

2015 ARTS MEETING  
Springfield, MA  
June 28, 2015  
(Approved - August 21, 2015)

CALL TO ORDER -

Meeting called to order at 9:00 AM on Sunday, June 28, 2015, by ARTS Chairman Betsy Gotta.

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

All Join Hands (AJH), 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), USAWest Policy Board, and United Square Dancers of America (USDA)

ROLL CALL -

Governing Board Representatives -

The following Voting Members representing Governing Board Members were present

CALLERLAB - Betsy Gotta  
CONTRALAB - Cathy Smith  
NEC - Butch Hayes  
NSDCA – Barbara Connelly  
ROUNDALAB - Erin Byars  
SSDUSA - Arbell Thompson  
USAWest - Jim Maczko  
USDA - Jim Weber

The following Board Members were not present:

All Join Hands (Gordon Macaw)  
IAGSDC – Danny Miller

ARTS Officers -

The following ARTS Officers were present:

Chairman - Betsy Gotta  
Treasurer - Edythe Weber  
Secretary - Cathy Smith  
Executive Director, Jerry Reed (Via Skype)

The following ARTS Officers were not present:

Vice Chairman, Gordon Macaw

GUESTS -

The following guests attended:

USDA Vice President Western Region -  
L Paul & Sally Schmidt  
Canadian Square & Round Dance Society (CSRDS) Representatives  
Eric & Diane McCormick

WELCOME REMARKS -

Chairman Betsy Gotta welcomed the guests and thanked all attendees for attending.

AGENDA CHANGES/APPROVAL-

Prior to approval of the agenda Chairman Betsy Gotta asked if there were any additions, deletions, or changes to the printed agenda. The following item(s) added.

- 1) Election - Add Arbell, Thompson, as candidate for Chairman
- 2) Guild Of Pride - Invitation to Join as Affiliated Organization

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

MISCELLANEOUS REPORTS –

**(2A) Donations - (Attachment 0)**

Discussion of donations during the 2011 ARTS meeting resulted in the following MOTION:

*MOTION: Be It Resolved That: All donations and Membership payments will be acknowledged by a letter on ARTS letterhead and signed by either the Chairman or the Executive Director. (MSC)*

Attached is a list of the donations between July 2014 and June 2015.

**Treasurer Reports – (Attachment 1)**

Edythe Weber, Treasurer, provided the following financial report including Income & Expenses for the period June 30, 2014 through June 30, 2015:

- 1) Total income: (Cash from CDs, Donations, and miscellaneous income):  
\$3, 671.59 (June 30, 2014 = \$6,768.99)
- 2) Total expenses:  
\$5,045.93 (June 30, 2014 = \$4,375.82)
- 3) Total Funds Available:  
\$14,387.88 (June 30, 2014 = \$15,731.55) (Loss of \$1,343.67)

**Certificates of Deposit (CD)**

Total Funds Available above includes the following CD's:

- Renewed to 1/20/2016:
- 1) CD# 3465 = \$5,322.63
  - 2) CD# 4657 = \$5,213.73

The following MOTION is submitted for consideration:

*MOTION: Be it resolved that the Finance Report be accepted for filing. (MSC)*

**Reports from past meetings - FYI**

Copies of the minutes of the past meetings are available on the ARTS web site:

October 2002 (Cocoa Beach, FL); January 2003 (Washington, D.C.); 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); Spring (February) 2005 ARTS Meeting (San Antonio, TX); Summer (June) 2005 ARTS Meeting (Portland, OR); Fall (October) 2005 ARTS Meeting (Orlando, FL); April 2006 (Charlotte, NC); June 2006 (San Antonio, TX), October 2006 (Orlando, FL); March 2007 (Alexandria, VA); July 2007 (Charlotte, NC), October 2007 (Orlando, FL), February 2008, Long Beach, CA; June 2008 (Wichita, KS); October 2008, (Orlando, FL); February 2009, (Louisville, KY); June 2009 (Long Beach, CA); October 2009 (Newark, NJ); March 2010 (Detroit, MI); June 2010 (Louisville, KY); June 2011 (Detroit, MI); March 2012 (Oklahoma City, OK); June 2013 (Oklahoma City, OK); 2014 (Little Rock, AR)

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

It is policy that at each Board meeting the Board will review and vote on the actions taken by Email by the Board and the Officers since the last meeting. This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the June 2014 ARTS Meeting. The following MOTION was presented:

*MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the June 2014 ARTS meeting be confirmed. (MSC)*

2015 USAWest Convention -

This item concerns a brief discussion of the 2015 USAWest Convention to be held August 13 - 15, 2015 in Helena, MT.

Ads Daily Program Books -

There was agreement we should purchase ads as appropriate in the program book(s) for the 2015 USAWest Convention. Jim Maczko will check on the cost of ad(s) and submit the information to the Executive Director for further action.

Education Seminars -

We plan to present Education Seminars. Jim Maczko and Jim & Judy Taylor will coordinate the seminars to include information regarding our ongoing Square Dance Re-Image Project.

ARTS Tri-Fold Brochures and The Dance Fact Sheet

There was agreement that we will distribute both documents at the 2015 USAWest Convention. It is estimated we have enough copies of the documents for the USAWest convention.

NSDC Information -

Showcase Of Ideas Funding -

Patty Wilcox was authorized to submit a request for reimbursement for expenses to ship Showcase materials.

Ads Daily Program Books -

There is agreement we should purchase ads in NSDC Daily Program Books. These ads will include information about the education seminars we are providing. If appropriate, one of the ads will provide general ARTS information or other specific information we want to feature.

64<sup>th</sup> NSDC (2014) Spring field, MA - (FYI)

Showcase Of Ideas - We had a display in the Showcase Of Ideas. Our display featured the Square Dance Re-Image materials. There was agreement that this was appropriate for this year and that future displays will also feature ARTS information. Several Members reported our display was in a very prominent location.

Program Ads - We placed ads in the daily program books. Jim Maczko reported the ads cost \$540 and that they were placed as we had agreed to. Jim thanked Erin Byars for her work in designing the ads.

Education Seminars - We presented two Education Seminars; "Our Future - Potential - Perspective - Re-Imaging Efforts" and "Re-Image Square Dancing - Completed and Plans For The Future". Jim Maczko moderated both seminars and Jim & Judy Taylor made the presentations. They were very pleased with the seminars. There were over 80 attendees at the seminars. Several of those attending completed a card with their contact information. Live Lively pins and window stickers were distributed at both seminars.

Trail End Dance - Betsy & Roy Gotta served as MC for the dance. Over 45 squares attended the dance. Betsy reported she promoted the Live Lively logo & slogan throughout the dance. We received approximately \$125.00 in donations during the dance. There was agreement that we need to ensure better promotion next year.

#### 65<sup>th</sup> NSDC (2016) Des Moines, Iowa

Jerry Reed contacted the 65<sup>th</sup> NSDC General Chairman, Jim & Janet Winslow ([jaewinslow@mchsi.com](mailto:jaewinslow@mchsi.com)). They responded with a list of the NSDC Committee Members for each of our interest areas. Jerry will contact appropriate Committee members to coordinate our requests for support during the convention. He will provide contact names and information to ARTS Members as needed. We plan to participate in the 65<sup>th</sup> NSDC as we have in the past as noted below.

#### Showcase Of ideas - Bill & Cherie Arch - [Billrhea@aol.com](mailto:Billrhea@aol.com)

We plan to participate in the Showcase. The display will include general ARTS information, Tri-Folds, Dancing Fact Sheets, and other appropriate information.

#### Ads Daily Program Books - Sherry Richards - [SherryLRichards@gmail.com](mailto:SherryLRichards@gmail.com)

There was agreement that we will purchase the ads in the Daily Program Books as we have for the past several NSDCs. The following MOTION was submitted:

*MOTION: Be It Resolved That: Jim Maczko be authorized to coordinate the placement of and payment for ads in the daily program books for the 65<sup>th</sup> NSDC. (MSC)*

#### Education Seminars - Tom Manning - [tommanning06@aol.com](mailto:tommanning06@aol.com)

The Executive Director has contacted Tom and will coordinate with him regarding the Education Seminars. We plan to do two seminars as we have in the past. If the ARTS Seminars are part of the NSDC leadership program both seminars must provide the same information.

There was agreement that having the seminars on Friday & Saturday was the best option. This schedule allows time for attendees to review the Education information prior to the seminars. There was agreement that a flyer with information about the seminars would be a good idea. This flyer would be in addition to the daily program books. We have done this in the past, and we plan to do a flyer in Des Moines.

Suggestions for topics to cover include presentation of our accomplishments, ongoing projects, what we can do for the activity, future plans, and other topics as appropriate. Suggested seminar title includes:

"The ARTS - Our Accomplishments - Future - Potential - Perspective"

Jerry will coordinate with the Seminar Chairman to determine how we should proceed.

#### Trail End Dance - Bob Asp - [Sgbobasp@aol.com](mailto:Sgbobasp@aol.com)

The Board has approved a MOTION that we will host a Trail End Dance prior to all future NSDC. Therefore, the Executive Director will coordinate our participation with Bob to identify the location and time for the dance. The dance will be a Plus dance with Rounds. We will determine how to publicize the dance. Betsy & Roy Gotta agreed to serve as MC for the dance.

#### ARTS Tri-Fold Brochures and The Dance Fact Sheet

There was agreement on the following points: 1) We do not need to update either document, 2) We need to print more copies of both documents, 3) We will ask the 65<sup>th</sup> NSDC General Chairman if they will place a copy of the documents in the convention package for the attendees. There was agreement that Erin Byars will create a document which will provide information about the seminars, You2CanDance, and other topics. We will ask the 65<sup>th</sup> NSDC to place this document in the convention packets.

There was agreement that we need to print more copies of the Tri-Fold, the Dance Fact Sheet, and the You2Can Dance for distribution in Des Moines.

#### 66<sup>TH</sup> NSDC (2017) Cincinnati, OH - FYI

We plan to provide Education Seminars and participate in the Showcase of Ideas. The Executive Director has contacted the General Chairman (*Steve & Bev Stoehr*) and requested contact information for the 66<sup>th</sup> NSDC Committee.

#### Showcase Of ideas -

We plan to participate in the Showcase

#### Ads in the daily program books-

There was agreement we will place ads in the daily program books, as we have for the past several NSDCs. A MOTION requesting authorization for Jim Maczko to coordinate the placement of and payment for ads in the daily program books for the 66<sup>th</sup> NSDC will be submitted and discussed during the 2016 ARTS meeting.

#### Education Seminars

The Executive Director will coordinate with the Education Chairman regarding the Education Seminars. We plan to do seminars as we have in the past. We will discuss this item in more detail during the 2016 ARTS meeting.

#### Trail End Dance

The Board has approved a MOTION that we will host a Trail End Dance prior to all future NSDC. Therefore, the Executive Director will contact the General Chairman regarding permission to host Trail End Dance in Cincinnati, OH prior to the 66<sup>th</sup> NSDC.

The Executive Director will discuss this issue with the General Chairman and Program Chairman to identify the location and time for the dance. We will determine how to publicize the dance. We also need to identify a volunteer to coordinate the staff and serve as MC for the dance. We will discuss details for the dance during the 2016 ARTS meeting.

#### OLD BUSINESS –

#### You2CanDance Web Site & Video -

##### Marketing –

We plan to continue to publicize the You2candance web site through the E-New Tree, the newsletter, and other media.

##### Club & Caller Information -

Roy Gotta reported the web site is now linked to “WheresThe Dance” for club information. This web site is very well maintained and information is kept up to date. This arrangement assures valid information. He is also working with WheresTheDance for caller information. There was agreement that using WheresThe Dance is a good idea. Roy reported there are a couple minor errors which he will fix. Roy asked for input, including videos, to add to the web site.

