



ARTS-DANCE - NEWSLETTER

Winter - 2005 -2006

A Message from our Chairman.....

With this initial issue of the ARTS NEWSLETTER, we are reaching out to the Dance community to make you aware of the Alliance of Round, Traditional and Square-Dance (ARTS-Dance). ARTS has brought together the leadership of the National Dance organizations in a manner that has never been seen before - all working hand in hand to significantly increase the number of dancers enjoying all of our Dance forms. These dedicated leaders represent the Dancers, Callers, Cuers and Teachers from the Round, Traditional and Square Dance communities.

As an IRS 501 (c) (3) tax-exempt, nonprofit foundation, ARTS is able to accept tax-deductible contributions from Dancers and Dance Organizations. Currently, ARTS is initiating an "Add a Buck" program where clubs and organizations are encouraged to increase their door admissions by any amount they choose & submit this donation to ARTS to benefit its various programs.

These include such things as the development of marketing & recruiting programs to encourage non-dancers to join our ranks. A toll free phone number - LEARN TO DANCE 1-866-445-ARTS (2787) has been implemented to assist interested persons in finding a location near them. To promote this toll free number, ARTS has made magnetic bumper signs available to Dancers for \$2.50 from your organization's leaders.

Efforts are underway to develop an image enhancement video to depict the fun of our Dance activities as modern and exciting. One of the ARTS development initiatives is to educate the public and promote an improved understanding and image of the multiple forms of their historical dance activities. One of the means to achieve this goal has been accomplished through an ARTS Grant to assist in the development of an in-school curriculum to teach square dancing to grade school students with a program including CD's incorporating upbeat music & lessons achievable by these young students. It is hoped that this program will be expanded to include other Dance forms.

An ARTS Action Plan details the step-by-step process by which the Dance community can achieve its goal of 50,000 new Dancers. This includes the development of a communications network beginning with ARTS State Representatives and

expanding to reach all Dancers who have E-mail addresses.

A newly implemented ARTS Travel program provides Dancers with an economical means to plan travel online and generate funds to benefit ARTS and its programs. All Dancers are encouraged to purchase their travel needs on line at:

<http://www.arts-dancetravel.com/>

Details of these varied programs and activities are included within this issue of the ARTS NEWS- LETTER and may be accessed on the ARTS website www.arts-dance.org

By all of us working together, we can achieve the goal of increasing the number of Dancers enjoying our exciting and varied Dance activities.

Jim Maczko - Chairman Chairman@arts-dance.org

A Little Bit of History.....

In the late 80's, realizing there was a need for the national organizations to become better acquainted with each other's goals and projects and perhaps begin to interface and work together more closely & complement each other rather than working as separate entities, LEGACY, one of the national square dance organizations, made arrangements for an annual "Summit" meeting for such a purpose every June at the National Square Dance Convention.

Moving into the 21st century this idea gradually evolved into The Alliance of Round, Traditional and Square Dance, Inc. - or simply ARTS-Dance ...whose goal is to generate public awareness & promote growth and acceptance of contemporary Square, Round, Traditional, Contra, Clog, Line and Folk Dancing. ARTS-Dance has been incorporated in the State of North Carolina as an IRS 501 (c) (3) Tax Exempt corporation. This allows the ARTS to receive tax-deductible donations for the furtherance of its activities.

What is the make up of ARTS-Dance?

Eleven organizations make up the ARTS Governing Board with each retaining their individual identity, character, mission and goals, while supporting the common goals of the ARTS-Dance Alliance. Each organization has one vote. These include the

AMERICAN CALLERS ASSOCIATION, CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers (NSDCA), National Square Dance Convention Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), United Square Dancers of America (USDA), Universal Round Dance Council (URDC), USAWest Square Dance Convention Policy Board (USAWest). With these organizations working together, it has been possible to initiate efforts to enhance the public image of contemporary Square, Round and Traditional Folk dance activities.

There is also an Auxiliary Governing Board. Currently it consists of the Kentucky Dance Foundation, Lloyd Shaw Foundation, The Square Dance Foundation of New England & the U.S. Handicapable Square Dance Association. These organizations may send a rep to the meeting but have no voting privilege.

Associate Membership is open to any Dance Related Organizations, Recreational Leaders or Supporters of the Dance activities who annually donate \$100 to the ARTS. Individual membership may be granted to contributors who donated a minimum of \$50 per couple or \$25 per individual to The ARTS. Other individuals & groups are encouraged to participate or provide financial support through dances benefitting the ARTS & by contributions.

ARTS-Dance conducts 3 meetings a year - one in the Spring (March/April), Summer (Sunday after the NSDC) and it's Annual Meeting in October.

During the first few meetings of ARTS-Dance the various organizations, who would eventually form its Governing Board, spent time becoming better acquainted and establishing improved lines of communication and cooperation. Once Bylaws were adopted by this new cohesive organization, work began in earnest to acquaint the rest of the dancing world by publishing an informational brochure to inform the dance community of the establishment of ARTS-Dance and its mission. As individuals and organizations heard about ARTS-Dance and its mission contributions began to come in to support this effort. Some areas even held special Benefit dances for ARTS- Dance.

