



# ARTS-DANCE - NEWSLETTER

October - 2012

## Message From Our Chairman -

A Message from our Chairman....

All over the World, September is recognized as National Square Dance Month. What a wonderful activity that we are involved in that has a month of recognition!

Did you know that there is a holiday for Square Dancing? The holiday is observed and celebrated on November 29th. I would like to issue a challenge to all clubs to hold a dance during this week and consider making a banner dance contribution to the ARTS. I cannot think of a better way to celebrate our love for square dancing.

The 62nd National Square Dance Convention (NSDC) will be held at the Cox Convention Center in Oklahoma City, June 26-29, 2013. Please plan to attend.

The ARTS Board Meeting will be held on Sunday, June 30, 2013 in Oklahoma City immediately following the 62<sup>nd</sup> NSDC.

The [www.you2candance.com](http://www.you2candance.com) website continues to grow and get the message out to the world. We continue to market ourselves in as many forums as possible bringing square dancing, round dancing, and contra dancing to the world wide web!

ARTS continues its current programs: ARTS Add-A-Buck, ARTS Dance Travel, ARTS \$100,000 Club, ARTS Grant Programs and many others. For more information on any of these programs, please contact The ARTS Executive Director, Jerry Reed, at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

We're profoundly grateful to all of the members and contributors to the ARTS! It is because of YOU that we make everything we do possible.

Gordon Macaw – Chairman of the Governing Board Alliance of Round Traditional and Square Dance, Inc - [chairman@arts-dance.org](mailto:chairman@arts-dance.org)

## 2013 Annual ARTS Meeting -

The 2013 ARTS meeting will be held at 9:00 AM on Sunday, June 30, 2013 immediately following the 62nd NSDC in Oklahoma city, OK. All dancers and dance leaders are invited to attend. For more information contact Executive Director, Jerry Reed at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

## Minutes Copies Of Past Minutes

Copies of the minutes of all past ARTS meetings are available on the web site: [www.arts-dance.org](http://www.arts-dance.org)

## Square Dance History Project (SDHP) - Grant

One of the goals of the ARTS is to promote and publicize the history of our activity.

In 2011 a Grant request from the SDHP was approved in the amount of \$2,500.00. SDHP is working toward completion of their work.

## Square Dance History Project Launches New Website by David Millstone

A group of square dance enthusiasts has been working for several years to create a digital library and website (SquareDanceHistory.org) that takes a broad look at square dancing in its many forms, modern and traditional, as well as the historical antecedents of today's squares. The project has attracted financial support from The ARTS, the Lloyd Shaw Foundation, Country Dance and Song Society, and CALLERLAB, with additional resources made available from the Square Dance Foundation of New England and the University of New Hampshire's Special Collections.

The primary focus is to collect good examples—more than 300 videos so far—that document square dancing in its many forms, showing both New England dosido and western docey-do, barn dances and hoedowns, stately quadrilles and rip-roarin' squares of the 1950s, and modern square dance programs from Mainstream to Challenge. The site also includes interviews, text, photographs, audio files, and more.

The site is a work in progress, and additional material will be added regularly to the collection. The home page offers a way to contribute additional items; organizers are especially interested in locating home movie footage from decades past. of this form of American social dance.

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Among the treats awaiting you:

- > A set of 100 high-definition videos filmed a year ago at Dare To Be Square, held at the John C. Campbell Folk School in Brasstown, NC, with six nationally-known square dance callers
- > Silent footage of southern Appalachian mountain squares filmed by Elizabeth Burchenal in the early 1930s
- > Black and white silent film (1955) showing square dances in Central City, Colorado, young dancers demonstrating Lloyd Shaw styling
- > Instructions for the Lancers Quadrille, and a demonstration of the dance in mid-19<sup>th</sup> century costume

#### **ARTS-DANCE - Education Grant Program-**

Our Educational Grant Program was established, to encourage various dance organizations to conduct Educational Seminars to help inform and educate attendees about various topics related to the activity and help promote ARTS-Dance. In addition to the other topics, the seminars MUST also cover who and what ARTS is and its goals and accomplishments. Any square, round, contra, clogging, or folk dance organization willing to present a program which includes explaining ARTS and its function in the dance community may apply for a grant.

Associations, organizations, or dance promoters may apply for an Educational Grant of up to \$200.00 (or up to 50% of the costs, whichever is less) to cover the costs to present a seminar. The seminar must include a session explaining the ARTS, its history, accomplishments, and current and future programs. This session can be a method to introduce ARTS to the dancing community, and further familiarize others with ARTS accomplishments and programs. A sign-in list of attendees must be circulated at the session, and if 10 or more attend, the session would qualify for a grant. If there are less than 10 attendees, the organization would not qualify for funds. Any consideration would be subject to availability of funds.