#### Videos –

Roy Gotta reported previous problems with the videos on the web site have been corrected. The videos were converted to a You Tube format and should now play on all video devices. Money for these fixes was available through a credit we still had with the web company.

Roy also reported he has several DVDs of the three videos on the web site. These DVDs are available for use in promoting the activity.

#### ARTS Tri-Fold Information Brochures – FYI

The ARTS Tr-Fold was updated in 2015 to incorporate recent activities including the Re-Image Project and updating the list of Auxiliary Board Members. There was considerable delay in getting the update completed as we determined the status of the three Auxiliary Board Members (Lloyd Shaw Foundation, Square Dance Foundation Of New England, and the Canadian Square & Round Dance Society.

The updated Tri-Fold is available on the ARTS web site and copies were printed for distribution during the 64<sup>th</sup> NSDC and 2015 USAWest Convention.

#### Dancing Fact Sheet – FYI

The Dancing Fact Sheet was updated in 2015. The updated Fact Sheet is available for printing from the ARTS website. The web includes a “fill in” box to personalize with local information. Copies were printed for distribution during the 64<sup>th</sup> NSDC and 2015 USAWest Convention.

#### ARTS Grant Program - FYI

This item concerns the ARTS Grant Program which provides financial assistance to clubs, associations, or other groups which host meetings to bring dancers, callers, cuers, and others together to discuss various aspects and concerns facing the dance activity. The guidelines for the Grant program have been approved, published, distributed, and posted on the ARTS web site.

A Power Point presentation is available and can be provided electronically. Jim Weber noted the presentation needs to be updated to include the Re-Image project. Jim will work with Jim & Judy Taylor for the update.

#### Publicity & Promotion -

Periodically the Executive Director sends information to the ARTS Email Tree and articles in the Newsletter with information regarding the Grant Program. The information and application are posted on the ARTS web site. We plan to continue to promote.

#### Grant Applications -

There are no pending grant applications. Jim Weber noted that there were several announcements during the ARTS Seminars regarding the Grant Program. This publicity may result in more applications.

#### Square Dance History Project - (Attachment 3 - Four Pages) - FYI

In September 2011 the Board approved a grant to help fund a Square and Traditional Dance History Project in the amount of \$2,500. David Millstone is the Coordinator of the Square Dance History Project. The Country Dance and Song Society (CDSS) will administer a fund into which each group's contribution can be deposited.

David has submitted the attached status report dated February 23, 2015. His report included the attached financial report from the CDSS. The Executive Director forwarded these reports to the Board and Officers on February 26, 2015 and again May 23, 2015.

Jim Maczko noted that The ARTS donation to this project was acknowledged during the Round Table session at the 64<sup>th</sup> NSDC.

Scot Byars noted he is working on documenting publications and other historical information. The work he is doing for CALLERLAB may also benefit the Square Dance History Project and other historical/archive activities.

#### Ask ARTS -

We have published eleven Ask ARTS articles. Please send ideas for future articles to Del Reed. It has been recommended that Del consider redoing some of the earlier Ask ARTS articles, as sometimes repetition is a good way to get the message out. We have not published an Ask ARTS article for some time. The Ask ARTS articles are sent to all the publications for which Jim Weber has contact information. They are also sent to the ARTS Email Tree.

There was agreement that we should republish some of the past articles. Other ideas include: 1) The Re-Image Project, 2) The new logo and slogan, and 3) What is the ARTS.

#### Nationwide Benefit Dances -

This item concerns nationwide fund-raising dances to benefit The ARTS. Discussion of this item has resulted in general agreement that ARTS will support future dances. Previous agreement has been that the following factors will help make the dances and fund raising efforts better. These changes include: 1) Better publicity, 2) More flexibility in scheduling dances, and 3) Make this an annual event.

Discussion of this item during the 2014 ARTS meeting resulted in agreement that we need to identify someone to take the lead for this project. Additionally, Jerry was to take steps to re-initiate this project through use of the ARTS Email Tree, Ask ARTS articles, and the ARTS Newsletter. This re-initialization would include publicity for the project and to encourage others to host benefit dances. Little has been done on this issue since the 2014 meeting.

There was agreement that the benefit dances are a good idea. There was a suggestion to pick a month during which we would encourage clubs and organizations to host dances. It was noted that details for promotion and other support information relating to the benefit dances is posted on the ARTS web site. There was also agreement that our request to clubs to sponsor a dance should include a description of how the money will be used, the Re-Image Project is a very good example.

It was agreed that selection of a volunteer to head the effort to publicize and promote benefit dances would be a very good thing to do. Roy Gotta noted he may know a person who would be a good choice for this position. Roy will contact this person and notify Jerry.

#### Executive Director Term Of Service -

During the 2011 ARTS meeting the Board approved a Motion that the Executive Director would be a separate position which will serve at the pleasure of the Board. The current procedure is for the Board to review and vote on this matter during the annual meeting.

*MOTION: Be It Resolved That: Jerry Reed be approved as the ARTS Executive Director for the period of July 1, 2015 through June 30, 2016. (MSC)*

#### Re-Imaging Square Dancing - (Attachment 4)

This item concerns a project to Re-Image Square Dancing. This idea was first raised by Ken Ritucci during his Keynote Speech at The Detroit National Square Dance Convention.

Some of the initial ideas included:

- 1) Create an independent committee to start the work needed for this effort
  - 2) Create a "Brand" non-dancers can recognize and relate to
  - 3) Create a new recognizable logo
  - 4) Create a new slogan
  - 5) Investigate and evaluate use of a professional Re-Imaging company
  - 6) Use one of the ARTS Education Seminars during the 63<sup>rd</sup> NSDC in Little Rock
- (NOTE - All the above items were addressed and appropriate action taken)**

During the 2013 ARTS meeting a committee, charged with gathering & discussing ideas and formulating an action plan, was created. Jim & Judy Taylor agreed to chair this committee. Since that meeting there has been a tremendous amount of work accomplished by the Re-Image Committee.

Jim & Judy have made presentations at USAWest conventions, USDA meetings, CALLERLAB conventions, NSDC's, and other major organizations. The presentations have received enthusiastic positive reception. CALLERLAB, the USDA, and the USAWest Policy Board have agreed to support our efforts to Re-Image Square Dancing. Additionally, the USAWest Policy Board and CALLERLAB have made financial donations to support the Re-Image Project.

During the past couple of years, the CALLERLAB Marketing Committee has been updating the Marketing Plan which was first introduced in 2005. Reportedly, the updated plan will include production of marketing and promotion materials which can be provided to clubs and other organizations. At this time we have not received any materials from CALLERLAB. Prior to receipt of materials from CALLERLAB we plan to review and send appropriate reports from the CALLERLAB Winning Ways collection of marketing and promotion ideas. Jim & Judy are working with Members of the Re-Image Committee to review and select appropriate Winning Ways reports. The clubs will be encouraged to use the materials and ideas in their promotion efforts

We are creating a data base of club contacts for distribution of the materials. We contacted WheresThe Dance and requested them to help in this effort, however, they refused. The plan is to send a request to all the clubs we can find and request them to provide an email contact to which we will send the marketing & promotion materials. We are working with the NEC and other sources to create this data base. This effort is very time consuming.

On May 25, 2015 Jerry sent a status report to the Board and other interested persons with information about the progress of this project. On May 29, 2014 Jerry sent the status report to the ARTS Email Tree. Attachment 4 is the Status report as of May 20, 2015.

Some of the major accomplishments of the Re-Image Committee are:

- 1) A new modernized Square dance logo has been created
- 2) A new Square Dance slogan has been created
- 3) We are creating and offering promo items, pins, window stickers, and bolos
- 4) A Live-Lively web site and Face Book page have been created
- 5) Short video clips "What is Square Dancing?" have been created
- 6) The new logo and slogan have received VERY positive reception
- 7) Several sources are using the new logo and slogan on shirts & other products
- 8) Jim & Judy are gathering names to help with committee work
- 9) We are working with Michael Streby to create videos for TV commercials

Jim & Judy have been working closely with members of the NEC to collect data for the Re-Image Data Base. The NEC has a mailing list of approximately 12,000 dancers. The plan is to send our request to these dancers to: 1) Describe the Re-Image Project including goals, accomplishments, and plans and 2) Request them to add or update their club information on the Re-Image web site data base. There is a charge of \$250.00 to send our request. Jim & Judy are working on funding for this effort. Discussion of this issue resulted in the following MOTION:

*MOTION: Be IT Resolved That: An expenditure of \$250.00 be authorized to cover the cost of sending an email request for help to the NEC electronic mailing list maintained by Dan Marghiem. (MSC)*

(NOTE - Jim & Judy will coordinate payment)



Jim & Judy reported on the tremendous success of their effort to produce “Live Lively” pins. They, along with several volunteers, have created several thousand pins which have been distributed free of charge throughout the USA, Canada, and Europe. In addition to the pins, they have coordinated production of 1,000 “Live Lively” window stickers. These have also been widely distributed. They will be ordering an additional 1,000 window stickers in addition to continuing to producing the pins. They have also produced “Live Lively” bolo ties. Due to much higher production costs, these bolos have produced in lower numbers and have been sold for about \$15.00 each.

Jim & Judy have also been working with Michael Streby to collect “Live Lively” videos. This idea for these videos is to show dancers in some other lively activity, such as jogging, bowling, swimming, or others and at the end say “I Square Dance.” The idea is to show that dancers are involved with many other activities.

Jim & Judy reported Michael Streby has created a short commercial with various dance leaders describing their thoughts about the activity. Michael has contracted for 100 TV spots for the commercial at \$10.00 each. The commercial is available for viewing on Michael’s web site.

Jim Weber reported that the USDA has approved a resolution which encourages all affiliates to use the new logo and slogan in their promotion materials, flyers, and other media. The USDA Resolution is attached.

Jim Weber noted that the Live Lively web site is very good and provides valuable information regarding the Re-Image Project. He thanked Jim & Judy for the work they have done on the web site. He noted that at some point the Live Lively web site must be incorporated into the ARTS web site.

Discussion of the Re-Image Project resulted in the following MOTION:

*MOTION: Be It Resolved That: Jim & Judy be authorized to spend up to \$500.00 to support the Re-Image Project. (MSC)*

(NOTE - All expenditures will be coordinate through the Executive Director. Additional authorization may be requested through the Officers)

#### Re-Imaging Project - Next Steps - Brainstorming - (Attachment 5)

This item concerns a request for brainstorming input/comments sent to the Board, Auxiliary Board Members, and a large number of other folks who have expressed an interest in helping with the work we are doing.

Although the results were somewhat disappointing, one very good idea was submitted. That idea is to request the Square Dance Community to create and submit short (less than 30 second) videos of people participating in “Live Lively” activities. The videos will be edited into a TV commercial. If there are enough videos from a variety of people Michael will create more than one commercial, each designed for a different age group.

The comments from the brainstorming were sent to the group on May 30 and are included in Attachment 5.

#### Re-Imaging Project - Videos For TV Commercial - (Attachment 6)

This item resulted from the Brainstorming. The idea is to request dancers create videos of people participating in “Live Lively” activities. The video would show the person who would say something like “I am a jogger and I Square Dance.” The videos will be provided to Michael Streby who will create a TV commercial with a voice over tag line with additional information. If this project is successful, it may be possible to create more than one commercial.

#### TechSoup Software - FYI

This item concerns TechSoup, an organization which provides computer software to 501(C)3 non-profit organizations at a very substantial reduction in cost. There are certain limitations and requirements which must be met by the receiving organization. A recent ARTS LOG asked the Board to respond to Jim Weber if they needed software to work on ARTS projects. Jim has responded to those who contacted him.

Jim asked the Board to review the web site (techsoup.com) to determine if there is software they need to help do work for the ARTS. If there is, please contact Jim by August 1, 2015.

