



ARTS-DANCE - NEWSLETTER

Winter -2006

A Brief Look Back from our Past Chairman.....

As another year comes to a close, it is appropriate to take a brief look back at the accomplishments ARTS has achieved. Having come together only four short years ago (2002), the Alliance of Round, Traditional and Square-Dance, Inc. has brought together ten major Dance organizations to achieve a single goal - the development of an achievable marketing program that will benefit all facets of the Dance activity.

Through the joint efforts of CALLERLAB, CONTRALAB, IAGSDC, NSDCA, NEC, ROUNDALAB, SSDUSA, URDC, USDA, USAWest, programs have been developed to attract new Dancers into our movement. These programs include a detailed recruiting program developed through the CALLERLAB RPM (Recruit, Promote, and Maintain) Committee and available to all Dancers through the ARTS web-site: www.arts-dance.com.

The implementation of the ARTS Add-A-Buck program is an important component to the success of ARTS, where clubs and organizations are encouraged to voluntarily increase their door admissions by any amount they choose and submit these donations to ARTS to benefit its various programs. As a 501 (c) (3) tax-exempt, non-profit, charitable foundation, all donations made to ARTS are tax-deductible contributions.

Other achievements of the ARTS during these early years have been the conducting of demographic surveys, initiating a toll free telephone number - Learn to Dance - 866-445-ARTS (2787), adoption of the ARTS Action Plan, a nation-wide benefit dance - *Dance America* - to be held on February 29, 2008, informative news articles titled "Ask ARTS", ARTS On-line Travel Website benefits those travelers who book their travel online & generates funding for the ARTS programs, and Square Dancing 101 to mention just a few.

It has been a distinct privilege to serve as Chairman of the Governing Board of the Alliance of Round, Traditional and Square-Dance and to work with the outstanding leaders of the member organizations these past two years and look forward to working for the continued development of ARTS under newly elected Chairman of the Governing Board, Mike Jacobs.

Jim Maczko - Past Chairman of the Governing Board (2004-2006) Alliance of Round, Traditional and Square-Dance, Inc.

Dancing is good for your health
NO prescription is required.....

ARTS DANCER SURVEY -

The dancer survey has been conducted at several National Square Dance Conventions (NSDC) and other major events. The results from all the various surveys have shown very consistent results. Since most of these surveys were conducted in the western area of the United States, it was requested that a survey be conducted at the NSDC in Charlotte, NC in June 2007. If the results are substantially the same as from past surveys, The ARTS will not plan to do additional surveys for some time.

ARTS - Learn to Dance - toll free number -

Calls continue to be received and answered. However there has been a reduction in the frequency of calls - 1-866-445-ARTS (2787)

Public Relations Proposal -

Many of us have found that the understanding of The ARTS or even knowledge of the existence of the organization is lacking throughout the dance community. Simply put, the dancers either do not know we exist or if they do, they don't know enough about us.

Some of our member organizations include articles about The ARTS or the "Ask ARTS" press releases in their publications. The ARTS recognizes this need to educate the entire dance community and to get the news about ARTS and its goals out to all dancers. Use of the Internet and Email is being investigated.

State reps can help as well. Plans are to update the tri-fold brochure and possibly print in color for distribution at the 56th NSDC. While the "Ask ARTS" articles are helping get the word out, there is a need for much more publicity on ARTS in the national & local Square Dance publications.

In the 2006 issue of the National Square Dance Directory (NSDD), The ARTS had an ad in the "organizations" section. Now that NSDD has gone digital a number of questions have arisen as to how to continue this ad. It was also suggested that an ad be placed in the 56th NSDC Program Book.

The ARTS will have a display in the 56th NSDC Showcase of Ideas. Our Chairman will also be working with the NSDC Education committee to schedule the seminars.

Electronic Mailing Network -

The ARTS would like to develop the ability to disseminate information directly to all dancers. Ideas include creating & implementing of a "mailing tree" system. Additional input will be discussed at the Spring Governing Board meeting. Please provide us your thoughts. We welcome and value your comments.

Incentive Marketing Proposal -

While Jim & Judy Taylor, Judy Winter & Dan McPeck, continue to work on their marketing strategy called "Incentive Marketing" or sometimes referred to as "Buzz Marketing" - providing incentives to those in the dance activity which are designed to encourage more individual participation in the marketing effort. The ARTS is also investigating how incentives would effect its tax exempt status. Ken Robinson is working on a suggested web site for this program should The ARTS adopt the idea.

February 29, 2008 - Dance America -

Since almost all ARTS organizations, clubs and individuals plan their big events many months before the actual date, NOW is the time to make plans for this special DANCE AMERICA event. Money raised from this event will be used for promotion of the square dance activity. And if every event could send us the total number of dancers at their event, this number can be important in grant proposals and in other ways.

Advertising featuring square dance -

Have you noticed square dances, and dancing in various ways, are slowly creeping into more advertisements? One of the latest was an article entitled "Waltz Your Way to Better Heart Health". URDC and ROUNDALAB take notice. On the Net: Heart Association: www.americanheart.org

ARTS & Travel -

Visit the ARTS Online Travel web site at www.arts-dancetravel.com for your travel needs and help The ARTS by using this service.

Teaching Dancing in Schools -

The ARTS has discussed National Dance Standards published by the National Dance Association. Discussions included how The ARTS might help get our dance activity included in the Standards document.

Order forms for *Moving and Grooving* from Canada and *Square Dancing 101* from California, both dealing with teaching square dancing in schools, may be found on the ARTS web site.

Add-A-Buck -

A follow up mailing requesting feedback on the program of adding a contribution to The ARTS to dance admission fees will be sent to the 48 reps who received the first mailing. Several festivals are considering using this program. If you would like to participate, please visit our web site <http://www.arts-dance.org> to get more information.

DISNEY WORLD Proposal -

Some time back there were discussion with Walt Disney World about The ARTS hosting a square dance event at the park. Unfortunately, no acceptable proposal could be agreed to and discussions have been closed.

Grants -

The proposed grant to the RWJ Foundation to deal with childhood obesity through the support of dance instructors in schools, supplemented with the Square Dance 101 materials from the California Association of Physical, Education, Recreation & Dance was reviewed by the CALLERLAB Grant Writing Committee. Their suggestions have been forwarded to Alitia & John Becker for consideration before proceeding any further.

There are possible grants to help dance clubs, organizations, or associations from Wal-Mart & Target. The grants must be approved and provided by individual stores. Requests may be submitted to help clubs or organizations.

Target -

<http://sites.target.com/site/en/corporate/page.jsp?contentId=PRD03-001818>

Wal-Mart -

<http://www.walmartfacts.com/featuredTopics/?id=5>

Election of Officers -

In accordance with the Bylaws the election of the ARTS officers was conducted with the following results. Chairman - Mike Jacobs; VP Scott Philips; Treasurer - Edythe Weber; Secretary: Jerry Reed.

Next Governing Board Meeting -

The Spring meeting will be Sunday, March 18, 2007 in Alexandria, VA at the WASCA event. The meeting will begin at 9:00 a.m. Guests are welcome to attend.

For More Information contact The ARTS:
On the web: www.arts-dance.org
Email: ARTSSecretary@aol.com