



ARTS-DANCE - NEWSLETTER

December 2016

Message From Our Chairman - (Betsy Gotta)

Hello Dancers,

It is the Holiday season as I write this and we have had “Black Friday”, “Cyber Monday”, and now I have heard that there is “Giving Tuesday”. The idea is that people devote the Tuesday after “Cyber Monday” to donate to their favorite charities. As I mentioned in my August article, there are many ways to donate to the ARTS-Dance organization.

ARTS-Dance is an organization of organizations. They are All Join Hands Foundation, Ltd; International Association of Gay Square Dance Clubs (IAGSDC); National Square Dance Campers Association (NSDCA); National Executive Committee of the National Square Dance Convention (NEC); Single Square Dancers USA (SSDUSA); The International Association of Round Dance Teachers (ROUNDALAB); The International Association of Square Dance Callers (CALLERLAB); The International Organization of Contra Dance Leaders (CONTRALAB); United Square Dancers of America (USDA); and USA West Square Dance Convention Policy Board (USAWest) Each organization sends one representative to serve on the ARTS Governing Board.

Individual dancers are welcome to participate in the ARTS – Dance projects. In fact, we need dancers to become involved. You can become an Individual Member for \$25.00 per year. To do this, you can download an arts Membership application from the website – www.ARTS-Dance.org. You can volunteer to work on projects by contacting the Executive Director, Jerry Reed at:

ExecutiveDirector@arts-dance.org

The annual meeting is held Sunday morning after the National Square Dance Convention starting at 9:30am in the convention city. You are welcome to attend.

I started this letter by talking about donations. In addition to becoming an Individual Member, there are several ways for a dancer to contribute to the ARTS-Dance organization.

1. First, since we are an IRS 501© (3) Non Profit/Charitable Foundation, you can make a tax

deductible donation. Giving Tuesday is past, but you can still send a check.

2. Second, you can sign up on Amazon Smile to have a portion of what you spend by buying on line donated to the Alliance of Round Traditional and Square – Dance Inc. It is a small percentage of what you spend, but the donation is made at no cost to you. If you shop on Amazon, sign up for Amazon Smile.

3. Third, you can use the ARTS Travel option to book your trips. Use www.arts-dancetravel.com to book travel at competitive prices and a portion of what you spend will go to the ARTS-Dance organization. Again, there is no extra cost to you! If you do not find the price you want, book elsewhere, but remember to check the ARTS Travel site each time you book.

4. You can also have your club or state organization sponsor an Add-A-Buck dance. Simply add \$1.00 to the admission price of a dance or special event and send those dollars to ARTS-Dance Inc.

5. Dance Across America is a plan that encourages clubs or associations to hold a special dance to benefit ARTS – Dance Inc. One idea would be to hold a special dance for students and have them bring non-dancing friends and send the proceeds to ARTS-Dance Inc. Often clubs hold free dances to attract new students, instead charge the new dancers and send the money taken in as a donation. We can generate publicity and benefit the ARTS-Dance Inc at the same time.

Connections to all of these options can be found on the ARTS-Dance website – www.ARTS-Dance.org. Please consider some of these options to help the ARTS-Dance organization. We want your donations to help us help the square, round, and traditional dance activity.

Best Wishes for a happy Holiday Season and a healthy 2017!

Betsy Gotta – Chairman of the Governing Board of ARTS-Dance Inc.

NEXT ARTS MEETING

The next meeting of the ARTS Board will be held 9:00 am, Sunday, June 25, 2017 immediately following the 66th NSDC in Cincinnati, OH. All dancers, dance leaders and other interested persons are invited to attend. For more information including meeting time and location, please contact the Executive Director at:

ExecutiveDirector@arts-dance.org



ASK ARTS (Q & A)

Do you have questions or concerns with any aspect of the activity? If so, we have just what you need. When we receive questions we publish ASK ARTS articles which are intended to answer questions. These articles are sent to dance activity publications, other mailing lists, and posted on the ARTS web site. Please submit your questions to: **Del Reed**, 943 Tamarind Circle, Rockledge, FL 32955 or email to: JreedSDC@aol.com

LOOKING FOR DANCE INFORMATION?

Do you get questions about the activity? Are you looking for a resource for answers? The web site www.you2candance.com includes detailed explanations and information about Square Dancing, Round Dancing, and Contra Dancing. The site also includes three videos showing all three dance forms. The site is designed for those not already in the activity. So, you can provide this web site information to your friends or acquaintances who are looking for information.

ARTS EMAIL TREE

The ARTS has established an electronic system to disseminate information to dancers in the activity. Email tree representatives have agreed to serve as contact points for the ARTS Email Tree. If you do not receive ARTS Email Tree messages and would like to serve as an Email contact person, please email our Executive Director. We welcome and value your comments. If you would like to help, please contact the Executive Director, Jerry Reed at:

ExecutiveDirector@arts-dance.org

ARTS-Dance and NATIONAL CONVENTIONS

The ARTS supports the major dance events sponsored by ARTS Board Member organizations. We ask that you support them also.