#### ARTS Electronic Mailing Tree - FYI

This item concerns an electronic system to not only help publicize The ARTS, but more importantly, establish a communication system to distribute information relating to the activity to the dancing community. The eventual goal is to have a system which will link the ARTS to every square dance club in the USA. Recently the Email tree has been expanded to include Canadian contacts. Future plans may also include other contacts outside the USA.

The initial work of requesting potential contacts around the country to agree to serve as ARTS Email Tree contacts has been completed. Jerry recently asked all contacts to confirm they would continue to help. Twenty-two contacts did respond. Jerry will continue to send to all contacts.

There are now 51 Email Tree contacts who cover 35 states/areas. There are contacts for the following areas: Alaska, Arizona, California, Colorado, Connecticut, DelMarVA, Delaware Valley, Florida, Hawaii, Iowa, Idaho, Illinois, Kansas, Kentucky, Massachusetts, Maryland, Michigan, Minnesota, Missouri, North Carolina, Nebraska, Nevada, New York, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, and Nova Scotia in Canada. The Executive Director will continue to contact potential Email Tree members. The goal is to have at least one or two contacts in each state.

#### Newsletter - (FYI)

This item concerns the ARTS Newsletter which is published following each ARTS meeting and at other times as appropriate. The newsletters are published, distributed, and posted on the ARTS web site. They are also distributed through the ARTS Email Tree. The last Newsletter was the January 2015 issue. The next issue is planned for release after this meeting.

#### Facebook Account -

During the June 2010 meeting Jim Weber reported the ARTS has established a Facebook account. It was suggested that all ARTS Governing Board Members should become a "friend". There was agreement that this could be a marketing venue for the ARTS Grant events. We have not been successful in finding a Facebook expert to assist with this issue.

Discussion of this item resulted in agreement that all Board Members should periodically post comments on the ARTS Face Book page. Jerry will send an Email Tree notice requesting comments.

Scot Byars agreed to send a "Face Book Primer" with details of how Face Book works, how to create a page, how to enter information, and other details. The Executive Director will send the Primer to the Board, the Email Tree, and other interested persons.

#### \$100,000 Club -

This item concerns a suggestion to get 1,000 donations of \$100 totaling \$100,000. Discussion of this item during the 2010 March ARTS meeting resulted in agreement that this is a great idea but it needs a lot more advertising. There has been very limited interest in this issue.

During the 2012 ARTS meeting the Board approved a MOTION that the \$100,000 club idea be tabled until such time as there is renewed interest. Because this MOTION was approved, the Executive Director recommended we return the money donated to the project with a letter of explanation to the donors.

During this meeting Edythe reported all three donors (Harry Nelson, Bill Flick, and Ron Holland) have requested The ARTS to keep their donation. Edythe reported she sent a special recognition to the donors to acknowledge their donation.

Discussion of this item resulted in general agreement that changing the name to “\$100 Club” is a good idea. Betsy noted she may know a person who would be willing to take the lead on this project. Betsy will contact that person and let Jerry know. If we do get a person to lead this project, that person may have other ideas for a name change. When the name is changed, we will publicize the name change.

#### ARTS Awards -

This item concerns ARTS awards which are intended to recognize people who provide outstanding or continuing support to the ARTS or the dance activity. In February 2012 the ARTS Officers approved the Patron of the ARTS award. The approved Guidelines and Procedures were approved on February 4, 2012 and have been posted on the web site. The Executive Director has announced this item in the Email Tree and Newsletter. Jerry plans additional publicity. At this time there have been no nominations for the Patron Of the ARTS award.

#### Publications -

Jim Weber, ARTS webmaster, has asked each organization to check the links for the publications to ensure accuracy. He has also asked the reps to review the list of publications to verify the validity of the information and send him any changes.

During discussion of the Square Dance History Project, Jim asked Scot Byars to review and provide comments or updates to the list of CALLERLAB documents.

#### ARTS-Dancetravel.com – (FYI)

The ARTS Travel web site has been paid until 2018. Discussion of this item continues to center around doing a better job of publicizing the service and encouraging people to use the site. The Executive Director will continue to publicize through the ARTS Email Tree, the newsletter and the website. We have received a small amount for the web site. We plan additional publicity to encourage participation.

### NEW BUSINESS –

#### Donations Through Amazon Smile -

This item concerns a program set up through AmazonSmile. The following information was sent to the ARTS Email Tree:

A major source of operating funds for non-profit organizations is donations. The ARTS is no different. We have been fortunate over the years to have received donations from many concerned dancers and dance organizations. Several years ago we received a very generous donation from the Playground Area Square & Round Dance Association, Fort Walton Beach, FL.

The vast majority of work by the ARTS is done by volunteers. This reduces overall operating costs, however, there are some expenses which must be covered by donations. These expenses consist primarily of Education Grants and other grants to worthy projects which have been reviewed and determined to be of substantial benefit to the dance activity.

We have recently been approved to receive donations through the Amazon Smile web site. The following are features of this donation program:

- 1) You shop and Amazon Donates -
- 2) Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.
- 3) AmazonSmile is the same Amazon you know. Same products, same prices, same service.
- 4) Support your charitable organization by starting your shopping at the following web site - smile.amazon.com

The following information relating to AmazonSmile has been provided via the E-mail Tree. Additional mailings to the Tree will be done:

To sign up to begin having your Amazon purchases qualify for donations to the ARTS simply take the following steps:

- 1) Go to the AmazonSmile web site:  
<https://smile.amazon.com/>
- 2) Enter your email address
- 3) If you do not have an AmazonSmile account - create an account
- 4) If you have an AmazonSmile account Enter password
- 5) Sign in to your AmazonSmile account
- 6) Verify the "Supporting" organization is:  
"Alliance Of Round Traditional and Square - Dance Inc"
- 7) Purchase products as you normally do

The Executive Director will continue to publicize AmazonSmile.

#### Caller School Sponsored by The ARTS -

This item concerns a suggestion that the ARTS sponsor, host, and run a caller school. The school would be staffed by CALLERLAB Caller-Coaches and there would be a tuition charge. There is also a possibility such a school could also offer training for Round Dance Cuers. There was general agreement with the idea, and recognition that competition with the Grand Square Inc (GSI) schools should be avoided. It was noted that there is no cost for the GSI schools held prior to the NSDCs. There seemed to be agreement that it would be best not to have such a school close to the time of the NSDCs, primarily because of the GSI schools held at that time.

Brief discussion of this item resulted in Betsy asking Scot Byars to review this suggestion and formulate a plan to include: 1) When, 2) Where, 3) Recommended tuition, and 3) Other details. Scot will formulate ideas and submit to the Executive Director for further action.

#### Information/Publicity For Publications -

This item concerns a suggestion that we produce a CD with short information and publicity articles which would be provided to the various dance publications. The CD would be provided to the publications with a note that the articles could be used as "filler" as needed. It was noted that it is not unusual for publications to have a need for such short items to fill space. These articles should include all activities the ARTS is involved with. Scot Byars was asked to submit ideas for such a CD to the Executive Director.

#### Guild Of Pride - Invitation -

This item concerns a discussion of an invitation from the Guild Of Pride to join as an Affiliated Member. The Guild of PRIDE's mission is to proclaim, promote, and practice the most ethical and legal methods of acquiring, maintaining, and protecting one's ownership in the use of recorded music for teaching and entertaining.

Piracy of Square and Round dance music has been recognized as a major problem for music producers. The Guild Of Pride was created as a way to help reduce music piracy.

ARTS LOG 15-0615-001 (DISCUSS)(Guild Of Pride - Affil Org) was submitted for the Board to review and discuss an invitation from the Guild Of Pride to join as an Affiliated Member. The invitation was included in the Start Discussion message.

The following points were provided by Sharon Frank, The Guild of PRIDE Executive Director:

- 1) Amount of dues/fees? - No dues or fees required
- 2) Are Dues/fees a one time payment or recurring? No Dues or fees required
- 3) What are the obligations/commitments we would have? Obligation is to show your support of the Guild's mission in the proper handling of all music especially digital music. We would include a link to the ARTS website on our web site. The ARTS would be listed as a supporting organization.

Discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: The ARTS accept the invitation to join the Guild Of Pride as an Affiliate Organization. (MSC)*

*MOTION: Be It Resolved That: The ARTS submit an invitation to the Guild Of Pride to join the ARTS as an Auxiliary Board Member. (MSC)*

(NOTE - Jerry was directed to submit this invitation to the Guild. Subsequent to the meeting the Guild Of Pride accepted our invitation to Join as an Auxiliary Board Member.)

Election - 2015/2016 Officers -

The following list of candidates is submitted for consideration and vote.

|                            |                             |
|----------------------------|-----------------------------|
| Chairman - Arbell Thompson | Vice Chairman - Betsy Gotta |
| Treasurer - Edythe Weber   | Secretary - Cathy Smith     |

The following MOTION was approved:

*MOTION: Be It resolved that: The following candidates be elected as the ARTS Officers for 2015/2016: Chairman - Arbell Thompson, Vice Chairman -Betsy Gotta, Secretary -Cathy Smith, and Treasurer - Edythe Weber. (MSC)*

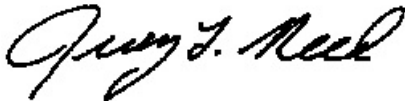
NEXT MEETING -

Discussion of this item resulted in the following MOTION:

*MOTION: Be It resolved that: The 2016 ARTS meeting will be held in Des Moines, IA on Sunday, June 26, 2016 immediately following the 65<sup>th</sup> NSDC. (MSC)*

Meeting adjourned Sunday, June 28, 2015 at 11:45 AM.

Submitted by,



Jerry L. Reed  
Executive Director  
Transcribed from audio

ARTS Donations Tracking Form  
(July 2014 thru June 2015)

| Name  | Date                     | Amount     | Purpose  | Thx Ltr Date              | Sent? |
|---|--------------------------|------------|--|---------------------------|-------|
| NEC   | Jul 1, 2014              | \$500.00   | Gov Brd Donation   | N/A                       | YES   |
| Mike Hogan  | Jan 30, 2015             | \$25.00    | Individual Dues  | N/A                       | YES   |
| USAWest Policy Board  | Apr 2, 2015              | \$500.00   | Re-Image Donation  | Via Email                 | YES   |
| CALLERLAB Foundation<br>200 SW 30 <sup>th</sup> Street, Suit # 104<br>Topeka, KS                              | Apr 13, 2015             | \$500.00   | Re-Image Donation  | Via Email                 | YES   |
| Wisconsin SD Conv Group<br>2591 Lavender Lane<br>Green Bay, WI 54313<br>(920) 434-0669                        | May 18, 2015             | \$100.00   | Associate Mbr Dues                                       | Jun 24, 2015              | YES   |
| Gardner & Diana Patton<br>497 Stony Brook Dr.<br>BRIDGEWATER. NJ 08607<br>(908) 722-0562                      | May 18&21, 2015          | \$20 + \$6 | Re-Imaging   | Jun 25, 2015              | YES   |
| Jon & Deborah Jones   | May 12 & Jun 16,<br>2015 | \$20+\$50  | Re-Imaging - Pins  | Jun 25, 2015<br>Via Email | YES   |
| Donald Scadova<br>7 Dartmouth Rd.<br>Swanzey, NH 03446  | Jul14, 2015              | \$50.00    | Re-Image   | Aug 10, 2015              | YES   |
| MO FED OF SQUARE 'N ROUND<br>DANCE CLUBS<br>ROSA DAVIS, Treasurer<br>933 N Crane Ct<br>Nixa, MO 65714         | Jul 3, 2015              | \$200.00   | Associate Mbr Dues<br>(\$100 Dues) +<br>\$100 (Re-iamge) | Aug 10, 2015              | YES   |
| GARDNER C PATTON<br>DIANA W PATTON<br>497 STONY BROOK DR<br>BRIDGEWATER. NJ 08607<br>(908) 722-0562           | Jun 25, 2015             | \$31.00    | Re-Image Stickers  | Aug 10, 2015              | YES   |
| Colorado State Sqr Dnce Assn<br>Jim & Judy Taylor<br>1411 W. LAKE CT.<br>303 795 3278<br>LTTI.ETON, CO 801120 | Jun 28, 2015             | \$100.00   | Associate Mbr Dues                                       | Aug 10, 2015              | YES   |
| William Vanderminden<br>Nancy Pontius<br>4824 Kings Ridge Blvd<br>Boulder, CO 80301-2286                      | Jun 28, 2015             | \$10.00    | 10K Shirt Donation                                       | Aug 10, 2015              | YES   |
| Jim & Judy Taylor<br>1411 W. Lake Court<br>Littleton, CO 801120<br>303 795 3278                               | Jun 28, 2015             | \$123.30   | Collected From<br>Live Lively                            | Aug 10, 2015              | YES   |
| Jack Baker & Gayle Peters<br>5776 S. Urban Ct.<br>Littleton, CO 80127   | Jun 28, 2015             | \$10.00    | 10K Shirt Donation                                       | Aug 10, 2015              | YES   |

