submitted the attached (Attachment x) 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 Feenerly 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. Discussion of this item resulted in agreement that Jim Hensley will contact the Square 4 Life organization to obtain more specific information to be provided to the ARTS Board members and for distribution to the dance activity.

#### IRS 501 (c)(3) Status - (FYI)

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 approved by the IRS. There was discussion of how The ARTS Board members and representatives may be able to take a tax deduction for travel expenses associated with attending ARTS meetings. There was agreement that each member should consult with their own tax preparer to determine how this should be done. Pres Minnick agreed to draft a one page letter explaining how to utilize the for 501(c)(3) status.

#### Publicity Ad-Hoc Committee - (Michael Streby, Chairman)

Members, Mike Jacobs, Jim Hensley, Calvin Campbell, and Carter Ackerman

This item concerns establishing and maintaining a toll free telephone number for providing information about dancing in the USA. The phone number has been established in Michael Streby's residence as 1-866-445-ARTS (2787). It was agreed that all organizations should publicize the number and encourage usage. The basic information source at this time is the National Square Dance Directory. It was further agreed that information about other forms of dancing should be included. The ARTS Secretary will try to collect additional information on various types of dancing. It was also agreed that this telephone number be included in the updated ARTS information brochure.

Michael Streby reported that we have E-mail addresses for approximately 50% of the publications on file. He will send post cards to known publications for which we do not have an E-mail address to ask that they provide an E-mail contact point. Michael will provide a list of known publications to all ARTS Board Members. Michael was also encouraged to maintain a log to indicate the number, type and frequency of calls. This will help ARTS to determine if the phone number is worth maintaining.

It was agreed that we will provide a way for attendees at NSDCs to sign up to receive ARTS publicity via E-mail.

#### PR Seminar at NSDC -

This item consists of presentation of information to publicize the mission, goals, accomplishments, and organization of the ARTS at the 54<sup>th</sup> NSDC in Portland and at future NSDCs. Jim Hensley reported that three one-hour presentations are scheduled for the 54<sup>th</sup> NSDC in Portland, OR. The first presentation will be an introduction to The ARTS and the other two will provide Public Relations information. Jim has arranged for a professional public relations company to participate in these presentations. It was agreed that publicity for these presentations is important and should be provided to as many sources as practical. Jim Hensley will write a press release promoting this Seminar that can be sent to all publications on the ARTS electronic publications list that Michael is developing. Governing Board representatives all need to promote this Seminar as well.

We also plan to participate in the Showcase of Ideas at the convention. There was some discussion of how to best set up the Showcase display. It was agreed that a large banner will be produced to help bring interest to the Showcase display. Michael Streby and Henry Israel volunteered to develop this large banner.

#### 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 we as the ARTS should pursue. The goal would be to establish a method of fund raising. Previous discussions of this item provided many ideas for fund raising including information about various types of professional fund raising companies and methods. Several methods for internal fund raising have been discussed including holding dances. There was some discussion of this item. Discussions of Fundraising and Grant Writing will be moved to the "Fund Raising" item on the agenda for future meetings.

There was limited discussion of possible Corporate Sponsorship, however, there was no action identified. Approval of our request for IRS 501 (c)(3) status should help with future requests for Corporate Sponsorship.

“Think-Tank” Ad-Hoc Committee - (Tim Crawford, Chairman)

Committee members include selected members of the CALLERLAB \*RPM Committee

This item concerns a “think-tank” Ad-Hoc Committee to be established to gather fund raising ideas. There was also agreement that a presentation on how to write and submit grant requests would be a good idea.

\* Recruit, Promote, and Maintain

Image Enhancement -

This item concerns a plan, previously presented by Pat Demerath, to enhance the image of square dancing. Information on this item was presented by Patrick during the June 2004 ARTS meeting. Even though Patrick was not able to attend the October 2004 ARTS meeting, there was discussion of this item during the meeting. Patrick has written two additional presentations to include Round Dancing and Contra Dancing. It was agreed that all three presentations should be consolidated into a single presentation.

Image Enhancement Video -

This item is closely related to the Image Enhancement information above. Discussion of this item during the October 2004 ARTS meeting 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.

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 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. A major requirement for this production is creation of a script for the video and information and instructions on how to present the video. Michael Streby has agreed to create this video.

The proposal includes the idea of obtaining video for this at the Beginner Dance Party Leaders Seminar held immediately prior to the CALLERLAB Conventions. There is not enough time at this point to get this done at the 2005 convention, however, further investigation will look at arranging for this at the 2006 CALLERLAB Convention.

Executive Secretary/Administrative Assistant - (FYI)

Previous discussions of this issue have resulted in agreement that the ARTS should hire a person who would perform duties of an Executive Secretary/Director. There has been agreement that this issue would stay on the agenda for future discussion. Brief discussion of this issue resulted in agreement that the chairman and the Secretary would work together to draft a job description for this person. This job description may include information for a selection process. This item will stay on the agenda for future discussions.

Distribution of Information -

This item concerns ways to distribute information about the work The ARTS is doing, the goals, and accomplishments of the ARTS. Several ideas were discussed including the following:

1) Video Project -

Discussion of this item during the October 2004 meeting resulted in agreement that production of a video to promote The ARTS would be a good idea. Michael Streby has agreed to 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 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 provided Michael Streby with a copy of the DVD for use to produce a video to promote The ARTS and other projects as may be required.

2) "Ask ARTS" Information Articles -

This item concerns a proposal to create a section in all publications titled "Ask ARTS" or some other similar name. This would provide the opportunity to promote the organization and provide useful information to the dance activity. Del Reed volunteered to take this project and to write the first few articles. Del will be the contact point for this project.

3) Magnetic Signs -

This item concerns production of magnetic signs which will help publicize the activity. Henry Israel and Jerry Reed volunteered to investigate cost of producing such signs. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that magnetic signs with the words "Learn To Dance" and the toll free phone number "1-866-445-ARTS" be investigated. Final approval of the cost and number to be produced will be done by electronic vote in an ARTS LOG. **(MSC)***

4) Ad in National Square Dance Directory (NSDD) -

This item concerns a proposal to include an ad in the NSDD. Cost of such a 1/4 page ad is estimated to be approximately \$280.00. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that The ARTS place a 1/4 page ad in the 2006 issue of the National Square Dance Directory. This ad will include a list of the Governing Board Members. Additional wording for the ad will be determined later. **(MSC)***

5) Article in National Squares -

Dimple Williford volunteered to get an article to publicize the dancer survey to be conducted at the 54<sup>th</sup> NSDC in Portland, OR in the next issue of the National Squares magazine.

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Publicity Video Production (TV Commercials) -

This item concerns production of video products to be used for 15 to 30 second TV commercials. This project could possibly use the video 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 promote The ARTS. There was no determination of further action required at this time. This item will remain on the agenda for future meetings

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Marketing Idea Contest (Save Our Squares) - (Attachment 3)

This item concerns a proposal to create and administer a contest to help gather marketing ideas to help our marketing efforts. The basic idea is to involve college marketing students from colleges and universities from all around the country in a "competition" to develop and submit marketing ideas and was presented by Alan Chmura. The ideas submitted by the students would be judged and the "top idea" would receive a cash prize. Michael Streby submitted an idea to have the project result in a video, rather than a marketing plan.

The ARTS Secretary has tried to contact Alan several times by E-mail, without success. It seems that if we are to go forward with this idea, the ARTS will need to do the work.

Considerable discussion of this proposal resulted in agreement that this is a good idea and that it is conceivable that the plan could be publicized, ideas submitted and evaluated, and the winner determined by the 55<sup>th</sup> NSDC in San Antonio, TX in 2006. Henry Israel volunteered to contact Alan to obtain additional information and to possibly enlist his help in setting up and administering this project.

### Dues & Donations -

We continue to receive donations from individuals, organizations, and benefit dances. A MOTION was approved at the June 2003 meeting that each organization would be encouraged to make a donation to the ARTS to help fund startup costs.