The leaders must complete the Educational Grant Form, which can be obtained from any ARTS officer or can be printed from the ARTS-Dance web site: [www.arts-dance.org](http://www.arts-dance.org). The application must be submitted to the ARTS Executive Director at 943 Tamarind, Rockledge FL 32955, or Email: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org) and must be received at least 60 days prior to the event. An estimate of expenses must be completed on the application.

#### **Facebook Account -**

The ARTS has established a Facebook account at: <http://www.facebook.com/groups/139097599434143/>. For more information contact Jim Weber at: [webmaster@arts-dance.org](mailto:webmaster@arts-dance.org)

The ARTS-Dance is a non-profit organization and is operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, Traditional, Contra, Clog, Line & Folk Dancing..

#### **Education Grant Approved -**

The ARTS Officers recently approved an Educational Grant request to provide financial assistance to the 19th Biannual Prairie Conclave.

The conclave will be a fun weekend to share information and ideas, and education to help develop the square dance activity. This is the type event The ARTS supports through the grant program.

If your organization is planning a similar event we ask you to consider submitting an Educational Grant Request. For more information visit the ARTS web site: [www.arts-dance.org](http://www.arts-dance.org)

#### **ARTS Email Tree -**

The ARTS has established an electronic system to help disseminate information directly to all dancers in the USA. Email tree representatives for over 30 states have agreed to serve as contact points for the ARTS Email Tree. The system will work as follows: 1) Information will be sent to the Email Tree Representatives (Reps), 2) The Email Reps will send the information to the people on their mailing list, 3) These people will send the information to the people on their mailing list, 4) The process will continue until the information is delivered to the dancers in the local clubs. If you would like to help, please contact the Executive Director, Jerry Reed at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org) We welcome and value your comments.

The 62<sup>nd</sup> NSDC will be held June 26-29, 2013 in  
Oklahoma City , OK

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The 2013 IAGSDC convention will be held July 4-7,  
2013 in San Francisco, CA

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The 2013 USAWest convention will be held August 8-  
10, 2013 in Boise, ID

### **Dancing BackGrounder -**

Are you looking for an excellent way to introduce your friends to our wonderful activity? Well, we have just the thing. That document is the ARTS BACKGROUNDER

### **Question -**

What is the BACKGROUNDER?

### **Answer -**

The BACKGROUNDER is simply a single document detailing the basic facts explaining the significant physical, mental, and social benefits of the activity. It also summarizes our history, provides definitions for Round, Square, and Contra/Traditional Dancing. Also included is a historical time line showing the development and growth of these dance activities, including a brief listing of the major dance organizations which have joined to create the Alliance of Round, Traditional and Square-Dance (ARTS-Dance).

The BACKGROUNDER is not just a listing of information, it also provides interesting "Factoids about Square Dancing" adding short facts of where our activity has been. It reports on how the activity has been portrayed in the media, including television and movies. Also included is identification of some of the more prominent Americans who have been involved with its development. To more readily show and represent our movement, the BACKGROUNDER includes multiple photos depicting the fun and its colorful aspects.

The focus of the BACKGROUNDER is to facilitate dancers who have the opportunity to deal with the media to inform them of what we dancers know full well - this is a terrific activity that is more than fun, it has multiple benefits. By providing the BACKGROUNDER to representatives of the media we can be assured that articles by them will have useful and ACCURATE facts to incorporate into their article or news report when they cover a dancing event.

This BACKGROUNDER also provides clubs or associations the ability to customize certain portions, such as contact information to identify local contacts.

BACKGROUNDERS are available to be downloaded from the ARTS-Dance.org website ([www.ARTS-Dance.org](http://www.ARTS-Dance.org)) and will be available during National Square Dance Conventions and USAWest convention.

All dancers are encouraged to provide the BACKGROUNDER to non-dancing friends

**ARTS-Dance Publicity -**

In spite of the efforts over the years, ARTS-Dance is still a relatively unknown entity to many dancers. To help explain who we are and some of our goals and accomplishments we present Educational Seminars during the NSDCs and USAWest conventions.

The ARTS administers a Grant Program to help dancer groups finance educational seminars or gatherings.