| <b>Name</b>   | <b>Date</b>  | <b>Amount</b> | <b>Purpose</b>      | <b>Thx Ltr Date</b> | <b>Sent?</b> |
|---|--------------|---------------|---------------------|---------------------|--------------|
| Patricia Inglis<br>1340 Oakengate Drive<br>Stone Mountain, GA 30083-1240                        | Jun 28, 2015 | \$10.00       | 10K Shirt Donation  | Aug 10, 2015        | YES          |
| Jimmy & Pamala Kidwell<br>5430 -20 Linda Vista Road<br>San Diego, CA 92110                      | Jun 28, 2015 | \$10.00       | 10K Shirt Donation  | Aug 10, 2015        | YES          |
| LARRY & SHARON CRISEL<br>20905COUNTYROAD283<br>PUXICO, MO 63960<br>(573) 222-6137               | Jun 28, 2015 | \$10.00       | 10K Shirt Donation  | Aug 10, 2015        | YES          |
| Jerry & Del Reed<br>943 Tamarind Circle<br>Rockledge, FL 32955                                  | Jun 28, 2015 | \$10.00       | 10K Shirt Donation  | N/A                 | YES          |
| Mike & Pat Matsko<br>219MASON Ave.<br>Selinsgrove, PA 17870                                     | Jun 28, 2015 | \$10.00       | 10K Shirt Donation  | Aug 10, 2015        | YES          |
| Colorado State Sqr Dnc Assn<br>linda Goble, Treasurer<br>61 Le Conte Dr.<br>Livermore, CO 80536 | Jun 8, 2015  | \$100         | Associate Member    | Aug 7, 2015         | YES          |
| Jim & Judy Taylor<br>1411 W.Lake Ct.<br>Littleton, CO 80120-2162                                | Jun 28, 2015 | \$5000        | Individual Dues (2) | Aug 7, 2015         | YES          |
| USDA<br>Jim & Judy Taylor<br>1411 W. Lake Court<br>Littleton, CO 801120<br>jimal@msn.com        | Jul 1, 2015  | \$500.00      | Gov Brd Donation    | Aug 10, 2015        | YES          |
|   |              |               |                     |                     |              |

## Alliance of Round Traditional and Square Dance Inc

## Income &amp; Expense

July 2014 through June 2015

## Checking Acct.

Beginning Balance July 1, 2014

5,225.86

## Income

## Donations

Reimaging Project

1,596.00

Governing Board

1,000.00

June 2014 donations / USDA &amp; NEC

Donations - Other

50.00

Total Donations

2,646.00

## Dues

Associate Dues

200.00

Individual Dues

125.00

Total Dues

325.00

## Fundraising Income

YTB Travel Royalties

11.59

Total Fundraising Income

11.59

Techsoup

689.00

Total Income

3,671.59

## Expense

Reimaging Project

500.00

Reimburse Jim Taylor Expenses

Executive Director

1,200.00

July 2014 to June 2015

Techsoup Order

746.00

Advertising

540.00

64th NSDC Daily Ads

Grant Funds

1,000.00

San Diego College July 2014

Internet &amp; Web Related Expenses

196.95

Office Supplies

94.72

Jerry Reed

2014 Showcase handouts / You2CanDance &amp;

Printing and Reproduction

768.26

ARTS

Total Expense

5,045.93

## Checking Acct.

Ending Balance June 30, 2015

3,851.52

CD 3465

\$5,322.63

renewed 6/30/12 to 2/28/13; renewed

again to 10/2013; renewed again to

10/2014; renewed again to 9/2015

renewed 7/31/12 to 3/31/13; renewed

again to 1/2014; renewed again to 1/2015;

renewed to 1/2016

CD 4657

\$5,213.73\$10,536.36

Total Funds Available

\$14,387.88



ARTS Governing Board and Officers Actions  
July 2014 Thru June 2015

**ARTS LOG 14-0113-001 (Re-Branding Proposals)**

Action completed as of 03-29-2014. The purpose of the LOG is for the Board to review, discuss, and vote on two proposals from "Re-branding" companies. The approved proposal will be implemented to begin the process of Re-Branding the Square Dance activity.

The result of this LOG was that neither proposal was approved. This issue was added to the agenda for the 2014 ARTS meeting in Little Rock, AR on June 29, 2014 for review, discussion, and vote.

(NOTE - - The result of discussion of this item during the 2014 ARTS meeting was approval of the following MOTION by the Board - -

*MOTION: Be It Resolved That: The Officers be authorized to determine which of the proposals from the Re-Image companies (Hanna and SPUR) up to \$7,000.00 will be approved. The Officers are directed to ensure that the ARTS retains ownership of final products including proposed logos and slogans and that other concerns from the Board discussion during the 2014 ARTS meeting are considered. (MSC)*

*MOTION: Be It Resolved That: Expenditure of funds to cover the cost of a lawyer to review the final contract be approved. (MSC)*

(NOTE - - ARTS LOG 14-0713-001 (Re-Image SD Proposals) was submitted to the Officers to review, discuss, and vote on the two proposals. The result of that LOG was that the Officers did not approve either of the proposals.)

**ARTS LOG 14-0306-001 (Re-Branding Survey Questions)**

Action completed as of 03-24-2014. The purpose of this LOG is for the Board to provide questions for consideration to be included in a survey to gather information during our efforts to Re-Brand square dancing.

The result of this LOG was input with suggestions for Re-Image survey questions.

**ARTS LOG 14-0412-001 (Sqr Dnc History Project - Update)**

Action completed as of 04-12-2014. This is an FYI LOG, no action is required and no response is expected.

The LOG forwarded information from David Millstone, Coordinator, Square Dance History Project. He sent an update report dated April 10, 2014. The information included the report and an updated financial report.

**ARTS LOG 14-0422-001 (Re-Imaging - - New Name)**

Action completed as of 05-17-2014. The purpose of this LOG is for the ARTS Board to DISCUSS and VOTE on a proposal to change the name of our ongoing effort to improve the image of our activity and to entice more people to join. We have been using two terms interchangeably, namely "Branding" and "Re-Branding." It has become obvious that many folks in our activity are not comfortable with either term and have indicated strong opposition to both.

The result of this LOG was approval of the following MOTION:

Whereas the goals of our effort include consideration of a new logo and slogan which can be universally accepted and promoted to help increase the number of dancers through an improved image of square dancing,

MOTION: Be It Resolved That: The effort to improve the image of square dancing to include consideration of a new logo, a new slogan, and marketing plans and materials be known as "Re-Imaging."

**ARTS LOG 14-0713-001 (Re-Image SD Proposals)**

Action completed as of 09-04-2014. The purpose of this LOG is for the Officers to review, discuss, and vote on two proposals from "Re-Imaging" companies. The approved proposal will be implemented to begin the process of Re-Imaging the Square Dance activity. There were two MOTIONS submitted to the Board for review, discussion, and vote. Both MOTIONS are printed below and both were NOT approved.

**First MOTION -**

HANNA PROPOSAL

MOTION: Be It Resolved That: The Re-Branding proposal dated November 5, 2013 as submitted by HANNA DESIGN at a base cost of \$6,000 be approved. Approval of a final contract will negotiated and submitted to the Officers for VOTE.

\*\*\*\*\*

**Second MOTION -**

SPUR PROPOSAL

MOTION: Be It Resolved That: The Re-Branding proposal dated April 29, 2014 as submitted by SPUR at a base cost of \$7,000 be approved. Approval of a final contract will negotiated and submitted to the Officers for VOTE

\*\*\*\*\*

(NOTE - Both MOTIONS were disapproved. After the VOTE by the Board, Jim & Judy Taylor have done a tremendous amount of work on the Re-Image project)

**ARTS LOG 14-0723-001 (2014 Mtg Minutes)**

Action completed as of 09-04-2014. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on the minutes of the 2014 ARTS meeting.

The result of this LOG was approval of the following MOTION by the Board:

MOTION: Be It Resolved That: The minutes of the 2014 ARTS meeting be approved.

The approved minutes have been posted on the ARTS web site.

**ARTS LOG 14-0813-001 (August 2014 Newsletter)**

Action completed as of 09-20-2014. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the August 2014 issue of the ARTS Newsletter.

The result of this LOG was approval of the following MOTION by the Officers:

MOTION: Be It Resolved That: The August 2014 issue of the ARTS Newsletter be approved

**June 2015 ARTS Meeting Agenda (Page 3 of 7)**  
**ARTS LOGS**

**Attachment 2**  
**Item 3**

**ARTS LOG 14-0814-001 (Special Account For TV Commercial)**

Action completed as of 09-24-2014. The purpose of this LOG is for the Officers to review, discuss, and vote on a proposal that The ARTS establish a special account to accept and distribute funds to finance

The result of this LOG was approval of the following MOTION by the Officers:

MOTION: Be It Resolved That: The ARTS establish a special account to provide a way to receive and dispense funds to pay for the TV commercial "spots" as described by Michael Streby during the 2014 ARTS meeting. Funds in this special account will be used exclusively for this purpose. Funds not used to pay for TV "Spots" will be returned to the donors.

The special financial account will allow for receipt of contributions and disbursement of funds for a TV Commercial as described by Michael Streby. This activity in this account will be kept separate from other ARTS operating funds. An accounting and reconciliation of the funds in this account will be maintained by the ARTS Treasurer and will be reported to the Board at least once a year during the ARTS Annual meeting.

**ARTS LOG 14-0910-001 (Re-Image Project - Brainstorm)**

Action completed as of 10-16-2014. The purpose of this LOG is for the ARTS Board and others to review and provide ideas relating to the Re-Image Square Dancing Project. There was limited input from the Board. A compilation fo the input was provided to the Board.

A. GOAL(S) for the Re-Image project:

A1 - From Jim Weber -

- 1) Continue with the Re-Imaging project. From the survey results it appears to be a priority of Dancers, Callers and Dance leaders.
- 2) We must make this happened.

A2 - From Jim Taylor -

- 1) Generate national recognition of square dance
- 2) Help clubs recruit more non-dancers
- 3) Agree on a National philanthropy

\*\*\*\*\*

B. ACTION(S) for the Re-Image project:

B1 - From Jim Weber -

- 1) Continue searching for a Re-Imaging/Re-Branding Company that will meet the needs of ARTS. There are lots of company's out there surely one will work with us.
- 2) Continue working on Logo & Slogan as well as a marketing plan.
- 3) Send request for help to the ARTS email tree

B2 - From Jim Taylor -

- 1) Create and maintain a database of SD clubs and contacts
- 2) Decide on national logo, slogan and image
- 3) Provide clubs with Marketing material and help them use the material-

\*\*\*\*\*

**ARTS LOG 14-1014-001 (Dancing Fact Sheet - Revision)**

Action completed as of 11-06-2014. The purpose of this LOG is for the Board to review, discuss, and vote on a revision to the Dancing Fact Sheet.