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  
National Square Dance Campers ASSOCIATION - \$100.00 IN 2005  
NEC - \$1,000.00 in 2004  
Single Square Dancers USA - \$250.00 in 2003.  
ROUNDALAB - \$350.00 in 2004  
URDC - \$350.00 in 2004  
USAWest - \$250.00 in 2003  
USDA - \$1,000.00 in 2004 and \$750.00 in 2005

### Long Range Plans For Meetings - (FYI)

This item concerns a long range plan for future ARTS meetings. The following general plan has been approved: 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. 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. The ARTS will host ARTS meetings.

### New Associate Memberships

The following have been approved for Associate Membership for a 12 month period starting January 4, 2005:  
1) Heart of America Federation - Kansas City, MO, and 2) Metrolina Dancers Association - NC.

### Individual Memberships

The following have made a donation and applied for Individual Membership: Si & Marilyn Kittle. Brief discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the following be approved for Individual Membership in The ARTS; Si & Marilyn Kittle, Tom & Bev Rudebock, Pres & Kay Minnick, Doc & Peg Tirrell, Gene & Connie Triplett, and Art & Marilyn Harvey. (MSC)*

Additional discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that Si & Marilyn Kittle, having made a donation of \$100.00 and in light of the bylaws amendment to the amount for Individual Membership, be approved for Individual Membership for a period of two years. (MSC)*

The following have renewed their Individual Membership: John & Dimple Williford, Charlie & Kitty Holley, and Jerry & Del Reed.

### Auxiliary Board Memberships -

Discussion of possible Auxiliary Governing Board Members during the October 2004 ARTS meeting resulted in the following organizations being invited to join The ARTS as Auxiliary Governing Board Members: 1) U.S. Handicapable Association; 2) Lloyd Shaw Foundation; AND 3) Kentucky Dance Foundation. All three organizations have agreed to join The ARTS as Auxiliary Board Members. The Square Dance Foundation of New England has also been invited to join and an affirmative response is expected soon.

Discussion of other possible candidates resulted in agreement that we would not extend any additional invitations at this time but that we will review and discuss any requests from other organizations to join.

#### Membership Category Donation Amounts -

This item concerns a bylaws change to change 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 at the October 2004 ARTS meeting resulted in submission of an amendment to the bylaws. Presentation of this MOTION at the October 2004 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." The MOTION to approve this amendment reads as follows:

*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." (MSC)*

#### Spring 2007 Meeting -

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 Colorado Springs, Co, April 2 - 4, 2007. The CALLERLAB convention starts on the Monday immediately following the Pre-Convention in Wichita. The concern is that there will not be time for the Sunday normal afternoon ARTS meeting in Wichita 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. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that further discussion of the date for the Spring 2007 ARTS meeting be tabled until the June 2006 ARTS meeting. (MSC)*

#### 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 There was a brief discussion of this item during the October 2004 ARTS meeting which resulted in agreement that no action was required at that time. It was agreed that this item would be discussed further at this meeting. ARTS will continue to monitor the progress of this effort and report to the Governing Board.

#### Information Available from ARTS Organizations -

This item concerns creating a page on the ARTS web site to include a list of publications and documents available from each board member organization. This item was discussed during the October 2004 ARTS meeting with agreement that each organization would send a list to Jim Weber, ARTS web master. Jim will create a list of these publications on the ARTS web site and made available to the dance community. Discussion of this item resulted in agreement that each organization would be reminded to submit this list to the ARTS webmaster.

#### California Association of Physical, Education, Recreation & Dance (CAHPERD) Report -

This item concerns a report from Bonnie Abramson on the progress of the project by the California Square Dance Council, Inc. Youth Advisory Committee for the CAHPERD. The CAHPERD Conference will be held March 17 - 19, 2005 in Monterey, CA. The ARTS made a \$1,000.00 grant to help support this project. A copy of the report from Bonnie is attached.

## NEW BUSINESS -

### Benefit Dances -

This item concerns a discussion of benefit dances. There have been several dances held with the proceeds being donated to The ARTS. An example flyer was presented for a benefit dance which will be held in San Diego, CA on April 9, 2005. The flyer provides some good information and ideas for a flyer for a dance. It was noted that having a "re-cycle sale" as part of the dance is a very good idea.

Discussion of this item resulted in a proposal for a series of national benefit dances, perhaps on a specific day. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that The ARTS promote a nationwide ARTS benefit dances throughout the USA. These dances will be held on Friday, February 29, 2008. The event will be called "ARTS National Day Of Dance". (MSC)*

Upon approval of the above MOTION, Linda Shaw volunteered to Chair this project and will provide additional information at a future time.

### Utilization of CMS by the ARTS - (attached)

This item concerns information from Jim Hensley, CMS Marketing, on how CMS may be able to provide support and services to The ARTS. Jim provided considerable information and several documents outlining his thoughts on the state of the activity and how CMS may be able to assist. Included is a proposed agreement for services to be entered into by CMS and The ARTS. Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that further discussion of the utilization of Creative Marketing Services (CMS) be tabled until the ARTS Business Plan has been reviewed. (MSC)*

### Phoenix Plan (Marketing Plan) - (FYI)

This item concerns a marketing plan, known as "The Phoenix Plan" as approved by the CALLERLAB Foundation. A copy of the overview of the plan was distributed and has been provided to the ARTS web master for posting on the ARTS web site.

### Trophies for Square Dancers - (FYI)

This item concerns a request from Ron Holland (SSDUSA) to discuss the possibility of establishing a method to present trophies to square dancers. The idea would be to establish some type of competition which could be judged and graded and which would result in trophies being awarded to contestants. A brief discussion of this item resulted in agreement that no action is required at this time.

### Single Dancer Rotation - (FYI)

Ron Holland (SSDUSA) provided information concerning the rotation system some singles groups use during dance events. No action is required for this item.

### Nomination Of Officers -

It is time to begin to think about the nominations for election of officers at the Fall ARTS meeting. The Bylaws provide for the following: A) Nominations for office shall be received at the Summer meeting of the Corporation from the member organizations of the Governing Board; B) Elections for office shall take place at the Fall (Annual) meeting of the Corporation; and C) Any member representing one of the Governing Board organizations shall be eligible to hold office in the Corporation. Nominations for ARTS Officers are to be submitted at the June 2005 ARTS Meeting in Portland, OR and the election will be done during the Fall 2005 ARTS meeting. The ARTS officers shall be nominated and elected in the following order: 1) Chairman, 2) Vice Chairman, 3) Secretary, and 4) Treasurer. Pres Minnick, Chairman and Members Scot Philips, and Charlie Holley were appointed as the Nominating Committee.

#### "Give-Away" Item for Individual Memberships -

This item concerns a proposal that the ARTS obtain some type of "Give-Away" item to be presented to individuals who join as Individual members of the ARTS. It has been suggested that we obtain lapel/hat/badge pins which would identify the recipient as an ARTS Member. The Secretary has investigated such pins and they can be obtained for approximately \$1.75 to 2.00 each, plus a one time setup charge. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that The ARTS obtain 100 "lapel" type pins to be presented to future Individual Members. The pin would be inscribed with the ARTS Logo. (MSC)*

#### ARTS Dangles For Badges -

This item concerns a proposal that the ARTS obtain dangles for presentation for dancers to attach to their badge. Henry Israel volunteered to investigate cost of the dangles. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that Henry Israel investigate the cost of obtaining dangles with the ARTS logo to be given to individuals who donate additional funds to the ARTS. (MSC)*

#### Dance For Your Heart -

This item concerns information an interesting item in the "Consumer Reports On Health" newsletter. Scot Philips pointed out that the article reported on hospitals in 24 cities across the country are joining in a national Day of Dance for Heart Health on February 26. Sponsored by Spirit of Women, a nonprofit women's health advocacy group, the events will include hours of music and dancing, from ballroom to salsa, plus health screening, doctor's presentations, and CPR demonstrations. Visit [www.dayofdance.org](http://www.dayofdance.org) to look for an event near you

#### Donations For Tsunami Victims -

This item concerns an idea submitted by a square dancer (Denise Goodrich) as a way to get very positive publicity for square dancing. Denise submitted a suggestion that dancers be asked to donate \$1.00 to a special Square Dancers fund to help the Tsunami devastated Countries. The idea is that this effort would help get the word about our activity. Discussion of this item resulted in agreement that even though this is a good idea, however, it is felt that it is too late to gain any real publicity from this effort. All organizations are encouraged to donate to the Tsunami victims as they may want to.