NATIONAL DANCE EVENTS IN 2017

We invite you to attend the following national dance events planned for 2017:

66th NSDC - Cincinnati, OH -

The convention will be held June 21 thru 24, 2017 in Cincinnati, OH. Plan to attend to enjoy: great dancing, education, tours, outstanding entertainment, plus much more. For more information, visit:

www.66nsdc.com

34th IAGSD Convention - Palm Springs, CA -

The convention will be held June 30 thru July 3, 2017. Plan to attend to enjoy: Gay Callers Association caller school, great dancing, fun badge tours, area tours. Eight staff callers have been announced. Dancing Mainstream thru C4. For more info:

www.palmsprings2017.org

2017 USAWest Convention - Rock Springs, WY -

The convention will be held August 17 thru 19, 2017 in Rock Springs, WY, Plan to attend to enjoy: great dancing, special event casino night on August 16. For more info visit:

www.usawest.net

69TH NSDC (2020)

Spokane, WA (June 17-20, 2020)

Butch Hayes reported this convention will be hosted by the National Executive Committee. Don & Sheryl Pruit will serve as General Chairman and Lee & Barbi Ashwill will serve as Vice Chairman. Butch & Ampie Hayes will serve as Education Chairman.

VERY IMPORTANT NOTE - It is VERY important to publicize the dates for this convention. Many people plan their trip to the NSDC many years in advance. This convention will be held one week earlier than in the past. This convention was changed from the last week end in June 2020 to the third week end (June 17 - 20, 2020). The NEC is asking for help in publicizing this change.

WE WISH EACH OF YOU VERY MERRY HOLIDAYS
AND A VERY HAPPY NEW YEAR.

AS THE SONG SAYS

"WE HOPE YOU DANCE!"

2017 ARTS TRAIL END DANCE

The ARTS will be hosting a Trail End dance prior to the 66th NSDC in Cincinnati, OH. The dance will be held on the Wednesday, June 21, 2017. This dance will be in Exhibit Hall C from 8:00 to 10:00 PM and will be a Plus dance offering both squares and rounds and promises to be one of the best of the Pre-Convention dances.

MARKETING MATERIALS

As we have reported, we have established a mailing list of over 2,000 people who have indicated and interest in receiving marketing and other information from the ARTS. We have completed several mailings with promotion and other marketing information. If you would like to be added to our mailing list contact our Executive Director, Jerry Reed at: ExecutiveDirector@arts-dance.org

YOUR DONATIONS AT WORK

Over the years there have been several projects which have received financial support from The ARTS. These projects have included

1) Square Dancing 101 -

A comprehensive workbook designed for teachers or youth group leaders who want to teach Modern Western Square Dancing. While targeted at a younger audience, this manual can be utilized by any age group wanting to learn the basic square dance movements.

2) Contra 101 -

This is a product similar to Square Dancing 101 with an emphasis on Contra Dancing.

3) Education Grants -

Financial assistance to groups which sponsor educational gatherings to help members become better leaders.

4) Convention Support -

Support to State and National Conventions.

5) Re-Image Project -

Funding for the Re-Image Square Dancing Project.

PUBLICITY EFFORTS

We are asking you to help "spread the word" to all corners of the square dance activity. A concerted effort by all of us will help establish this new vision as the symbols of the square dance brand. All clubs, associations, festivals, and other organizations are encouraged to use the new slogan and logo in all advertizing and promotion. Marketing experts agree that consistent and repeated use of a logo and slogan will help to establish the new "Square Dance Brand." If you are interested in helping or learning more, please contact Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

RE-IMAGE & LIVE LIVELY LOOKING FOR IDEAS

Jim & Judy Taylor, Re-Image Project Leaders, continue to investigate new ways to publicize the efforts to Re-Image Square Dancing. They are always looking for new methods and products to help "spread the word" about this important effort. The Live Lively slogan and logo have been enthusiastically endorsed, promoted, and used on a wide range of promotion materials. Clubs, festivals, conventions, and numerous other dance events have used the logo/slogan.

We recently received the following from **Roy Gotta** from North Brunswick, NJ:

Attached are 2 photos of how I have used the Live Lively slogo to promote the activity. The first is a banner I had made up that we put outside the hall whenever the Rutgers Promenaders dance. It lets the public know that twice a month there is a square dance at that location, and a web site to go to for more information. The banner is 6 feet by 2 feet and I had it made at a cost of \$27.83, including shipping by: www.StickersBanners.com.

I made the stand, which comes apart easily for about \$20 worth of 1" pvc pipe. I can send people the design. The second photo is of a sign I had made up for a charity golf event. Each year I sponsor one hole at a charity golf event here in NJ and a sign is placed near the tee box for that hole. This year I decided to promote square dancing. For more information or detailed plans, contact Roy at: ugottadance@optonline.net



DONATIONS ARE ALWAYS WELCOME!