For more information visit:

[www.arts-dance.org](http://www.arts-dance.org)

### **You2CanDance.com -**

The You2Can Dance web site was launched at the National Square Dance Convention in Louisville KY in June 2010. The site is up and operational at [www.you2candance.com](http://www.you2candance.com). There are three videos showing Modern Square Dancing, Round Dancing, and Contra Dancing, as well as detailed explanations of the three dance forms, Squares, Rounds, and Contras. Each section has a resource page for locating a caller, cuer, or club near you. The site is designed for those not already in the activity.

### **WE NOW NEED YOUR HELP!!**

The problem we are having now is getting ALL of the known square, round, and contra clubs listed on the web site, as well as all of the callers and cuers that want to be listed. It is easy to get your club's info listed. Simply go to your state's "find a club" page and click on the line that says, "To add or update your club's listing" and fill in the requested information. The same goes for callers and cuers. We are asking you to check your own information and to pass the word along to everyone you know.

Listed below are ways to use the new web site to help promote dancing in your area. If you have any additional ideas, please send them also via the "contact us" button at the bottom of the home page.

### **How to Use You 2 Can Dance**

1. Make you2candance.com your home page. Every time you go on line, you will register a "hit" to the site. This helps it move to the earlier pages when someone does a search.
2. If you have a web site, be sure to add a link to this site. The number of links to a web site is a major factor in moving it to the first few pages of search engines.

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3. Make sure you are listed on the web site, whether you are a caller, cuer, or club.
  - If you have a web site, we will put a link to your site.
  - If you have an email address, we will put a link to it for immediate contact by a visitor to the site.
  - Send data to [info@you2candance.com](mailto:info@you2candance.com)
4. Everywhere you can we ask you to advertise "you2candance.com". It is a non-threatening, no pressure way to get people to check us out, and no one will bother you unless you choose to be a contact.
  - Put a little sign in one of your car's rear windows. Just [you2candance.com](http://you2candance.com), nothing else. You don't have to put your phone number or any explanation. If enough people do this, eventually people will visit the site, just to see what it's all about.
  - Print up business cards that just say [www.you2candance.com](http://www.you2candance.com). Leave them laying around in waiting rooms, libraries, on supermarket bulletin board, anywhere someone might just pick it up and say "What the heck is this?"
  - Make up a banner and hang it outside where you dance, or when you do a demo.
5. Use this web site on your flyers for open houses or other recruiting literature. People unfamiliar with the dance activity can watch a video of actual dancers and listen to a description of the activity given by a professional voice-over artist.
6. This web site isn't by any means the only tool you will need to help our activities grow. It is, however, another weapon to put in your arsenal. ARTS-Dance has created this to help you educate the public about what it is that we enjoy so much.

Remember, the more times someone sees something, hears something, comes into contact with something, the more likely they are to at least give it a try. After all, that's all we're asking, just give us a try.

#### **ARTS-Dance and NEC -**

The ARTS now helps distribute the electronic National Squares magazine which provides the dance community with information about the upcoming National Square Dance Convention (NSDC).

#### **Volunteers & Helpers -**

The ARTS-Dance is dedicated to promoting our activity and to raising awareness of the activity among the non-dancing public.

We are always looking for new ideas and volunteers to assist in our mission. The Governing Board represent all the major dance organizations in the USA. These dedicated dance leaders work hard for the ARTS and for the dance activity.

As with any volunteer organization, there is a continuing need for fresh input, ideas, and people to help out.

If you would like to help or if you have questions, please contact our Executive Director, Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

#### **ARTS-Dance at 62<sup>nd</sup> NSDC -**

The 62<sup>nd</sup> NSDC will be held in Oklahoma City, OK June 26-29, 2013. The ARTS will exhibit our high-quality information Tri-Fold. This brochure provides information about The ARTS including a list of Board Members, accomplishments, and plans. Copies of the Tri-Fold will be in the convention packages. Copies of the Backgrounder brochure and You2CanDance will also be available in the Showcase Of Ideas.

The ARTS will also present Educational Seminars:  
- You2candance.com - Promoting Dancing Through The ARTS Website  
- Potential & Perspective - the Future of Our Activity

#### **ARTS & TRAVEL -**

The ARTS-Dance online TRAVEL SITE has been activated for a number of years. Our agreement with YTB Travel has been extended indefinitely. Please visit [www.arts-dancetravel.com](http://www.arts-dancetravel.com) before making your travel plans. You will enjoy the same savings as other online travel sites and help The ARTS by using this service.

<p>Next ARTS Meeting 9:00 AM - Sunday, June 30, 2013 Immediately Following the 62<sup>nd</sup> NSDC Oklahoma City, OK</p>
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