#### Dance For Health Wrist Bands (Fund Raiser) - (attached)

This item concerns a fund raising idea submitted by Jim Hensley. This idea is similar to the very popular wrist band fund raiser for cancer. Jim has submitted the attached information for discussion and consideration. See attachment (5). Considerable discussion of this item resulted in agreement that it may be a good idea, but no action should be taken at this time. This item will remain on the agenda for discussion at future ARTS meetings.

#### ARTS Business Plan -

This item concerns a long range Business Plan for to the organization to cover up to a ten year time span. Al Shaw has volunteered to Chair a Committee with Committee members Pres Minnick and Pat Demerath to develop the ARTS Business Plan. The plan will start in June 2005 and will include what we need to accomplish in the first six months, in the first year, in the first 18 months, in two years, and then year by year out to ten years. The plan will be updated at least once a year to report which goals have been met, which have not been met, and any changes which are required. Al is looking for input, review, and recommended changes from all ARTS Reps.

## CALLERLAB RPM Committee Report - (FYI)

### Marketing Ad-Hoc Committee Report -

This item concerns a report from the RPM Committee Chairman Tom Rudebock on the activities of the CALLERLAB Recruit, Promote, and Maintain Committee as it relates to items of interest to The ARTS. An Ad-Hoc Marketing Committee has been established under the RPM Committee to work toward creation of a marketing plan for use by clubs, associations, and others to help increase the number of dancers. Several ARTS reps are members of this Ad-hoc Committee. Tom provided a brief summation of the activities of this Ad-Hoc Committee. Completion of the work of this Committee is expected at the 2005 CALLERLAB Convention in March 2005.

The Committee has identified the following areas to be worked on: 1) Need to determine who our target market is; 2) Identify benefits the target market would be seeking from the activity; 3) Identify our position; 4) Marketing challenges; and 5) Tactics to increase interest to attract more dancers. A full report of the work of this Ad-Hoc is planned to be presented at the 2005 CALLERLAB Convention March 21 - 23, 2005 in Louisville, KY. Discussion of this item resulted in agreement that no action is required at this time.

### Add-A-Buck Project -

This item concerns a project which has been under consideration for a long time. The basic idea behind this project is that festivals, conventions, association dances, and club dances and dances sponsored by individuals would provide publicity and the opportunity for attendees to donate a certain amount (possibly \$1.00) in addition to the dance admission cost. The Committee has nearly completed a package which can be provided to those interested in helping with this effort. The package will include: 1) An introduction letter; 2) A promotion letter, 3) A Sample Flyer; 4) Handout information; 5) Poster for display at the dance event; 6) Record keeping information; 7) a Thank you letter. At the present time this project is geared toward obtaining donations for the CALLERLAB Foundation. It is possible that this project could be revised to be geared toward obtaining donations for The ARTS.

NOTE - Both of these projects will be reviewed for approval by the CALLERLAB Board of Governors. It is possible that both will be presented to the ARTS for review and approval as ARTS projects.

### Dance Logo -

This item concerns the possible creation of a logo to represent "dance" which would be reviewed and approved by the ARTS Board. Jim Maczko provided a brief presentation of this item. Some possible logos include Interlocking Squares and Interlocking Square & Circle with a Dancing Couple. Brief discussion of this item resulted in agreement that no action is required at this time, but that it should remain on the agenda for future meetings. All reps were asked to review this item and bring ideas for a logo to the next meeting.

### Will Codicil - (attached)

This item concerns a codicil which may be added to a will so that a person could leave money to another entity such as The ARTS. Jim Maczko reported that our attorney had reviewed a sample will codicil and suggested that it NOT be used due to differing State legal requirements. He also suggested that The ARTS should not provide this codicil. Discussion of this item resulted in agreement that we should encourage others to make a provision to leave a donation to the arts, but that we should not provide a sample form.

### Charitable Gift Annuity - (FYI) (attached)

This item concerns a donation/annuity program to benefit The ARTS. Jim Hensley provided information and the attached information on setting up a charitable gift annuity by dancers to benefit The ARTS. This plan provides a way in which dancers (or anyone else) can set up an annuity which will allow them to transfer cash or securities to The ARTS while the donor continues to receive the income (interest or dividends) from the donated item. Such a plan provides a way for the ARTS to receive, at some time in the future the benefit of the donated cash or securities. Brief discussion of this item did not result in any decision nor is any action required at this time. This item will remain on the agenda for discussion at future ARTS meetings.

Newsletter/Member Mailing List - (FYI)

This item concerns establishing a mailing list to inform members and persons who donate to The ARTS so that they may receive information, including The ARTS Newsletter, and other mailings. Discussion of this item resulted in agreement that this is a good idea and that such a list will be established.

American Square Dance Magazine Donations - (FYI)

This item concerns an offer from the American Square Dance Magazine to offer a discounted subscription to members of CALLERLAB, the American Callers Association, and ROUNDALAB which would include a donation to The ARTS. Details have not yet been worked out, but Bill Boyd, from ASD is working to get the program in place soon. Brief discussion of this item resulted in agreement that no further action is required at this time and that this item will remain on the agenda for discussion at future meetings.

Promotion of National Events - (FYI)

This item concerns a suggestion that all callers, cuers, and dancers be encouraged to help promote national dance events such as USAWest, the NSDCs, the IAGSDC convention, and other national dance events. There was agreement that this item will be on the agenda for the next ARTS meeting.

NEXT MEETING -

The next meeting is scheduled to be immediately following the 54<sup>th</sup> NSDC in Portland, OR in the Double Tree Hotel. The meeting is scheduled to start at 9:00 AM on Sunday, June 26, 2005. As agreed by the ARTS Governing Board, The ARTS will host future meetings.

ADJOURNMENT -

The meeting was adjourned at 11:55 AM on Monday, February 21, 2005

Approved April 1, 2005 by ARTS LOG# 05-0228-001

02/11/05

**Alliance of Round Traditional and Square Dance Inc**  
**Income and Expense Detail**  
 October 1, 2004 through February 12, 2005

Type	Date	Name	Memo	Amount
<b>Income</b>				
<b>Badge Income</b>				
Deposit	10/27/20	Tirrell, Peg & Doc	Two badges	16.00
Deposit	10/27/20	Ackerman, Carter & Ruby	Two badges	16.00
Total Badge Income				32.00
<b>Donations</b>				
Deposit	10/27/20	Iowa State Federation of Sq/Rd Dance	Donation	300.00
Deposit	10/27/20	CONTRALAB	Donation	100.00
Deposit	11/18/20	Single Spinners Square Dance Club	Additional donation	136.50
Deposit	11/18/20	California Square Dance Council	Additional donation	150.00
Deposit	2/11/200	Fiesta De La Cuadrilla	Donation from dance	38.00
Total Donations				724.50
<b>Dues</b>				
<b>Associate Dues</b>				
Deposit	10/18/20	Cumberland Valley Western Sq/Rd Dn...	Associate member dues	100.00
Deposit	10/18/20	Arkansas State Square Dance Federat...	Associate member dues	100.00
Deposit	10/27/20	Iowa State Federation of Sq/Rd Dance	Associate dues	100.00
Deposit	11/18/20	Heart of Ameria Federation of Sq/Dn ...	Associate dues	100.00
Deposit	11/18/20	Single Spinners Square Dance Club	Associate dues	100.00
Deposit	11/18/20	California Square Dance Council	Associat dues	100.00
Deposit	12/2/200	Metrolina Dancers Association	Associate Dues	100.00
Deposit	2/11/200	Kittle, Si & Marilyn	Associate dues	100.00
Deposit	2/11/200	Tanglefoots Square Dance Club, SC	Associate dues	100.00
Deposit	2/11/200	Wisconsin Sq/Dn Convention Corp.	Associate dues	100.00
Total Associate Dues				1,000.00
Total Dues				1,000.00
<b>T-Shirt/Cap Sales</b>				
Deposit	10/27/20	T-shirt sales	T-shirt sales	10.00
Total T-Shirt/Cap Sales				10.00
Total Income				1,766.50
<b>Expense</b>				
<b>Bank Service Charges</b>				
Check	11/24/20		Service Charge - deposit slip order	5.00
Total Bank Service Charges				5.00
<b>Grant Funds</b>				
Check	10/27/20	LEGACY International Inc.	Grant to Reinstate LEGACY	750.00
Total Grant Funds				750.00
<b>Professional Fees</b>				
<b>Legal Fees</b>				
Check	12/2/200	CA Secretary of State	California filing & disclosure fee	25.00
Check	12/6/200	Wyatt Early Harris Wheeler LLP	Legal services through 11-14-04	860.22
Check	1/17/200	North Carolina Secretary of State	Register change of address for Gene & C...	5.00
Total Legal Fees				890.22
Total Professional Fees				890.22
Total Expense				1,645.22
Net Income				121.28