This LOG resulted in several suggested changes to Draft 1, dated 06 OCT 2014, of the Dancing Fact Sheet . Appropriate changes have been incorporated and the revised Fact Sheet has been submitted to the Board in ARTS LOG 14-1104-001 (Dancing Fact Sheet Revision).

**ARTS LOG 14-1018-001 (Proposed SD Logos)**

Action completed as of 01-04-2015. The purpose of this LOG is to request input from the CALLERLAB Marketing Committee leadership regarding a proposal from The ARTS to begin the process of selecting and getting approval from the square dance community for a logo (or possibly multiple logos) to help with [promotion and marketing of square dancing.

This LOG has been overcome by events and other action has been initiated.

**ARTS LOG 14-1104-001 (Dancing Fact Sheet Revision)**

Action completed as of 12-06-2014. The purpose of this LOG is for the ARTS Board to review, discuss, and provide comments or suggested changes to the revised Dancing Fact Sheet.

The results of this LOG was approval of the following MOTION by the Board:

MOTION: Be It Resolved That: The revised Dancing Fact Sheet, dated 18 NOV 2014 be approved.

**ARTS LOG 14-1130-001(Proposed Slogans)**

Action completed as of 12-29-2014. The purpose of this LOG is for the ARTS Board, the ARTS Re-Image Committee, and the CALLERLAB Marketing Committee Leadership to review and provide input regarding proposed slogans to be used to market and promote square dancing. After completion of this LOG, a new LOG will be submitted, if appropriate, for the ARTS Board to vote on the proposed slogans.

The result of this LOG was approval by of the following MOTION by the Board:

MOTION: Be It Resolved That: The slogan "Live Lively - Square Dance" be approved by the ARTS as the slogan to used to promote Square Dancing.

**(NOTE - The Square Dance community was notified and encouraged to use of this slogan. We plan to publicize in the ARTS Newsletter, Electronic News (Email Tree) and other means.)**

**ARTS LOG 14-1202-001 (SD Logo - Re-Image Committee Proposal)**

Action completed as of 01-05-2015. The purpose of this LOG is for the ARTS Board and others to consider a proposal from the ARTS Re-Image Committee regarding a square dance logo. The Board will VOTE on a MOTION regarding the proposal.

The result of this LOG was approval of the following MOTION by the Board:

MOTION: Be It Resolved That: The ARTS Board recommends use of the "Square Dance Logo - dated December 2, 2014" as the "preferred" logo for promoting square dancing.

**(NOTE - The logo and the previously approved square dance slogan will be publicized and promoted. Square dance organizations will be encouraged to use the logo & slogan.)**

**ARTS LOG 14-1231-001 (Seminars - 64th NSDC - Staff)**

Action Completed as of 01-24-2015. The purpose of this LOG is for the ARTS Board and others to review the descriptions of the two Education Seminars The ARTS will be providing during the 64th NSDC in June 2015 in Springfield, MA and identify which, if either, of the seminars they would like to help staff.

The results of this LOG are:

Seminar Staff:

- 1) "Our Future - Potential - Perspective - Re-Imaging Efforts"
- 2) "Re-Image Square Dancing - Completed and Plans For The Future."
- 3) Both Seminars: Jim Maczko (Moderator), Jim & Judy Taylor, and Jim Weber

**(NOTE - Del and Jerry will be on an extended RV trip during March thru June. It is unlikely they will be able to attend the convention.)**

Staff members were requested to submit a photo and Bio information for the NSDC Program Book to:  
gltuson@yahoo.com

**ARTS LOG 15-0106-001 (January 2015 Newsletter)**

Action completed as of 01-22-2015 The purpose of this LOG is for the Officers to review, discuss, and vote on the January 2015 ARTS Newsletter.

The results of this LOG are approval of the following MOTION by the ARTS Officers.

MOTION: Be IT Resolved That: January 2015 ARTS Newsletter be approved.

The approved issue was sent to the ARTS Board, posted on the ARTS web site, and distributed via the ARTS Email Tree.

**ARTS LOG 15-0119-001 (SD Marketing/Promotion Materials)**

Action completed as of 02-05-2015 The purpose of this LOG is for the ARTS Board and Officers to review a request from Mike Hogan, Chairman of the CALLERLAB Marketing Committee. He is requesting input for ideas for what Marketing and Promotion materials you believe would be valuable. Unfortunately. There were no responses from the Board.

**ARTS LOG 15-0226-001 (Sqr Dnc History Project - Update)**

Action completed as of 02-26-2015. The purpose of this LOG is to forward a report from David Millstone, Coordinator, Square Dance History Project of the status of the Square Dance History Project. The report was sent to the Board for review.

**ARTS LOG 15-0228-001 (Account&Budget - Re-Image Comm)**

Action completed as of 03-16-2015. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on a proposal to establish a special financial account within the ARTS finance system to fund the activities of the ARTS Re-Image Committee. There were no responses to the Start DISCUSSION message. This issue has become Overcome By Events (OBE) when the USAWest Policy Board approved a donation of \$1,000 to be used specifically for the Re-Image Committee work. This VERY generous donation has filled the current need for funds for the Re-Image Committee activities at this time. Therefore, this LOG is closed

**ARTS LOG 15-0401-001 (Tri-Fold Update - Nov 2014)**

Action completed as of 04-30-2015. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on the updated ARTS Tri-Fold document. The VOTE on this LOG was suspended until the revisions to the Tri-Fold were incorporated. This issue was resubmitted to the Board in ARTS LOG 15-0430-001

**ARTS LOG 15-0401-002 (TechSoup S/W)**

Action was completed as of 04-16-2015. The purpose of this LOG is for the Board to review their need for software to determine if they have a need for software to support their duties on the Board. The result of this LOG was submission of the software needs from the Board to Jim Weber for action through TechSoup.

**ARTS LOG 15-0430-001 (Tri-Fold Update - APR 2015)**

Action Completed as 05-28-2015. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on the updated ARTS Tri-Fold document identified as the Tri-Fold Update - APR 2015. Erin Byars updated the Tri-Fold in November 2014. During the VOTE on that update there were additional changes identified. Erin incorporated those changes and the revised Tri-Fold (Tri-Fold Update - APR 2015) was submitted to the Board. Prior to the VOTE on this LOG additional changes were identified. These changes will be incorporated and the updated Tri-Fold will be submitted to the Board for review, discussion, and vote under a new ARTS LOG. This LOG is now Closed.

**ARTS LOG 15-0501-001 (Emergency Actions - Poss New Doc)**

Action completed as of 05-23-2015. The purpose of this LOG is for the ARTS Board review, discuss, and possibly VOTE on a proposal that The ARTS create a new document which will provide information regarding actions which should be taken in the case of a medical emergency during a dance.

The result of this LOG was approval of the following MOTION by the Board:

MOTION: Be It Resolved That: The ARTS conduct research, gather information, and publish a document describing actions which should be taken in the case of a medical emergency during a dance.

The Executive Director believes considerable research will be required to determine what the document should include. This item will be on the agenda for the 2015 ARTS meeting. Please be prepared to discuss this issue during the meeting.

There is also the possibility that research may reveal there is no need for a document in addition to the Emergency Call For Medical Action (ECMA) currently in use throughout the activity. It may also be possible that the only action required will be to increase the promotion, publicity, and use of the current ECMA document.

**ARTS LOG 15-0501-002 (DISCUSS)(Publicity In Email Tree)**

Action completed as of 05-25-2015. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on a proposal to include publicity and promotion of national dance events which are sponsored by an ARTS Board Member organizations in the ARTS Email Tree mailings. These events would include the NSDC, USAWest, IAGSDC Conventions, and other national dance events.

The result of this LOG was approval of the following MOTION by the Officers:

MOTION: Be It Resolved That: The ARTS Email Tree messages be authorized to include publicity relating to national dance events which are sponsored by an ARTS Board Member Organization.

**ARTS LOG 15-0503-001 (Waive Associate Member Donation) Corrected to: (Waive Auxiliary Member Donation)**  
Action Completed as of 05-04-2015. The purpose of this LOG is for the Board to review, discuss, and vote on a recommendation from the Executive Director to waive all past due annual donations from Associate (Auxiliary) Members. This LOG was canceled when the Executive Director realized the two organizations which were the subject of that LOG, namely 1) Lloyd Shaw Foundation and 2) The Square Dance Foundation of New England ARE NOT Associate Members. They are instead Auxiliary Board Members. The Bylaws do not require Auxiliary Board Members to make any financial commitment to the ARTS.

**ARTS LOG 15-0504-001 (Canadian S & R Dance Society - CSRDS)**

Action completed as of 05-24-2015. The purpose of this LOG is for the Board to review, discuss, and vote on a recommendation from the Executive Director that the Board approve the application of the Canadian S & R Dance Society(CSRDS) to join the ARTS as an Auxiliary Board Member.

The result of this LOG was approval of the following MOTION by the Board:

MOTION: Be It Resolved That: The Canadian S & R Dance Society (CSRDS) be approved as an Auxiliary Board Member.

**ARTS LOG 15-0505-001 (2015 Meeting Agenda)**

Action completed as fo 05-25-2015. The purpose of this LOG is to gather agenda items for the 2015 ARTS meeting. The result of this LOG was items for the ARTS meeting in Springfield, MA in June 2015.

To: Rima Dael, Country Dance and Song Society <[Rima@cdss.org](mailto:Rima@cdss.org)>  
 Dana Schirmer, CALLERLAB <[info@callerlab.org](mailto:info@callerlab.org)>  
 Jerry Reed, The ARTS <[DirectorARTS@aol.com](mailto:DirectorARTS@aol.com)>  
 Bob Tomlinson, Lloyd Shaw Foundation <[bobtomoh@earthlink.net](mailto:bobtomoh@earthlink.net)>

From: David Millstone, coordinator, Square Dance History Project

Re: Progress update

February 23, 2015

Dear dance colleagues,

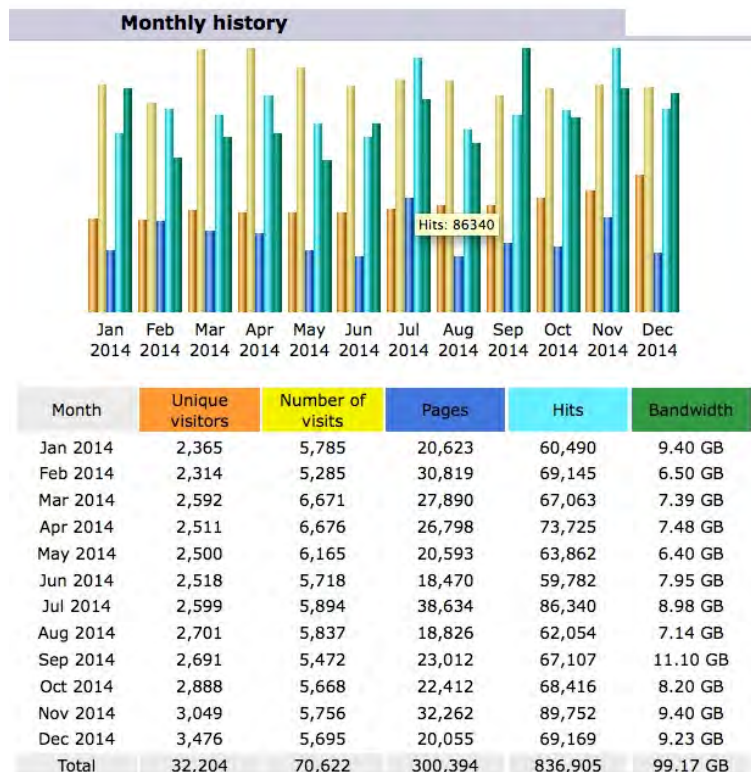
Here is an update on the progress made by [Square Dance History Project](#) this past year.