Visit our website - learn more about ARTS-Dance
www.arts-dance.org

Looking back on 2004 -

At its Spring meeting ARTS- Dance Governing Board elected Jim Maczko, Chairman, Henry Israel, Vice Chairman, Jerry Reed, Secretary & Edythe Weber, Treasurer. Many dancers had their first acquaintance with ARTS-Dance when at the 53rd National Square Dance Convention in Denver, CO they were given a comprehensive dancer demographic *survey* form to fill out. Additional surveys were also distributed at other national events. The replies were to help ARTS identify those who square dance. This in turn would help when ARTS could begin its efforts to enhance the public image of our activity.

A *website* was established to introduce ARTS-DANCE to all those interested in its activities. Convenient links were also included to each of the Governing Board member organization's website. As new projects are started & achievements reached, this information is added to our website.

www.arts-dance.org

By recognizing the promotional efforts of dance groups a Grant of \$1,000 was issued to the California Square Dance Council for its "Teach the Teacher" program that was going to be presented to the California Association for Health, Physical Education, Recreation and Dance (CAHPERD) at its Annual Conference in March of 2005. They plan to develop a workbook, CD's with high-energy music and a DVD to show how the dances can be executed to help teachers to use in their school program.

ARTS-Dance was granted status by the IRS as a 501(c) (3) non-profit/charitable foundation.

Much discussion also centered on creating videos to explain ARTS & to enhance the Square Dance image and to include all the many forms of dance included under the word "square dance".

The groundwork was laid for ARTS-Dance to implement a toll-free telephone number for anyone to access information on contemporary Square, Round and Traditional Folk Dancing.

To help in disseminating information about ARTS-Dance and its projects an effort was begun to set up a national network of ARTS representatives in every state.

CALLERLAB's Recruit, Promote, Maintain (RPM) Committee was preparing packets to encourage clubs to "Add a Buck" to dance admissions to support the ARTS-Dance projects.

A Brochure was developed to explain our new organization and accompanied our first display at the NSDC Showcase of Ideas. A Newsletter was suggested to better inform members & others of the progress & programs of ART-Dance.

ARTS-Dance realizes that many of our supporters are unable to devote the time and money to attend an ARTS-Dance meeting, but are interested in what is happening, a newsletter was created. Thus, you are now reading our first effort. We welcome your comments.

Although some of our supporters are familiar with the founding of ARTS-Dance and its mission, it was felt that a brief background of what has transpired to bring ARTS-Dance up to where it is today should be in this initial issue.

It was said that bringing together a coalition of allied dance groups who would work together to generate public awareness & promote growth and acceptance of contemporary Square, Round & all the Traditional Folk Dance form was "Mission Impossible". But if you ever come and sit in at any of our meetings, you will find while some discussions may be warm, we can usually come down to workable solutions agreeable to all.

Major ARTS-Dance Happenings in 2005...

SURVEYS - Michael Streby & Patty Wilcox have entered all the data and have distributed it to the various organizations who participated. The data collected by the various surveys have provided very consistent and important information. It seems that we should direct our Recruitment efforts toward the 50-59 age group.

There will be no survey conducted during the 55th NSDC in San Antonio, TX, but one will be conducted at the 56th NSDC in Charlotte, NC.

MOVIE - A documentary movie project has been proposed by recent college graduate Nick Korbee. Nick explained his ideas at our October Meeting. He plans for his movie to show the "true" image" of square dancing & its participants. Much is still in the "talking" stage with a lot of research underway. The ARTS will include information relating to this movie to our mailing list.

IMAGE ENHANCEMENT - Previous discussions have resulted in agreement that production of a **video** should be pursued. Its goals would be to present all aspects of the activity to non-dancers. Also discussion on length of videos, where they would be shown, how many videos and who to focus on. Surveys indicate 50-59 year olds. A Canadian Public Service Announcement was shown at the 54th NSDC and is available to use. Minnesota Central Region has also produced a video. There was discussion to consult others who have produced Public Service Announcement videos to obtain help with this effort. An Ad Hoc committee

is working on this project. Michael Streby will create a video to publicize the ARTS to be used at the 55th NSDC

Square 4 Life - Don Feenerty & his cohorts believe strongly that people need to be invited, encouraged, convinced & brought to dances. We need to advertise, publicize & promote the activity. His Heritage Dance Association has actively stressed the physical health aspect as well as the mental and psychological aspects with excellent results...and will share them. It is work...but worth it. For more information contact Don at: don@feenerty.com

ARTS at the National SD Conventions - At the 54th NSDC in Portland, OR Representatives from PR firm Weber Shandwick presented 3 seminars on how PR can be used to help promote the growth of the activity. These excellent presentations were pro-bono (at no charge). A CD was produced with this info by the 54th NSDC staff. ARTS will be active at the 55th and 56th NSDC with seminars as well as having a display in their Showcase of Ideas.