02/11/05

**Alliance of Round Traditional and Square Dance Inc**  
**Financial Statement**  
February 12, 2005

<b>Beginning Balance 10-1-04</b>	<b>\$7,523.95</b>
<hr/>	
<b>Income Oct 1, '04 - Feb 12, 05</b>	
<b>Badge Income</b>	32.00
<b>Donations</b>	724.50
<b>Dues</b>	
<b>Associate Dues</b>	1,000.00
<b>Total Dues</b>	<u>1,000.00</u>
<b>T-Shirt/Cap Sales</b>	10.00
<b>Total Income</b>	<u>1,766.50</u>
<hr/>	
<b>Expense Oct 1, '04 - Feb 12, 05</b>	
<b>Bank Service Charges</b>	5.00
<b>Grant Funds</b>	750.00
<b>Professional Fees</b>	
<b>Legal Fees</b>	890.22
<b>Total Professional Fees</b>	<u>890.22</u>
<b>Total Expense</b>	<u>1,645.22</u>
<hr/>	
<b>Ending Balance 2-12-05</b>	<b><u><u>\$7,645.23</u></u></b>

## **February 2005 ARTS Meeting Minutes**

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

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

ARTS LOG# 04-1015-001 (Save our Squares)

MOTION: Be It Resolved That: The idea for a competition named "Save Our Squares (SOS)" be approved with implementation for completion at the 55th NSDC in San Antonio, TX.

This issue was discussed at the October 2004 ARTS meeting in Orlando. 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

The Secretary tried to contact Alan Chmura three times, without success. We need to determine what further action we should take now

ARTS LOG 04-1109-001 (Oct Meeting Minutes)

MOTION: Be It Resolved That: The minutes of the October 2004, ARTS meeting (Draft 2, dated November 22, 2004) be approved.  
(APPROVED 12/08/2004)

ARTS LOG 04-1230-001 Memberships)

MOTION: Be It Resolved That: The ARTS Governing Board confirm Associate Membership for a 12 month period from the date of approval of this MOTION for: Heart of America Federation - Kansas City, MO and Metrolina Dancers Association - NC  
(APPROVED 01/04/2005)

ARTS LOG 05-0114-001 (February ARTS Meeting)

This ARTS LOG requested organization reps to provide information about any other known meetings, the recommended start time, and the organization reps to the meeting.  
(ACTION COMPLETED ON 02/07/2005)

ARTS LOG 05-0114-002 (Voting Reps-February ARTS Meeting)

This ARTS LOG requested organization reps to provide the name of the voting reps for the February 2005 ARTS meeting.  
(ACTION COMPLETED ON 02/11/2005)

## February 2005 ARTS Meeting Minutes

(Square For Life) Page 1 of 1

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 sq4life 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.

## February 2005 ARTS Meeting Minutes

(Save Our Squares - SOS) 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?*

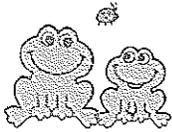
Money. At least one team and as many as four teams will receive an award of \$2,000 per team.

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.



## CAHPERD Report

February 12, 2005

Bonnie Abramson, Chair

YSA

### CALIFORNIA ASSOCIATION OF HEALTH, PHYSICAL EDUCATION, RECREATION & DANCE 75<sup>TH</sup> CAHPERD CONFERENCE

March 17 – 19, 2005; Portola Plaza Hotel, Monterey, CA

**WORKSHOP:** “*Square ‘em Up! A Teacher’s Guide to Teaching Square Dancing*” will take place from 10:45 a.m. to 11:45 a.m. on Friday, March 18<sup>th</sup>. Following the submission of our application, we realized the date conflict with the Bakersfield Fiesta (one of the largest festivals in California) where Bronc Wise is one of the featured callers. Scot Byars has agreed to fill in for Bronc and join Bonnie Abramson in presenting this interactive workshop that will begin with a brief overview of the program and then get attendees up to dance a few of the basics. The focus will be on health benefits as well as the idea of bringing square dancing “out of the barn” and into the lives of today’s youth.

**EXHIBIT BOOTH:** Space rental has been paid and the California Square Dance Council, Inc., (CASDC) will be in booth #507. There were 96 booth spaces available and all have been sold. We were even listed in one of their early newsletters as being one of the vendors. Bob Kamuf, Jim Mazcko, Patty Wilcox and Bonnie Abramson are set to staff the booth. Materials are still being gathered for distribution, but so far we have some materials from USDA, Callerlab and ARTS, as well as information being put together for CASDC. We are gathering video tapes of square dancing that will be shown on a television located in the exhibit booth. We figure this will offer constant “music and action” in the background of the booth. We also plan to have a photo display of youth dancing and recent newspaper articles.

Exhibit Set-up:	Thursday, March 17 <sup>th</sup> – 12:00 noon to 6:00 p.m.
Conference Reception:	Thursday, March 17 <sup>th</sup> – 6:30 p.m. to 7:30 p.m. in the Exhibit Hall
Grand Opening Event:	Thursday, March 17 <sup>th</sup> – 7:30 p.m. to 9:00 p.m. in the Exhibit Hall
Exhibits Open:	Friday, March 18 <sup>th</sup> – 8:00 a.m. to 4:00 p.m.
Exhibits Open:	Saturday, March 19 <sup>th</sup> – 8:00 a.m. to 4:00 p.m.
Exhibit Tear-Down:	Saturday, March 19 <sup>th</sup> – 4:00 p.m. to 7:00 p.m.

**EXHIBIT HALL DEMONSTRATION DANCE:** CASDC, in conjunction with the exhibit booth, is being allowed a 20-minute demonstration beginning at 10:00 a.m. on Saturday morning. Eric Henerlau will be calling for this event, and we are looking for 3 to 4 squares of dancers, including as many youth dancers as we can get, to do this performance. This will be “show” only, no audience participation. We have been granted “free” admission for the demo dancers, and I plan to have them meet no later than 9:30 a.m. at the entrance to the Portola Plaza Hotel so that we can escort them all in as a group.

**MATERIALS BEING DISTRIBUTED:** Among the materials to be distributed in the booth will be:

- CASDC – California Youth Scholarship Program information
- CASDC – Information on Square Dancing in California, including breakdown of geographic area and contacts for each area of the State.
- CASDC – Information on the California State Youth Square Dance Competition
- CASDC – “Teach the Teacher” program booklet and music CD
- USDA – Youth Fund Scholarship Program
- USDA – Youth Program Guidelines
- USDA – Take a Youthful Step to the Future: A Step-by-Step Guide to Establishing a Youth Square Dance Club
- CALLERLAB – Running a Successful Youth Square Dance Group
- ARTS – Bookmarks and general information flyers about ARTS Dance

**NEXT CAHPERD CONFERENCE:** I have just received notice of the next CAHPERD conference which will be held in November, 2005 in Sacramento. Depending on the success of this March conference we will see about future participation.