The ARTS has invested hundreds of dollars in Educations Grants and nearly \$2,000 in support of the Re-Image Project. We have distributed thousands of Live Lively pins, window stickers, and note pads throughout the activity at minimal charge. We always welcome donations to help with this project and other ARTS activities. If you would like to help, please send donations to **ARTS Treasurer, Edythe Weber: 1316 Middlebrook Drive, Liberty, MO 64068-1941**. Please make checks payable to: "The ARTS." Check with your tax preparer to determine if your donation is tax deductible. For additional information contact Jerry Reed:

ExecutiveDirector@arts-dance.org

WHO IS YOUR REP ON THE ARTS BOARD?

AMAZON SMILE EASY WAY TO DONATE!

A major source of operating funds for non-profit organizations is donations. The ARTS is no different. There is a continuing need for financial assistance. The ARTS is a 501(C)(3) IRS Corporation. This means that donations MAY be tax deductible, check with your tax preparer. We have been fortunate over the years to have received donations from many concerned dancers and dance organizations.

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.

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

You shop and Amazon Donates -

AmazonSmile donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.

AmazonSmile is the same Amazon you know. Same products, same prices, same service.

Support The ARTS by doing your shopping at <https://smile.amazon.com>

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

We thank you for your support.

DANCING FACT SHEET

Looking for information to help you promote our dance activity? The focus of the FACT SHEET is to help those who deal with the media to inform them dancers know full well - this is a terrific activity with multiple benefits.

Please take a look at the Fact Sheet. Click on "Dance Fact Sheet" on the ARTS Web Site: <http://www.arts-dance.org/>

EDUCATION GRANT PROGRAM

Our Educational Grant Program was established, to encourage 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. A Grant of up to \$200.00 (or up to 50% of the costs, whichever is less) is available to cover the costs to present a seminar. This can be a method to introduce ARTS to the dancing community, and further familiarize others with ARTS accomplishments and programs.

To apply for a grant organizations download and complete the Educational Grant Application, available from the ARTS web site: www.arts-dance.org send the completed form to the ARTS Executive Director, Email: ExecutiveDirector@arts-dance.org The completed application must be received at least 60 days prior to the event.

ARTS-DANCE PUBLICITY

In spite of our publicity efforts, ARTS-Dance is a relatively unknown entity. To help explain who we are and some of our goals and accomplishments we present Educational Seminars, publish newsletters & Email Tree mailings. **WE NEED YOUR HELP!**

**Do you have ideas to help promote our activity?
Contact Jerry Reed, Executive Director at:
ExecutiveDirector@arts-dance.org**

**DO YOU TRAVEL??
WHY NOT HELP THE ARTS**

You can save money and help The ARTS when you travel! Simply visit the ARTS-Dance online TRAVEL SITE. Our agreement with YTB Travel includes a provision that they send us a small donation from each transaction. Please visit 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.

EASY FUND RAISER

A fund raiser used by several organizations and clubs is to add an additional \$1.00 on the admission fee for a dance with that extra charge being a donation to The ARTS. Information is available of the ARTS web site (<http://www.arts-dance.org/>) and click link: "ARTS Add A Buck Program"

VOLUNTEERS & HELPERS

The ARTS-Dance is dedicated to promoting our activity and to raising awareness among the non-dancing public. We are always looking for new ideas and volunteers to assist in our mission. The representatives of the major dance organizations are dedicated dance leaders who work hard for the ARTS, for the dance activity, and for YOU.

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

Calender of Events

- CALLERLAB Convention - Mesa, AZ -
April 9 - 12, 2017
- ROUNDALAB Convention - Cincinnati, OH
June 17 - 21, 2017
- 66th NSDC - Cincinnati, OH -
June 21 - 24, 2017
- USDA Annual Meeting - Cincinnati, OH
June 21, 2017
- ARTS Meeting - Cincinnati, OH -
June 25, 2017
- 34th IAGSD Convention - Palm Springs, CA -
June 30 - July 3, 2017
- 2017 USAWest Conv. - Rock Springs, WY
August 17 - 19, 2017

**ARTS GOVERNING BOARD
MEMBERS**

- ALL JOIN HANDS - **Gordon MaCaw**
- CALLERLAB - **Betsy Gotta**
- CONTRALAB - **Cathy Smith**
- IAGSDC - **Danny Miller**
- NEC - **Butch Hayes**
- NSDCA (Campers) - **Barbara Connely**
- ROUNDALAB - **Erin Byars**
- SSDUSA - **Arbell Thompson**
- USAWest Policy Board - **Jim Maczko**
- USDA - **Jim Weber**

ARTS-Dance is an IRS 501 (c)(3) 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.

Donations ***MAY*** be tax deductible.