At this writing, the collection numbers 1,350 items. A partial tally shows:

- 536 moving images
- 340 audio files
- 246 documents or text files
- 137 still images / photographs
- 86 links to other websites

You may recall that one of the originally stated goals of the SDHP was to concentrate on making available films and videotapes showing different styles of square dance; we clearly are sticking to that goal.

The SDHP site continues to grow in viewers. This chart illustrates monthly visitors. Note: these are visits by actual humans, not robots or other automated searches.



Country Dance and Song Society is acting as our fiscal agent; enclosed is a financial statement from the CDSS Business Manager. As predicted in last year's report, this past year saw a large increase in expenses; the 2014 expenditures are highlighted in yellow on the enclosed financial statement.

The 2014 expenses resulted from several major projects:

1. We finally obtained digital copies of films from the Library of Congress and from a commercial film library. This required hiring a copyright researcher, negotiating for license fees, and paying for the digitization of the original films. Among the films now available as a result:

- [\*Biggest Do-Si-Do on Record\*](#), newsreel footage of the famous square dance in Santa Monica, CA, 1950. This is the centerpiece of a larger [exhibit](#) about that event.
- [\*Square Dance Tonight\*](#), with caller Elisha Keeler (35mm film feature, NY, 1949)
- [\*Square Dance\*](#), with caller Corky Calkins, MA, 1955
- [\*American Square Dance\*](#), instructional film with young dancers, 1949
- [\*Square Dance Patterns\*](#), instructional film featuring college students, 1969

2. We upgraded the SDHP website, moving to the current version of Omeka software. In addition to our regular webmaster, we contracted with an Omeka expert to solve several custom programming issues. This version has an improved Search function. The module for creating exhibits is also more powerful and easier to use when creating new exhibits in different formats.

3. We made several test digitizations of old film footage (outtakes from *The Visible Anthem*) from the Lloyd Shaw Foundation, comparing prices and quality from two labs. We planned to locate a facility that could digitize the many hours of 16mm film at a reasonable price. We hoped that we could match up silent outtakes with the audiotapes in our possession. Northeast Historic Films appeared to be the right place, but we ran into a major obstacle. Bob Tomlinson and Calvin Campbell digitized the audio recordings that came in same box of outtakes, but the audio does not align with the video footage. We would be spending thousands of dollars to digitize films that would be silent. At the moment, we have decided against that.

4. We arranged for transcriptions from audio and videotaped interviews with important dance figures. We now have more than two hundred completed pages of transcriptions from [four separate interviews with Rickey Holden](#), plus interviews with dance historian Kate Van Winkle Keller and Renn Tolman, a native of Nelson, NH, with first-person familiarity with dance traditions in that town going back to the 1930s. Other transcriptions have been started: one more discussion with Rickey Holden, plus interviews with Fenton "Jonesy" Jones and Quebecois dance historian Pierre Chartrand. Still remaining is the interview with MWSO caller Clark Baker.

Our relationship with the University of New Hampshire paid off with the online publication of digital copies of [American Squares](#). The issues are clearly indexed by year, and the UNH server makes copies available swiftly for browsing or download. Jim Mayo and I met several times with Bill Ross, head of the UNH Special Collections, to discuss ways that the square dance community can work closely to support the ability of UNH to make additional resources available. In January of this year, we brought



together representatives from half a dozen dance organizations to meet with library staff and personnel from the UNH development office. Among other topics, we discussed how UNH might apply for a significant grant from the federal Institute for Museum and Library Services; if obtained, this will enable UNH and the University of Denver to develop a plan to share more widely the materials in their collection. We are continuing discussions with UNH about eventual hosting of the SDHP website.

Other significant additions to the collection this year:

- We obtained a large collection of [audiotapes](#) recorded by Minnesota caller Eric Clamons in the early and mid-1950s. More than a dozen clips from live events are now on the website, including an exhibit of recordings at the [National Square Dance Convention](#) in Dallas, Texas. Jim Mayo has digitized nearly 50 of the Clamons tapes and they will be part of the SDHP collection at UNH.
- We worked with Special Collections at the University of Indiana, Bloomington, to make available online a collection of [six instructional films](#) in the "Let's Square Dance" series created at the university in 1954.
- We added a series of print and audio files related to the spread of square dancing in the early 1950s to [Australia](#).
- Television footage from the 1950s showing fast-paced Ozark style square dancing on the [Jubilee U.S.A.](#) Program
- [Videotaped recordings](#) of Bill Litchman calling traditional western squares at a workshop in Belgium
- Footage from the National Square Dance Conventions in [Louisville](#) (1970) and [San Antonio](#) (1974), and from [Asilomar](#) (1973)
- Footage of Don Armstrong calling in [Germany](#) in 1970
- Audio samples from Ed Durlacher's [Honor Your Partner](#) collection starting in 1949 and from Richard Kraus's [Let's Square Dance](#) series of records.
- A [new exhibit](#) draws on extensive live recordings to illustrate how a single modern square dance caller (Red Bates) changed his calling over 50 years, starting in 1961. The exhibit shows how different calls entered the repertoire.
- [Another exhibit](#) looks at a dozen modern callers to show many different ways of matching the voice with the music in both patter and singing calls. Again, this exhibit draws on live recordings rather than commercial releases.

There is much more that has been added, of course, and we will continue to do so. The financial support provided by your organizations makes possible this rich collection of materials about our shared interest in the many forms of square dance. If you have any questions about any aspect of this project, please get in touch.

Yours truly,



Attached: Square Dance History Project 2014 (financial report)

## Country Dance &amp; Song Society, Inc.

## Account QuickReport

## All Transactions

| Type   | Date       | Num      | Name                            | Memo   | Split             | Amount          | Balance         |
|--|------------|----------|---------------------------------|--|-------------------|-----------------|-----------------|
| <b>2310 - Fiscal Agent Square Dance Hist</b> |            |          |                                 |  |                   |                 |                 |
| General Journal                              | 1/31/2012  | 12-M...  | Lloyd Shaw Foundation Cu...     | Lloyd Shaw Fdn fiscal agency   | 1101 · Receiv...  | 2,000.00        | 2,000.00        |
| Bill   | 2/2/2012   | Inv#...  | Ackemann, Barb                  | Square Dance History Project-Meeting/Web Development                                       | 2001 · Accou...   | -690.00         | 1,310.00        |
| Bill   | 5/10/2012  |          | Seng-Wheeler, John Michael      | Dare to be Square Project  | 2001 · Accou...   | -310.09         | 999.91          |
| General Journal                              | 5/18/2012  | 12-M...  | Callerlab                       | Square Dance History   | 1011 · Peopl...   | 4,500.00        | 5,499.91        |
| Bill   | 5/24/2012  |          | Teten, Carol                    | Permission to use footage of the Lancers Quadrille on Website                              | 2001 · Accou...   | -100.00         | 5,399.91        |
| General Journal                              | 6/1/2012   | 12-M...  |                                 | Square Dance History-The Arts  | 1011 · Peopl...   | 2,500.00        | 7,899.91        |
| General Journal                              | 6/5/2012   | 12-J...  |                                 | To record CDSS administrative fee for Fiscal Agent-Square Dance History                    | -SPLIT-           | -90.00          | 7,809.91        |
| General Journal                              | 6/5/2012   | 12-J...  |                                 | CDSS Administration Fee for Fiscal Agent Projects  | -SPLIT-           | -90.00          | 7,719.91        |
| Bill   | 6/29/2012  | 614      | Ackemann, Barb                  | Square Dance History Project - web development May-June                                    | 2001 · Accou...   | -120.00         | 7,599.91        |
| Bill   | 6/29/2012  | 595      | Ackemann, Barb                  | Square Dance History project Feb. & Mar. web development                                   | 2001 · Accou...   | -300.00         | 7,299.91        |
| Bill   | 8/16/2012  |          | The University of New Hamp...   | digitization of American Square Dance magazine   | 2001 · Accou...   | -500.00         | 6,799.91        |
| Bill   | 8/31/2012  |          | Ackemann, Barb                  | August'12 Web Development  | 2001 · Accou...   | -75.00          | 6,724.91        |
| General Journal                              | 8/31/2012  | 12-J...  |                                 | Reverse 12-JE-119, Fiscal Agent Admin fees - 06/05/12                                      | 4500 · Miscell... | 90.00           | 6,814.91        |
| General Journal                              | 9/25/2012  | 12-J...  | Square Dance History Project    | CDSS 2012 contribution to the Square Dance History Project                                 | 6551 · Grants...  | 5,000.00        | 11,814.91       |
| Bill   | 9/28/2012  |          | Sebold, Ray                     | video coverage of the Lenox MWSD C-4 dance   | 2001 · Accou...   | -150.00         | 11,664.91       |
| Bill   | 9/28/2012  |          | Plummer, Doug                   | video for documenting Dare To Be Square, Seattle   | 2001 · Accou...   | -350.00         | 11,314.91       |
| Bill   | 9/30/2012  |          | Ackemann, Barb                  | Sept.'12 web development   | 2001 · Accou...   | -606.00         | 10,708.91       |
| General Journal                              | 9/30/2012  | 12-J...  |                                 | CDSS admin fee for fiscal agent agreement for \$5K donation                                | 4500 · Miscell... | -50.00          | 10,658.91       |
| General Journal                              | 10/2/2012  | 12-J...  |                                 | to reclass payments made to Jim Mayo \$104.97 and Bill Heyman \$113.97 in 2011             | 4500 · Miscell... | -218.94         | 10,439.97       |
| Bill   | 12/28/2012 | 691      | Ackemann, Barb                  | domain registration  | 2001 · Accou...   | -75.98          | 10,363.99       |
| Bill   | 2/11/2013  | 700      | Ackemann, Barb                  | domain registration  | 2001 · Accou...   | -24.51          | 10,339.48       |
| Bill   | 6/28/2013  |          | Ackemann, Barb                  | hosting on Liquid Web, 6/30/12 - 6/30/14   | 2001 · Accou...   | -288.00         | 10,051.48       |
| Bill   | 12/30/2013 | Inv#...  | Ackemann, Barb                  | web development services for Square Dance History Project                                  | 2001 · Accou...   | -331.00         | 9,720.48        |
| Bill   | 3/13/2014  |          | Millstone, David                | travel reimbursement for interview   | 2001 · Accou...   | -62.35          | 9,658.13        |
| Bill   | 4/3/2014   | Inv#..1  | Schmidt, Christel               | Copyright search & report on Four Square Dance Titles                                      | 2001 · Accou...   | -125.00         | 9,533.13        |
| Bill   | 4/10/2014  |          | Schmidt, Christel               | copyright search and report on Square Dance Tonight  | 2001 · Accou...   | -100.00         | 9,433.13        |
| Bill   | 4/18/2014  |          | Bell, Erin                      | SDHP website development   | 2001 · Accou...   | -200.00         | 9,233.13        |
| Bill   | 4/21/2014  | SDH...   | Bell, Erin                      | SDHP website development for exporting data  | 2001 · Accou...   | -250.00         | 8,983.13        |
| Credit Card Cha...                           | 4/27/2014  |          | Rocky Mountain AV Producti...   | 3 DVDs to Bill Litchman-T#597468499088 & 2 DVDs and film to: David Millstone T#59746849... | 2006 · C.C.-P...  | -426.22         | 8,556.91        |
| Bill   | 4/30/2014  | Licen... | Grindberg Film Libraries        | purchase of newsreel footage of world's largest square dance                               | 2001 · Accou...   | -635.00         | 7,921.91        |
| Bill   | 5/16/2014  |          | Ackemann, Barb                  | web development for SDHP   | 2001 · Accou...   | -960.00         | 6,961.91        |
| Credit Card Cha...                           | 6/4/2014   |          | Rocky Mountain AV Producti...   | Square Dance History Project   | 2006 · C.C.-P...  | -129.00         | 6,832.91        |
| Bill   | 6/18/2014  |          | Library of Congress - MBR S ... | digitizing 4 films at the Library of Congress  | 2001 · Accou...   | -824.00         | 6,008.91        |
| Bill   | 7/14/2014  | Inv#...  | Northeast Historic Film         | Technical Services Labor   | 2001 · Accou...   | -198.35         | 5,810.56        |
| Bill   | 7/14/2014  | Inv#...  | Ackemann, Barb                  | Fees for my work in May & June 2014  | 2001 · Accou...   | -105.00         | 5,705.56        |
| Bill   | 7/14/2014  | SDHP     | Dehn-Reynolds, Emeline          | SDHP from interviews conducted with notable dance callers & researchers in the field       | 2001 · Accou...   | -400.00         | 5,305.56        |
| Bill   | 11/20/2014 |          | Northeast Historic Film         | shipping charge to send film to Albuquerque  | 2001 · Accou...   | -20.00          | 5,285.56        |
| Total 2310 - Fiscal Agent Square Dance Hist  |            |          |                                 |  |                   | 5,285.56        | 5,285.56        |
| <b>TOTAL</b>                                 |            |          |                                 |  |                   | <b>5,285.56</b> | <b>5,285.56</b> |