## A 'State of the Dance' Address

A CMS  
REVIEW

These areas show excellent progress in advancing the goals of the ARTS Dance Foundation and the Phoenix Plan and should be praised for their efforts:

- Completion of the Foundation as an operating and functional NPO with C-3 status. Perseverance proved the key to completion.
- An effective outreach program offering membership to all elements and allied organizations within the dance community resulting in growth. This alliance needs to be ecumenical in purpose and membership.
- The assimilation and use of market research data, and the efforts to continue conducting such studies in all areas of activity. The more data the better.
- Continued strengthening the credibility of the Phoenix Plan concept with member organization. Knowledge and understanding at all levels is essential for success.
- Continuing and effective inroads into intra group communication and goal setting. At some point 'you' and 'I' will become 'us' and the value of unity will become clear to everyone.

These are areas of operation that remain incomplete and will require increased focus for ARTS leadership in their next stage of planning.

- A realistic appraisal of the available time and skills of the ARTS' members' leadership when reviewing the remaining tasks for completing the Plan. What items on the goal and directive list can we expect current, informed ARTS leadership to have the time and commitment to complete? And what are the alternatives?
- Encourage member organizations of the ARTS to extend the time period served by their representatives. (recommend 3 to 5 years) This board and its member representatives make up a working body as apposed to a advisory board, and less turn-over helps to provide better continuity for planning and committee w
- The immediate adoption and implementation of an effective funding programs for the Foundation—both short and long term. All possible areas of funding need exploration as a prerequisite for Phase II agenda.
- Creation of an inter-group communication system reaching all the way to the individual dancer level. There is no substitute for an effective and updated data base. Almost all other goal items (fund raising, public relations, etc) are tied to the success of this network.
- Initiate agreement with CMS and utilization of their services for liaison and recruitment work with public relation companies, advertising and sponsorship agencies, and progress evaluation (i.e. present document) as required



- An improved level of familiarity with details of the marketing program by the ARTS Board and its member leadership. CMS should review and provide both material and a familiarization program on the PP, its goals, objectives and their rationale. Appreciation comes from clear understanding, and understanding leads to commitment. This process could be accomplished via e-mail 'sessions'.
- The Board needs to appoint an executive director ASAP. It is unrealistic to expect the Chairman to initiate, follow-up, and monitor the details arising from the variety of projects and programs associated with the Plan. Consider part-time, interested people (even volunteers) using donated office space and services.
- Establish and begin appointing an advisory board of community, corporate, institutional or relevant organizational leaders who periodically meet with the ARTS Board and offer help through their experience and/contacts.
- Began to entertain proposals and presentations from prospective public relations, advertising, and other support companies. Even though budget restrictions may extend initiating contracts, these presentations will act to educate and familiarize the Board and council with future requirements.
- Create contests and communication programs that encourage club and organization level individuals or groups to submit ideas, film, photos and/or promotional programs and materials. Just as we have. There may be another Michael Strebly out there—but regardless, it will certainly be one more unifying activity to solicit support. This effort awaits the development of an effective network of communication.

In summary, this alliance must create a communication network as a primary tool in gaining the support of existing dancers. And through that network, collective fundraising, publicity and other group related projects will begin to function. If done correctly, and in timely fashion, the education and motivated involvement of all the necessary support groups (both inside and outside of the dance community) will be made possible. With communication established a collective fund raising program must be quickly and effectively implemented.

Either there is a story worth telling here or there isn't! And through their actions ARTS leadership has indicated their commitment and belief in this product value. And every criterion in which CMS has reviewed this project indicates that this is a marketable product—given adequate support and effective implementation of its marketing plan.



©

## Research Proposal: ExerciseDance

### *An alternative Exercise Concept*

#### *Alliance for Round, Traditional and Square Dance*

What possible value could there be in researching the social, physical and mental health benefits of a multifaceted, 250 year old family of folk dance activity, with such familiar names as Round, Traditional, and Square Dancing? How could this tradition laden, historical activity, while accurately chronicling the history and values of the "American Story", become an important ingredient in a 'recipe of recovery' for treating some of today's leading health and social concerns?

It's an easy concept to understand. An updated report of the relevant changes within the folk dance community is necessary, as well as an awareness of certain significant health, cultural and social factors that are negatively impacting almost all segments of the American population. By understanding these two seemingly unconnected bits of information the logical link between problem and solution becomes clear.

#### The Historical Connection:

Because they are some of today's 'best-kept-secrets', the public has little awareness of the real features and values encompassed within the family of folk dances. They arrived with our immigrant ancestors, high-spirited, fun-filled and joyfully reflecting their European roots. But once in America they took on a new meaning and purpose.

Chronicling the early growth, and later western movement of this nation's history, these dances adapted themselves to almost any available social setting, using a variety of new styles and formats. These healthy, entertaining, social activities easily fit into the average American's leisure and recreational plans. They seemed to reflect the distinct sense of community, cultural diversity, and friendly attitude of open acceptance that this country symbolizes. This newly adapted family of American folk dances helped define this country and its people's sense of healthy play and exercise, and helped to connect it's diverse peoples.

In a pre-high tech era, these interactive, communal dance experiences often became the center of a community's social life, perfectly exemplifying this 'new world's classless society. It gave people an entertaining way to stay in touch, and remain connected with neighbors, relative and friends, as it provided a strong sense of community. They provided a unique opportunity for social interaction as well as mental and physical well being. Those were undoubtedly the values Henry Ford recognized, and hoped to instill in his 'new generation' of workers, when he embraced folk and square dancing during the 1920's, and in the process became a major player in its continued vitalization and growth.

But how does that picture fit with today's "new generations". Marked intergenerational differences, along with distinctive cultural and technical changes, have left a declining array of social, civic and religious organizations—just when the social need for being connected has never been greater. Because of inattention to current marketing concepts communicating the inherent values these groups have watched their membership and attendance decline over the last thirty-year period. *So in what ways can a three century's old 'dance' activity provide effective answers for some of today's growing problems in the areas of health and social interaction, and thereby justify serious study and research by a major academic and medical institution?*



### The ARTS:

The Alliance of Traditional, Round and Square dance (*ARTS*) represents a variety of dance forms like Line, Round (ballroom), Contra, and Clogging, and others that have evolved over the last half century into an entirely different experience than their long-held image of hay-filled barns and 'hee haw' music. They long ago left the farm and became a 'family' of healthy, politically correct, urban recreational and exercise activities--ones that offer an excellent form of mental and physical exercise, coupled with a unique social interaction experience. Out of these dance forms have evolved almost all modern forms of dance movement enjoyed by millions of Americans weekly.

Today's modern western dance formats could more aptly be called "team, pattern or even contact sport dances, or exercises". Their mentally challenging list of new dances and 'calls', use a variety of modern and popular music, and are guided by a new breed of professionally trained callers or cuers who utilize standardized dance lists. Today's dancers can explore these fun-friendly and heart-healthy activities almost anywhere in the world, as well as in all 50 states, knowing they will encounter the same dance formats, and always in English.

Square Dancing and its family of 'companion' dances have become an exciting, social "contact sport", or the "dances that connect". All these changes come at a crucial time, when the world is rapidly recognizing the importance of mentally and physically challenging exercise, along with new venues for social interaction, and an environment for "re-connecting", as critical health factors in maintaining a long and healthy life. In an America refocusing its priorities after the 9/11 tragedy, finding ways to be connected to each other again is gaining new importance.