LEARN TO DANCE - 1-800-445-ARTS (2787) - A magnetic bumper sticker is available for \$2.50. By using the National SD DIRECTORY & the ARTS list of State Reps most questions or requests can be answered or forwarded on to someone who can do so. It was suggested a "Starter Kit" be created for any person living in an area where there is no dancing.

TEACHING SQUARE DANCING IN SCHOOLS - The text and CD's in the "Teach the Teacher" materials created for the CA Ass'n of Health, Physical, Education, Recreation & Dance (CAHPERD) by the California SD Council, inc. was well received and sold out with orders taken for more copies! They are thinking of expanding it to junior classes. Their contact is Bonnie Abramson-Bjabramson@aol.com

"Moving And Grooving" - a similar document with material & CD's sponsored by the British Columbia S&RD Federation has also met with much success in Canada. It has been evaluated by the BC Teachers Federation and may also be purchased. www.squaredance.bc.ca

PRESS RELEASES - At various times press releases have been distributed to all known publications dealing with our activity. Michael Streby has created an E-mail listing for about half of these publications. Usually our PR's are E-mailed, but they are also available in hard copy. We thank the many publications who use our PR's.

Please direct any questions for **ASK ARTS** to Del Reed at 321-633-1306 or askarts@arts-dance.org

This special column was suggested by a new ARTS-Dance member, Aileen Pechecho, as another way to help spread the word. If you send in your question or observation, Del will respond and provide answers.

**Save - Friday, February 29, 2008
For a Special World Wide Dance to benefit
ARTS-Dance**

Organizations, clubs and individuals everywhere are asked to join together to sponsor an ARTS-Dance Benefit Dance on this very special day which only occurs once every four years. Linda Shaw is heading up this project and will have more information as the date comes closer. But for now - **SAVE THE DATE.**

Business Plan for ARTS - A ten-year plan was reviewed and approved for implementation. Our first goal has been met - that of having an ARTS-Dance contact in every state. These reps will be responsible for contacting different state organizations explaining our purpose and goals.

Our next goal is to identify all traditional, round and square dancers in the United States and make them aware of the goals & progress of ARTS-Dance. Dancers will be updated quarterly of our progress. Once all dancers are aware of the need for this Alliance to promote Dance, they will be asked to help us physically and financially to achieve that goal. This support can be by fund- raisers, donations, or any other idea a dance group wishes to sponsor. All dancers will be invited to become members of ARTS-Dance.

The above are the goals for 2006.

ADD A BUCK PROJECT - A project that has been used by several organizations and clubs - that of adding an additional fee placed on the admission fee for a dance with that extra charge being a donation to The ARTS. A committee has been formed to provide a packet of material to anyone who wants to carry out this project.

SQUARE DANCE MARKETING PLAN - This plan created by a CALLERLAB Ad-Hoc committee was presented to ARTS & accepted as a guideline to be revised, as needed. It has been renamed Recruiting Plan and is available upon request.

Getting Media attention to the benefits from participating in our dance activity. ARTS-Dance realizes the need for this type of publicity & promotion. A number of dancers & organizations have some excellent materials and ideas to share. There is a big need to publicize the physical, mental

and social benefits of square dancing to the "outside world". A committee has been formed to gather this material and make it available for all involved within our activity to use. If you have material or success stories to share - please let ARTS-Dance know.

A new Fund Raiser for ARTS-Dance - YTB Travel & Cruises has proposed that ARTS would benefit from online purchases of travel & cruises. A portion of the royalties would go to ARTS & used to further ARTS purpose & goals. After much discussion, it was agreed to try it for a year. Website - <http://www.arts-dancetravel.com>

Informational to all: A proposal from Disney World Youth Events Group to sponsor a square dance event (squares, rounds, traditional) was received and discussed. Although sponsored by the Disney Youth Group, it would be open to all dancers. This event warrants further consideration and ARTS await a draft proposal.

ARTS-Dance has accepted for Review and revision a **grant application** as presented by Alitia Becker prior to its submission to the RWJ- Foundation. The basis for this Grant is to deal with childhood obesity through the support of Dance Instructors in Schools supplemented with the Square Dance 101 Booklet.

October has been established as the Annual Meeting where officers are elected. Officers for 2005-2006 include Jim Maczko-Chairman, Scott Phillips-Vice Chairman, Jerry Reed-Secretary, and Edythe Weber-Treasurer. All serve as volunteers.

Things to look for during the next few months - We will have a quarter page ad in the National Square Dance DIRECTORY which will be available early in 2006. Look for our different articles and press releases from ARTS-DANCE in your local publications covering topics in more depth than our review here. The fourth ASK ARTS article from Del Reed should also be in print by the time you read this newsletter. Please visit our web site for more in depth words on any topic mentioned.

This ARTS-DANCE NEWSLETTER is planned to be available within 6 weeks after an ARTS-Dance regularly scheduled meeting. In this way, you will be up to date on happenings within this vital organization. Our next ARTS-Dance meeting is Sunday, April 2, 2006 in Charlotte, NC.

ARTS Lapel Pins

Should you care to have one of the ARTS pins to show your support for our new organization, these lapel pins are available for \$5.00 from any of the 11 organizations on the Governing Board.