Re-Image Project  
Remember, Live Lively – Square Dance  
Jim & Judy Taylor  
ARTS Re-Image Committee



Status as of April 11, 2015

1. The new logo and slogan is being enthusiastically received along with the combination logo/slogan or "slogo" .
2. The web site is up and running. It is <http://LiveLivelySquareDance.com>
3. We and some friends have made nearly 2000 pins with the slogo on them.
4. Will make another 2000 pins for the 64th NSDC and some other events.
5. We handed about 600 pins out to attendees of the 65th NSDC Pre-Convention and the CALLERLAB Convention.
6. There is a Facebook page: <http://Facebook.com/LiveLivelySquareDance>
7. We will have Facebook send a friend request to all of you. Please add us as a friend so that we can use that method to send further information.
8. The 65th NSDC is using the logo and the words – "Life...is a Dance". They have apparel, belt buckles, bolos and earrings. Visit: <http://www.65nsdc.org/ways-means/>
9. The CALLERLAB office had silk-screened T-shirts and Polo shirts with the logo and "Square Dance". The T's had the slogo on the back. [www.callerlab.org](http://www.callerlab.org)
10. When CALLERLAB decides on embroidered Polo shirts, they will let us know how to obtain them.
11. See pictures of shirts on the web site in the document: "two more pages of examples...".
12. The ARTS Re-Image will have a panel presentation at the 64th NSDC.
13. We would like to make a presentation at USAWest in Helena, MT.
14. Please go to: <http://tinyurl.com/LiveLivelyClubs> and enter your club and contact information if you haven't done so already.
15. We have over 600 entries so far.
16. At the 2015 CALLERLAB Convention, Mike Hogan presented the Marketing Committee's progress.
17. At the 2015 CALLERLAB Convention, Cal Campbell made some short videos of Mike Hogan & Mike Seastrom. The videos will be on the web site and Facebook when they are edited.
18. We will make a 6 x 2 foot banner that will look like the bumper sticker to take to Nationals.
19. We want to make a 4 inch square sticker of the slogo for the car outside back window.
20. We made stickers for the Callers to put on their briefcase or laptop to be seen at dances.
21. If you order anything from Amazon, use [www.smile.amazon.com](http://www.smile.amazon.com) Amazon will donate ½% of the order \$ to the ARTS Re-Image fund or any 501(C)3 fund you choose.
22. We have added some items to the web site. Check it out.
23. Contact your webmaster and see if they will add a link to <http://LiveLivelySquareDance.com>
24. Please use the new logo & slogan on your marketing material directed to non-dancers.

\*\*\*\*\*

Status as of May 20, 2015

The Re-Image Committee is continuing to make progress. Here is an addition to the status April 11, 2015 report:

25. We found that the Re-Image Facebook Page can't have "Friends". Please "Like" what you see there. We will update it as often as we can. <http://Facebook.com/LiveLivelySquareDance>
26. We are on the Education schedule at USAWest in Helena MT.
27. We have a 6' x 2' banner for the 654<sup>th</sup> NSDC in Springfield, MA.
28. We have 1000 4" x 3" auto window stickers to give out at Festivals & Conventions.  
We just sold & sent 80 stickers to New Jersey for \$.25 each.  
(NOTE - window stickers are very popular - we may need to order more)
29. Come to the ARTS Trail End Plus Dance, Wednesday evening in Springfield. We'll give you a pin and a sticker.

- 30. The Committee is looking for a few people who would be willing to be part of the committee and simply be another voice as we communicate ideas via email, Google Drive and Dropbox. Please let us know if you can help.
- 31. We have received a Dropbox with a lot of articles that may be worth sending to the clubs. Can someone help look through these?
- 32. Nearly 4000 pins have been or are being made with most already being distributed around the country. Contact Jim & Judy Taylor ( [jimta1@msn.com](mailto:jimta1@msn.com) ) if you want some.
- 33. In order to have some left for Nationals and USAWest, we have ordered another 2000 pin backs.
- 35. If you have an interest in National Advertising, please let us know. We expect to have a discussion about this in Springfield.
- 36. Can you take a 5 to 10 second HD video of people in different lines of work or different hobbies and send it/them to us? We want the people to say: their name, what they do & "I square dance". Michael Streby will take these clips and produce a professional video to be aired on a couple of cable TV channels. He needs a few dozen clips.

\*\*\*\*\*

**As of May 21, 2015**

**36. Additional Information - From Michael Streby**

**What I am particularly looking for is people doing "Lively" activities (Running,, swimming,, playing tennis, basketball, etc. use your imagination ) and turning to the camera and saying "I Square Dance" I do need the name and spelling of the person being shot and an on camera acknowledgment that they are being recorded for use in a commercial to promote square dancing. The voice track at the end will include "Live Lively Square Dance" and "Visit You2candance.com for information in your area.**

\*\*\*\*\*

From Jerry Reed  
Start To Group

In a message dated 5/8/2015 4:22:06 P.M. Mountain Daylight Time, DirectorARTS@aol.com writes:  
Sent - 15-05-08  
Subj - URGENT - ACTION - Re-Image Next Steps

Hi ARTS Board and Others,

**THIS IS AN URGENT REQUEST FOR ACTION  
RE-IMAGE SQUARE DANCING  
WHAT DO WE DO NEXT?**

**PLEASE FORWARD THIS REQUEST TO ANYONE ELSE YOU BELIEVE CAN HELP  
WITH THIS BRAINSTORMING EFFORT!**

I hope you are aware of the great work done so far by the ARTS Re-Image Committee (Chairman Jim & Judy Taylor) on the project to Re-Image Square Dancing. They have accomplished much over the past year, including: 1) Creation of a web site, 2) Work on a FaceBook Page, 3) Presentation and approval of a new Square Dance Logo, 4) Presentation and approval of a new Square Dance slogan, 5) Production and distribution of slogo pins and bolos, 6) production and distribution of slogo window stickers, 7) Several indormation panels and seminars, and other related activities.

It is IMPERATIVE that the momentum of this project continue. If we allow the momentum to slacken there is a chance the tremendous progress we have made will falter. WE MUST NOT LET THAT HAPPEN!

Please put your minds to work and make suggestions for the actions you believe we should take to make sure our Re-Image progress continues to grow.

**PLEASE SUBMIT YOUR IDEAS NOW  
THIS IS VERY IMPORTANT**

Thanx for your support,  
Jerry

\*\*\*\*\*

From Jerry Reed  
Above Msg to Erin Byars and Michael Strebey

In a message dated 5/8/2015 5:09:57 P.M. Mountain Daylight Time, DirectorARTS@aol.com writes:

Hi Erin and Michael,

The first time I sent this message I had an error in your email address.

Hopefully, this will get through,

Thanx,  
Jerry

\*\*\*\*\*

In a message dated 5/8/2015 6:16:28 P.M. Mountain Daylight Time, jimta1@msn.com writes:  
Jerry;

If you don't get any response, you might "prime the pump" so to speak, with the list of ideas we sent to you yesterday plus the note today about pulling some of the "Winning Ways" articles.

Jim & Judy

\*\*\*\*\*

From Jerry Reed  
Responding to Jim & Judy above

In a message dated 5/9/2015 3:10:12 P.M. Mountain Daylight Time, DirectorARTS@aol.com writes:  
Sent - 15-05-09  
Subj - Re: URGENT - ACTION - Re-Image Next Steps

Jim & Judy,

Will do,

Jerry

\*\*\*\*\*

From Jerry Reed  
To Board and others - Responding to Jim & Judy above

In a message dated 5/9/2015 3:10:15 P.M. Mountain Daylight Time, DirectorARTS@aol.com writes:  
Sent - 15-5-09  
Subj - URGENT - ACTION - Re-Image Next Steps

Hi ARTS Board and others,

In a message dated 5/8/2015 4:22:06 P.M. Mountain Daylight Time, DirectorARTS@aol.com writes:  
Sent - 15-05-08  
Subj - URGENT - ACTION - Re-Image Next Steps

Hi ARTS Board and Others,

[begin extract]

hope you are aware of the great work done so far by the ARTS Re-Image Committee (Chairman Jim & Judy Taylor) on the project to Re-Image Square Dancing. They have accomplished much over the past year, including: 1) Creation of a web site, 2) Work on a FaceBook Page, 3) Presentation and approval of a new Square Dance Logo, 4) Presentation and approval of a new Square Dance slogan, 5) Production and distribution of slogo pins and bolos, 6) production and distribution of slogo window stickers, 7) Several indormation panels and seminars, and other related activities.

It is IMPERATIVE that the momentum of this project continue. If we allow the momentum to slacken there is a chance the tremendous progress we have made will falter. WE MUST NOT LET THAT HAPPEN!

Please put your minds to work and make suggestions for the actions you believe we should take to make sure our Re-Image progress continues to grow.

[end extract]

I CANNOT EMPHASIZE THE IMPORTANCE OF CONTINUING  
THE MOMENTUM THE RE-IMAGE EFFORT HAS HAD

Printed below are are some thoughts regarding possible action for the next steps for the Re-Image project.

Please review these thoughts and provide your comments.

1) Investigate requirements for software for embroidery machines to embroider the new logo, slogan, and slogo onto shirts, hats, and other products

2) Investigate feasibility of purchasing software to be used to create software to be used to create digitized files for different embroidery machines

- 3) Investigate requirements to use "PICTURE THIS" technology to transfer the new logo, slogan, and slogan on many kinds of material, including shirts and others
- 4) identify persons willing and able to serve on the Re-Image Committee to help reduce the workload on Jim & Judy Taylor; then contact these people to request their assistance (Possible candidates include Pam Clasper, Louis Friedlander, are there others??)
- 5) Identify a candidate to lead a committee or group of people who would identify sources to generate finds on a continuing basis.
- 6) Determine how much more work should be done creating "Live Lively" pins (NOTE - Jim & Judy and their helpers have done 4100 pins, however, they may not have 1000 left for the NSDC in Springfield, MA)
- 7) Investigate sources and vendors which will be selling embroidered products, determine if the products will be available online
- 8) Investigate possibility of CALLERLAB help collect money at the NSDC for pins, window stickers, and bolos (NOTE - Suggestion for donations = Bolos (\$15), packets of 20 window stickers (\$5), and either give away pins or donation of \$1.00)
- 9) Identify persons willing and able to help add information to the club contact data base

Please provide your thoughts, suggestions, and comments.