### Health Factors:

- Without major intervention, nearly two out of three Americans will become unhealthily overweight over the next few decades. Obesity is now the number one correctable health problem in America. And an even larger problem looms on the horizon. The National Institute of Health has recently declared a pandemic condition of obesity within our population of school children. And unless corrective measures are taken, the likelihood is that America's youth will continue this health problem well into adulthood. *The resulting mid-century projections of increased health care cost coupled with lost productivity, project devastating numbers and cost factors to our nation!*
- A growing number of working mothers and single-parent families with less time for after school child care is resulting in an ever increasing population of unattended, 'latch-key' children with a limited array of planned or focused programs for alternative exercise activities. *With estimated numbers of around 4 to 5 million today, projections are for an increase of 50% over the next decade.*



- Reflecting a growing loss of trust among the general public for the effectiveness and safety of traditional public school programs, “home schooling” is gaining favor with an increasing number of families. The proportionally higher test scores achieved by home-schooled students add to this increase. There will be an estimated 4 to 5 million young people utilizing this alternative school program within the next five years. *All home-schooled children are required by state law to participate in at least one hour of planned and monitored, daily exercise.*
- Conventional exercise formats are failing both the health/exercise industry as well as public school physical education curriculums. They are abandoning conventional exercise programs in an attempt to get school children back to playgrounds, and solicit new members for private health clubs and spas. In its efforts to raise participation in its recess and lunch hour PE program, the Seattle school district is now offering everything from Hip-Hop dance to circus performance, but no traditional exercises. One of the faster growing chain of health clubs in America has credited much of its success to providing non-traditional methods of ‘movement’ (including dance) to acquire the same end results of better health. Both school and health club administrators point to “boredom” as the principal factor behind both these new programs. *As these ‘new generations’ seek new solutions to their health, recreational and social needs, products and services have to adapt to their perceptions and expectations.*

#### Social and Cultural Factors:

- Educational programs are beginning to reflect the growing multi-cultural nature of our changing national population base. In seeking to emphasize this important trend, schools, youth and adult centers, as well as a wide variety of organizations and companies are seeking new venues, events and activities through which these cultural differences can be acknowledged and celebrated. Over the next few years, recognition of the value and impact of this country’s multi-national origins, will present the arts fields with unusual opportunities to participate.
- Serious research by a variety of sociologists, psychologists and medical centers have outlined the detrimental effect that today’s world of diminishing “social contact” has had on both the health and longevity of its citizens. Investing a portion of our time, energy and commitment to social group activities was once thought of as a nice, but non-essential factor in the quality of our lives and health. New medical research advises that this form of “social capital” is as important to our well-being as any other health care procedure.
- Doctors now point out the critical importance of being involved in a social (or civic or religious) group, in a meaningful way that allows you to re-discover a sense of community, and where you can genuinely feel connected, in a personal way, to others within that group, as well as to the group itself. The studies show that the absence of that “connection” within you life can correspondingly have a negative affect on your longevity, as well as the way you do your job, or conduct your business on a daily basis.



- A new field of research is emerging from the pioneering work of sociologists like, Dr Robert Putnam, of Harvard, and others on the deleterious effect on an otherwise healthy environment of work or play, when that experience does not include a committed 'relationship' with some group activity outside one's own work or home environs. And this understanding arrives in juxtaposition to a world that is pushing more and more people into isolated and individual activity.

Dr Putnam points out in his book, *Bowling Alone*, the importance of each individual's investment in the "social capital" area of his life. Recent studies are validating that this "investment", just as factors like stress reduction, prayer and an increase of personal trust, can indeed affect the maintenance and/or restoration of good health and longevity.

#### Link Between Problem and Solution:

The answer seems to lie in developing an ideal, fun activity that provides effective mental and physical exercise, and at the same time offers a unique social interactive experience that reestablishes important "social links". A kind of healthy, universal 'contact' sport that is time efficient, politically appropriate for all ages and groups, reasonably priced, and presented in a safe, chemical free environment. *The portfolio of dance experiences, offered through the ARTS, provides for that "ideal" exercise opportunity, plus it also provides the social interaction and personal contact necessary to help people reconnect.*

- For youth groups, the answer to boredom is the creation of a new "DanceExercise Video. This exercise program will be developed in association with a major university's physical fitness department, providing an alternative physical education tool usable by public and private schools, YMCA centers, Boys and Girl Clubs, and home study groups. The dance exercise program will consist of choreographed dance moves that provide a balanced 30 to 45 minute aerobic and mental workout, coupled with unique social interaction and learning experiences.
- Over the next decade government and private funding will be invested in seeking solutions for the obesity problem affecting the school age population. Alternative exercise plans utilizing dance video programs (above) not only provides answers to the primary problem but also offers some unique, secondary benefits for teachers, administrators and students.

1. ExerciseDance helps to improve listening skills, attention focusing, and cognitive ability in children. To properly follow the fast, continuous changes of this type of pattern and team exercise requires focused and concentrated thinking. This offers a stronger growth experience than do normal PE playground, team sports.



2. ExerciseDance teaches often-neglected social skills and a sense of civility as students adhere to the practices and traditions taught as a part of dance format.

3. ExerciseDance trains young people to understand the importance of safe, healthy social interactions, in a multi-cultural setting. And it does so by utilizing native dance materials reflecting the diverse youth population of any area.

- All of the above combine to provide a more interesting exercise format to attract more students, while providing an effective, balanced exercise tool for weight control programs.
- New, emerging social and medical data is validating Square Dancing and its collective family of other folk activities. It is rapidly earning its reputation as the worlds most, “politically correct and healthiest social activity”. An increasing body of scientific evidence supports the concept that healthy, long life requires the individual to connect in a meaningful way as a participating member of some social group outside of his family and work associated groups. Today’s version of square dancing is emerging as one of the most efficient and effective methods of meeting both the publics social and exercise needs.
- Society has started the process of persuading today’s “Baby Boomer” that, for important reasons of health, he has to move away from the computer, at least for a few hours each week to re-connect with a world outside his own. And if we can believe the profile that research shows us, he will look for a fun place to meet those social needs with the minimum expenditure of time and commitment.
- This collective family of dances uniquely answers that search. It combines the best of aerobic and stretch exercise with a challenging mental workout. The even motion, rhythmically flowing movements of square dancing treats the body to a form of exercise that strengthens muscles, decreases stress, and increases mental and physical well-being.
- And it does all of this while providing excellent opportunities for connecting and socially interacting with other like-minded people, in a safe, chemical-free setting at less cost than going to a movie. Participating in one of these dance activities offers an entertaining way for people to make healthy investments in what social scientists call, “social capital”, thereby adding to their longevity, and quality of life.



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## THE ARTS ADVANTAGE

### TODAY:

- The ARTS Dance Foundation is a unifying entity which encourages open exchanges of ideas, programs of support, communication, and recognition of common goals among all dance organizations which have evolved out of historical folk and traditional dance. It creates, implements, and monitors marketing programs that successfully promote and advance those dance forms.
- In presenting these diverse dance organizations as an alliance it provides an effective tool for strengthening the overall activity while still supporting individual member dance organizations and their goals and objectives:
  - It allows for a focused and equal advocacy for all groups, when interacting with other health, recreational and dance related organizations—serving as the spokespersons for each group individually, or for the total activity.
  - It presents a very diverse activity in a more cohesive and uniform way, thereby creating a more attractive ‘picture’ for prospective institutional and corporate partners—equally benefiting all dance organizations.
- It works through existing coalition member organizations to strengthen their existing programs, as an integral part of its program of improving the image of the activity in its entirety.
  - The ARTS training programs reflects components from the agenda of appropriate organizations: RE: Recommendations on caller training in conjunction with CALLERLAB; dance club leadership training will follow the guidelines and literature of USDA; ideas and research affecting long-ranging convention planning would work through NEC, or US West leadership; and research projects for strengthening Round Dance as a new entry route for existing dance forms.
  - ARTS marketing conferences under dual sponsorship of appropriate national, state or area organizations.
  - ARTS will develop and maintain a sophisticated and comprehensive web site and links to support each alliance member’s individual message.
- It serves as a “clearing house” for the review of all issues affecting the overall activity. Formed as a qualified, charitable 501C-3 NPO, this entity will positively impact such programs and items as fund-raising, grant writing, sponsorship offers, public relations and advertising programs, and any other factors that affects its strategic marketing plan.