Thanx,

Jerry

\*\*\*\*\*

From Michael Streby

In a message dated 5/8/2015 7:10:04 P.M. Mountain Daylight Time, michael.streby@gmail.com writes:

Hi Jerry

Well, one way is to do the commercial that I emailed you about. But my time has gotten a lot more limited. So I currently am not in a position to do all the shooting myself.

I am currently airing the commercial that I did last year, once a week on TUFF television network nationwide, with additional airings in the Midwest. But it would be simple to change the commercial for one that highlighted the "live lively concept".

Here is what I would need to accomplish this:

1. a few dozen video clips in HD quality.
  - a. videos should be of people doing other activities and using the tag line "I Square Dance"
2. A copy of the logo in a vector format so I can scale it smoothly in the commercial.

Once I have that I can edit the commercial and replace what I am currently airing. I can also increase the airings nationally on a few other networks as time and funds permit.

Michael

Michael Streby, CBTE, CBNT, 8-VSB

\*\*\*\*\*

From Jerry Reed  
Responding to Michael Streby Above  
In a message dated 5/25/2015 12:24:57 P.M. Central Daylight Time, DirectorARTS@aol.com writes:  
Michael,

Sorry for the very long delay in answering.

I am compiling all the responses into one document I plan to send to my mailing list.

Thanx,

Jerry

\*\*\*\*\*

From Michael Streby

In a message dated 5/10/2015 7:14:35 A.M. Mountain Daylight Time, michael.streby@gmail.com writes:  
Please review these thoughts and provide your comments.

1) Investigate requirements for software for embroidery machines to embroider the new logo, slogan, and slogo onto shirts, hats, and other products.

**MICAEL SEZ - We have the software to provide the logo in multiple embroidery formats but again we would need a vector format logo as a starting point,**

2) Investigate feasibility of purchasing software to be used to create software to be used to create digitized files for different embroidery machines

**MICHAEL SEZ - We have the software. But if you want to purchase it the cost would range from \$1500-\$2500 depending on the options you want and the underlying draw programs.**

3) Investigate requirements to use "PICTURE THIS" technology to transfer the new logo, slogan, and slogo on many kinds of material, including shirts and others

4) identify persons willing and able to serve on the Re-Image Committee to help reduce the workload on Jim & Judy Taylor; then contact these people to request their assistance (Possible candidates include Pam Clasper, Louis Friedlander, are there others??)

**Michael SEZ - We can aid, in a behind the scenes manner, as time is available.**

5) Identify a candidate to lead a committee or group of people who would identify sources to generate finds on a continuing basis.

6) Determine how much more work should be done creating "Live Lively" pins  
(NOTE - Jim & Judy and their helpers have done 4100 pins, however, they may not have 1000 left for the NSDC in Springfield, MA)

7) Investigate sources and vendors which will be selling embroidered products, determine if the products will be available online

8) Investigate possibility of CALLERLAB help collect money at the NSDC for pins, window stickers, and bolos (NOTE - Suggestion for donations = Bolos (\$15), packets of 20 window stickers (\$5), and either give away pins or donation of \$1.00)

9) Identify persons willing and able to help add information to the club contact data base

**MICHAEL SEZ - We can be a point of contact for Central Wisconsin area.**



Michael Streby, CBTE, CBNT, 8-VSB  
\*\*\*\*\*

From Jerry Reed  
Michael Streby Msg Above to Group

In a message dated 5/25/2015 1:00:04 P.M. Central Daylight Time, DirectorARTS@aol.com writes:  
Sent - 15-05-25  
Subj - Re: URGENT - ACTION - Re-Image Next Steps

Hi All,  
I received the following input from Michael Streby.

Please review his comments and provide your thoughts.

Thanx,  
Jerry  
\*\*\*\*\*

From Jim & Judy Taylor  
(No Attachment)

In a message dated 5/10/2015 4:52:00 P.M. Mountain Daylight Time, jimta1@msn.com writes:  
Jerry;

Attached is a copy of a vector image that Michael would want. We could start making some short clips if different people saying "I square dance". Does video frame size of 1280 x 720 qualify as HD quality?

Jim  
\*\*\*\*\*

From Michael Streby  
From: Michael Streby [mailto:michael.streby@gmail.com]  
Sent: Sunday, May 10, 2015 5:04 PM  
To: Jim & Judy Taylor  
Subject: Re: URGENT - ACTION - Re-Image Next Steps

i did not receive the vector graphic attachment (only a jpg.). But i used some of the embroidery software that we have to trace the logo and convert it to a vector format. I can use what i made to do the commercial and any embroidery that we want to do.

Michael Streby, CBTE, CBNT, 8-VSB  
\*\*\*\*\*

From Jim Taylor  
Responding To Michael Streby above

In a message dated 5/10/2015 6:40:45 P.M. Mountain Daylight Time, jimta1@msn.com writes:  
Michael;

Is the attached .svg the kind of image that can really be sized up as needed? That is what I meant to send you.

Would you be willing to convert the logo to other embroidery software? We have had some requests for it. One has a dst extension. A second one needed an extension starting with .f??

Jim  
\*\*\*\*\*

From Jerry

In a message dated 5/25/2015 9:01:38 P.M. Central Daylight Time, DirectorARTS@aol.com writes:  
Sent - 15-05-25  
Subj - Re-image Project - Status Report (As of 15-05-20)

Hi All,

I am sending this status report to you FYI.

No response is required and none is expected.

The Re-Image Project is going extremely well. There has been VERY positive and enthusiastic reception of the new logo and slogan. Several retail sources are offering products with the new logo/slogan and several large dance event are also promoting and using the new logo and slogan.

Please review the latest status report printed below and attached in a PDF file. If you have questions or concerns, please let me know.

Thanx for your continued interest and support.

Jerry

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From Butch & Ampie

In a message dated 5/25/2015 9:21:59 P.M. Central Daylight Time, hayeshomer@msn.com writes:  
Thank you, a good report with positive responses. We have had positive comments from most Texas dancers. we will have access to more dancers at the State meeting at the beginning of June.

Butch and Ampie Hayes

\*\*\*\*\*

From Jerry

Responding to Butch & Ampie

In a message dated 5/26/2015 12:12:43 A.M. Central Daylight Time, DirectorARTS@aol.com writes:  
Butch & Ampie,

Thanx for your message. The response have been very positive.

Thanx,

Jerry

\*\*\*\*\*

From Butch & Ampie

In a message dated 5/25/2015 9:35:36 P.M. Central Daylight Time, hayeshomer@msn.com writes:  
Our thoughts:

1. Jim and Judy, do need help, ie, Volunteers
2. We need a planned effort, with appropriate publicity to raise funds
3. We do not think that we should get into the production of products, we would not be able to realize a ROI on the investment.

Butch and Ampie Hayes

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From Jerry Reed  
Butch Hayes above to Grp  
Sent 15-05-26  
Subj - Re: URGENT - ACTION - Re-Image Next Steps

Hi All,

Received the following comments from Butch & Ampie.

They are correct - Jim & Judy NEED HELP!

They have done a great job recruiting people to help assembling the pins. The bolos are made in a very limited number and the window stickers are minimal effort to order, now that production contact has been established.

The main purpose of all of the products is "spread the word" about the Re-Image effort AND a second purpose is to help publicize The ARTS. For these reasons, we are not concerned with making money - - we are more interested in the goal of the project and in recouping at least some of the production costs.

Thanx,

Jerry

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From Jim & Judy

In a message dated 5/25/2015 3:31:50 P.M. Central Daylight Time, jimta1@msn.com writes:

Jerry;

We have sent the Vector image to Michael, so maybe he can make it work for others. We have only had 3 requests for the machine unique file and none of them have responded to our request for the make & model of their embroidery machine.

We don't think there is enough reason to purchase the digitizing software. Maybe some people at the 64th will ask.

We will add Michael to the "committee" group.

We have no club entries from Wisconsin.

Jim & Judy

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From Jerry reed

Responding to Jim & Judy above

In a message dated 5/26/2015 12:31:54 P.M. Central Daylight Time, DirectorARTS@aol.com writes:

Jim & Judy,

I agree we should not purchase the software.

Thanx,

Jerry

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From Jim & Judy Taylor

In a message dated 5/25/2015 3:40:50 P.M. Central Daylight Time, jimta1@msn.com writes:

Jerry;

We have set up a dropbox for "I Square Dance" People should be able to upload their video to:  
<http://tinyurl.com/lsquaredance>.

Does this work for you Michael?

\*\*\*\*\*

From Michael Streby

In a message dated 5/26/2015 6:58:13 A.M. Central Daylight Time, michael.streby@gmail.com writes:

The drop box would work, (just email me a link)

Youtube works.(just email me a link).

Or I have a few FTP sites that can work as well.

People can also mail me a small SD card or usb drive. Small USB drives can be purchased for a couple buck these days.

Michael Streby, CBTE, CBNT, 8-VSB

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From Jim & Judy Taylor

Responding to Michael Streby

In a message dated 5/26/2015 3:53:23 P.M. Central Daylight Time, jimta1@msn.com writes:

Michael;

Thanks for both responses. If they use the dropbox, we will be able to easily see what is coming in. Would it be alright with you if we post some of the videos on the Live Lively Facebook? That is assuming we get any.

Jim & Judy

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The following information was sent to the ARTS E-News Tree Mailing List:

Electronic media is growing as a way for people to communicate - - including advertising. The explosion of "home grown" videos on YouTube has been amazing. We have been advised by marketing experts to investigate and implement electronic media for publicity of our activity and as a way to exchange ideas and information.

(A) The Re-Image Project has recognized the importance and power of electronic communications and has established both a Live-Lively web site and Face Book page. The potential benefits of using available electronic media resources is hard to calculate, but there is universal agreement they are huge and widespread.

Now for the BIG QUESTION - - What can you do to help?

The answer is simple - - You can create short videos (30 Seconds or less) which will be edited and used to create a TV commercial promoting Square Dancing. The idea would be to video someone in a "Lively" activity such as running, swimming, playing tennis, basketball, some other active sport, and numerous other possibilities.

The video would show a person either during the activity or at the finish. The video would show the person and the person would say something like: "I SQUARE DANCE!" or "I JUST FINISHED A 10K RUN AND I SQUARE DANCE!" You get the idea. We are looking for high resolution videos which will be edited into clips for a TV commercial.

We must have the name and correct spelling of the person in the video.

IMPORTANT - The person must acknowledge, on the video, that they are being recorded for use in a commercial to promote square dancing.

PLEASE PROVIDE THE CORRECT SPELLING OF SUBJECT'S NAME.

One way to provide the name is to include the correct spelling in the title of the video file. An example would be: "John Smith - Swimming." However you decide to provide the name - it is very important. Without the person's name and their acknowledgement, we will not be able to use the video.

Michael Streby, an expert video editor, will add a voice track at the end of the commercial to include "Live Lively - Square Dance" and "Visit You2candance.com for information in your area" or words to that effect.

Michael will be doing the editing and creating the commercial. If this project goes well, there may be more than one commercial.

There are several possibilities to get the videos to Michael:

1) A Drop Box folder - - we created for this purpose - <http://tinyurl.com/lsquaredance>

Anyone with the link can upload, view or download any of the video

2) Post on Youtube - send the link to Michael

3) Michael can provide a link to an FTP site

4) Put the video on an SD card or USB portable drive and send to Michael

When you have the video contact:

Jerry Reed, ARTS Executive Director at

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

Thank you for your support,

Jerry