## TOMORROW:

As the success of the ARTS program strengthens its credibility, groups will start to rely more and more on its services, as they recognize the benefits such a centralized entity can provide. They will have experienced the fact that the ARTS has equal motivation and interest in seeking the success of all its members, because only through their collective progress can it complete its own mission. As it eventually begins to play a larger role, the ARTS Dance Foundation will become the source for:

- Developing a functioning home office with Executive Director and staff.
- Developing and maintaining a central communication repository for a comprehensive name database from which any member organization can draw for valid promotional purpose.
- Developing an overall membership program as part of individual club and association membership plans, on a national and international basis.
- Developing an on-going research program capable of assisting each member's special needs and proposals.
- Expanding its electronic communication program as an advertising and public relations tool.
- Expanding its capacity to develop state-of-the art training and merchandising aids for promotion, recruitment and retention of dance students and members.
- Acting in a liaison capacity it interacts with, and monitors all major public relations and advertising programs connected with its strategic plans.
- Developing regional districts (Central, Eastern, Midwest, Northwest, Southern, Southwest) for better communication and organizational structure.
- Developing an effective activity magazine and quality newsletters in conjunction with regional districts available to all members.
- Co-developing strong standardized caller-training guidelines along with award, grant and scholarship programs, effectively reuniting diverse groups.
- Developing strong program of volunteer and leadership opportunities.
- Co-developing a career services program for callers and other members offering reduced rates for Health, Auto, Liability and Life Insurance as well as retirement and annuity programs..
- Developing a networking service for idea exchanges with other dance colleagues' world wide—and outgrowth of today's "Winning Ways" program.
- Co-developing educational materials, conventions, seminars, workshops and symposia.

And a host of additional services and programs that will be accomplished as the various different groups and organizations that make up this historical dance activity realize the commonality of their purpose and allow unity to help them reach their goals.

**Jim Hensley**

**From:** Jim Hensley [cmarkets@earthlink.net]  
**Sent:** Thursday, February 03, 2005 12:58 PM  
**To:** Alliance (alliance@usda.org)  
**Subject:** CMS

## **ARTS Dance Foundation Governing Board**

Last October Jim Hensley resigned his position as Mrktg Director of CALLERLAB's Foundation, and since he was "on loan" to the Alliance from that group, technically it simultaneously ended his temporary position as your marketing assistant. He finished the first phase marketing/research work for them concurrently with the ARTS emergence as a functioning organization. With all of the responsibility for further development and implementation of the Phoenix Plan being focused through the Alliance it becomes the logical entity through which to continue the use of CMS's services, should there be interest in so doing.

Every new organization needs to develop its own leadership and program, and from CMS's perspective the Board and its membership have all have done a commendable job in doing just that. It is never easy to let go of a project or an idea in which one has been part of the creative effort, but Alliance leadership has essentially become the decision maker, and therefore should manage the on-going effort for the 'rebirth' of its family of dances.

Although CMS has by necessity added new clients and staff as it continues to work in its own area of 'concept' marketing, it has not changed its core belief in the viability of the ARTS Dances "product", and the timeliness of its planned reentry into the market place. Consequently CMS is interested in continuing to provide 'end-thinking' or other representative work for the Alliance. It feels its related experience and marketing skills would be beneficial.

The best use of CMS and its resources at this moment would seem to lie with assisting the Alliance in their pursuit of the principal Phase II goals of the PP. These objectives essentially involve the recruitment of qualified sponsors, the procurement of necessary funding, and liaison work with public relations companies. In addition CMS could beneficially provide a review resource, especially in the area of long range planning.

It would appear that the next step would be for the Board to first decide whether or not it intends to maintain a CMS relationship, and if it intends to utilize the information and experience that it has accumulated while working on this project over the last 5 years—at which time a more detailed proposal can be issued.

CMS would perhaps best serve the project's goals by acting as a sponsor agency, either independently or in partnership with an existing agency. Compensation for such work usually involves fees and expenses based on an approved contact/presentation work schedule, or through a longer range agreement allowing CMS to represent your group with all prospective fund raising companies and/or corporate or institutional sponsors.

In that arrangement principal compensation is received as a percentage of support obtained, either in funds or in 'kind'. A combination utilizing both of these programs would also be acceptable, i.e. initial expenses only, followed by a percentage of support funding at an agreed later date, or even deferred fees

2/19/2005

based on future funding. Any of these programs could be modified to meet ARTS present low funding position, and replicate CMS's former contractual relationship with CL.

It would be helpful for CMS's own planning if the Board could make an initial decision, either before or during this upcoming meeting, concerning whether or not it plans to retain CMS in some capacity. If there is a positive indication, and if requested, CMS can arrange to be present at that meeting for a brief question and answer period, and to provide a more detailed proposal, as well as an update of key items on phase II of the Phoenix Plan. If not CMS will always be available to help the activity in any way that it can—feel free to ask. **Please advise accordingly.**

Thank you for your time and attention.

*Jim Henley*

President, CMS

Whereas CMS, an established marketing company located in Southern California, has developed a marketing program, the Phoenix Plan, and who has worked to help establish an alliance of dance organizations; and,

Whereas CMS desires to continue to provide assistance in the implementation of said Phoenix Plan, and retains a strong interest and motivation for completing the goals and directives outlined in that marketing program; and,

Whereas the ARTS Dance Foundation (ARTS) has adopted the Phoenix Plan and wishes to implement its goals and directives as their primary mission and purpose; and, whereas the ARTS will need to utilize the services of professional companies and agencies to accomplish those goals; that therefore,

They retain the services of CMS and its personnel as a consulting firm with primary focus on the following areas of marketing:

- To provide an annual progress report and analysis review, available to the ARTS Board 30 days prior to their fall tri-annual meeting.
- To provide liaison and assistance to those 'outside' companies that the ARTS Board elects to utilize in various marketing related areas.
- To act in the capacity of a sponsorship agency, and actively pursue and follow-up on all prospective corporate, private, and institutional leads available to the ARTS, or independently developed by CMS.
- To assist the ARTS in developing concept and long range marketing plans, and to assist in developing training programs, etc, for member organizations.
- To provide the ARTS with an advisory and guidance service on all marketing matters when so requested.

CMS will be compensated for these services by a combination of fees and commissions. At such time as the ARTS has developed a satisfactory level of operating income, CMS will receive a fee of \$2000 monthly for 100 hours consulting time. This \$20/hr rate has been reduced from normal \$100/hr rate. A "satisfactory level" of income based on mutual agreement at time of budget preparation, but not later than 18 months from now. CMS may elect to forgo fee for commissioned work.

Until that time CMS will seek compensation by acting as a commissioned sponsorship agency, said commission to reflect the industry average of such fees currently being received by sponsorship companies. A fee level will be established within the next four months, and adjusted to reflect industry changes.

CMS will be reimbursed for all approved expenses incurred while providing the above services. In all of the above proposed activities, CMS serves only at the discretion and pleasure of the ARTS Board. CMS will serve in this capacity for the next five year period or until the Phoenix Plan no longer benefits from his services.



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**February 2005 ARTS Meeting Minutes**  
(Folk Dance Fed of California) Page 1 of 1

Folk Dance Federation of California, Inc

The following information is from Elsa Bacher, Folk Dance Federation of California, Inc

From the Articles of Incorporation the purpose of this non-profit organization shall be:

- A. To conduct research in dance steps and styling from various ethnic cultures; to provide accurate dance descriptions and recommend music.
- B. To research and encourage the making and wearing of folk costumes; to provide accurate costume descriptions and patterns.
- C. To research information in ethnic backgrounds including customs, foods, folk arts and musical instruments.
- D. To publish books, syllabi and periodicals including informational descriptions on A, B, and C above.
- E. To provide educational programs in conjunction with colleges, universities, secondary and elementary schools including teacher training programs, dance institutes, and seminars.
- F. To coordinate the efforts of Councils and local Club/Groups to encourage the dissemination of educational folk art material.
- G. To coordinate festivals to be supported by local organizations to encourage the participation in folk dancing and related arts.

The Federation is constituted of 61 club/groups and 298 associate members; they pay annual dues and receive the monthly magazine *Let's Dance*. There are over 1800 dancers covered through the USDA program. The types of dance included in the Federation are International folk, American square, Country Western line, Argentine tango, Scottish country, Cape Breton step, Irish ceili, Balkan kolo, Greek, Israeli, Danish, Scandinavian, German schuhplattler and clogging. The Federation has been active since 1942. Its Directory lists over 100 teachers.

Elsa Bacher, Insurance Chair  
Folk Dance Federation of California, Inc.  
P.O. Box 263  
Fulton, CA 95439  
Phone & Fax 707-546-8877

**February 2005 ARTS Meeting Minutes**

(Wrist Band Fund Raiser) Page 1 of 1

From Jim Hensley

10/30/2004 7:25:09 PM Eastern Standard Time

Fund Raising Idea

One of the most successful fund raising items to appear in the last few years is the Lance Armstrong yellow wrist band with the logo, **“Live Strong”** embossed on it. It sells for a \$1 dollar donation in sports stores over this country and several countries abroad. It has raised over 20 million dollars for his foundation in less than a year. Nike has supplied the item at no cost because Lance is one of their spoke persons. They cost .81 cents in small quantities, but less in volume.

I envision a similar wrist band that can be worn any time - even doing dances. It would be a rainbow of the four colors that make up, and represents the ARTS divisions. And it would have embossed sayings like, **“Dance For the Health of It”**, or others, perhaps appropriate for each of the three divisions of dance forms. This kind of item would attract immediate and significant attention at any time and under any circumstance. It would be a better question and discussion starter than wearing SD clothing. But because of the notoriety and success of the Armstrong band the timing is perfect to do this now. The public couldn't help but have a higher level of awareness of our activity, see a connection and therefore be more likely to also identify us a healthy activity.

I have briefly talked to Nike and had hoped to have samples for our meeting in Orlando for your consideration. However that department of Nike is 'buried' at the moment, but they have promised to look at our situation should I pursue the issue. Even if we could not find an immediate sponsor to donate the bands, they could easily be seen as a \$2 donation item, and in volume that would still translate into a reasonable per item profit for the ARTS programs.

An item like this can serve both as an easily recognized promotional tool that speaks out to the health and "strong living" of Folk dancing and perhaps more importantly it becomes a quick way to attract dancer involvement. It can become an object around which to 'rally'-- the item that helps communicate our message to each club, organization and dancer, and brings us back for a collective effort.

These are the kind of fund raising items that can serve both financial and promotional needs while helping to promote unity. If there is no interest in my continuing to pursue the idea and prospective sponsors, please let me know

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In a message dated 10/31/2004 9:44:19 PM Eastern Standard Time, jmaczko@san.rr.com writes:

Jim:

It would seem to me that the colorful "Dance for the Health of It" wrist bands would most definitely be of interest to the Governing Board and I would recommend that we include this Fund Raising Idea on the Agenda for the Spring Arts meeting.

We would appreciate your continuing to follow-up on this idea for us and provide additional information.

Thank you providing us with this idea.

Jim Maczko

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**February 2005 ARTS Meeting Minutes**

(Will Codicil) Page 1 of 1

2/1/2005 9:42:33 PM Eastern Standard Time  
SampleARTSCodicil.doc (28672 bytes) DL Time (32000 bps): < 1 minute

Jerry:

Sometime ago you had shared with me the Codicil that CALLERLAB was utilizing to facilitate donations into the Foundation. I adapted that Codicil for use by the ARTS. Prior to encouraging dancers to utilize this Codicil I shared it with the ARTS attorney - Chuck Alt. Below is Chuck's response. We should probably share this information with the members of the Governing Board - perhaps at the Spring Meeting.

Jim Maczko

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----- Original Message -----

From: "Chuck Alt" <CAlt@wehlaw.com>  
To: "Jim Maczko" <jmaczko@san.rr.com>  
Sent: Tuesday, February 01, 2005 5:28 AM  
Subject: RE: Will Codicil

Jim--It is good to hear from you and I trust things are moving forward with the ARTS. I know the draft codicil is designed to encourage and simplify the giving process, but I believe the organization may be treading on shaky ground. The reason I say this is that some, if not the majority of states, may view the provision of a codicil--even with a disclaimer/warning that it is only a template and the donor's attorney needs to be contacted--as the unauthorized practice of law. If this develops there would be adverse publicity and possible criminal charges (although the latter is not likely). In addition, the testamentary laws in each state differ so there are different requirements which must be followed in each state as to the preparation of a will or codicil.

For example, some states may require two witnesses and a notary while others may not and some states -such as North Carolina--may require the swearing of an oath on the Bible or an affirmation while others do not. If the requirements of a particular state is not followed then at the donor's death his or her will may be subject to attack and the bequest overturned by other heirs. For these reasons, I believe the better practice is to develop a broad giving plan which may comprise an annual giving solicitation or signature fundraising event together with a planned giving plan targeting individuals to make testamentary gifts which will involve some one on one discussions and "asks". At some point, and endowment may be established as well but you may not yet be at that point. realize this is a wordy response to a simple questions, but as you know many times things are not just that simple. Please call me if you wish to talk about these thoughts.

Take care--Chuck

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## *The Arts Dance Foundation's Charitable Gift Annuity Program*

Charitable Gift Planning: Ensuring the future of our dance activities

### HOW YOUR GIFT HELPS THROUGH A CHARITABLE ANNUITY PROGRAM

If you are age 65 or over, we invite you to join us for a brighter future! One of the most positive and practical things you can do for yourself and your family is to plan wisely for the future. Over the past couple of years, we have seen interest rates fall. For those who depend on higher interest rates to provide income, this has presented some challenges. A November 7, 2001 article in *USA Today* reported that CD rates have reached all time lows, with the average 1-year CD rate being just 2.43%, which is below the rate of inflation of 2.6%.

And rates have continued to decline. For this reason, more and more experts are praising charitable gift annuities for providing benefits that help people make their dreams for the future come true. The ARTS Foundation is pleased to offer you this opportunity to establish a charitable gift annuity. An ARTS charitable gift annuity allows you to support the important work of insuring the future of Square Dancing, and at the same time, guarantees you income for life. Here are the many benefits you would experience from a charitable gift annuity:

- **Security:** You can transfer a gift of cash or appreciated securities to the ARTS in exchange for a gift annuity and receive income each year for life. Payments are guaranteed, and will always be exactly the same amount for the rest of the income beneficiary's life.
- **Excellent Rate:** The rate you would receive depends on the amount of cash and/or appreciated securities funding the gift annuity, and the age of the income beneficiary(s) when the annuity is created.

#### *Representative Single-Life Gift Annuity Rates*

<u>Age</u>	<u>Rate of Return</u>
65-----	6.7%
70 -----	7.2%
75-----	7.9%
80-----	8.9%
85-----	10.4%
90-----	12.0%

- **Flexibility:** You can have the annuity paid to yourself or to another as a single life annuity; you can have it paid to both yourself or to another as a joint and survivor annuity, such as a husband and wife. You can have the annuity payments start during the first year after your gift or you can have them deferred, starting at a later period in your life, such as retirement. Deferred payment gift annuities offer a higher annuity rate. You can fund the annuity with cash or appreciated securities, such as stocks or mutual funds.

- **Tax Benefits:** There are substantial tax benefits in funding a charitable gift annuity. A portion of your gift is tax deductible and part of each payment you receive is typically tax-free. There are also capital gains tax savings, if you fund your gift annuity with appreciated securities.
- **Consider this:** Mr. and Mrs. Clark, ages 72 and 70, own publicly traded stock valued at \$10,000 and would like to use the stock to make a gift to the ARTS. The stock was originally purchased for \$5,000. By using the stock to fund an ARTS Foundation charitable gift annuity, the Clarks will receive an annual income of \$690, and a charitable tax deduction of approximately \$2,750 on their federal income tax return. In addition, any capital gains taxes are reduced and spread over their life expectancy.

A charitable gift annuity provides you the satisfaction of knowing your gift will ensure the future of ~~the future~~ the ARTS Dance Foundation, so that it may continue to meet the growing needs for educating the non-dancer to the benefits of its wonderfully healthy leisure-time activity.

**For more information:** To receive a FREE confidential quotation for an ARTS Foundation Charitable Gift Annuity tailored specifically to your circumstances, [click on our web site, www.keepSD@SsquareDancing.com](http://www.keepSD@SsquareDancing.com) or call our office toll-free at (800) 000-0000, and we will prepare your personalized proposal. There is no cost or obligation -- we are happy to provide you with this service!

*The information above is not intended as financial or legal advice. Please consult your own financial advisors for these services.*