



# ARTS-DANCE - NEWSLETTER

AUGUST 2017

## Message From Our Chairman - (Betsy Gotta)

The summer of 2017 is almost half over. Many dancers and clubs will be starting to focus on advertising for the upcoming classes which traditionally start in September. I believe that we should be focusing on advertising year round, not just in August and September.

Have you ever heard a newer dancer say, "This is so much fun, I wish I had discovered square dancing earlier in my life!" I have heard several new dancers make this statement, and that means to me that our advertising is not reaching many people. We need to try ideas year round to bring our activity to the public.

Recently, one of the dance leaders in Northern New Jersey sent a suggestion through our e-mail tree to do press releases. I think this is an excellent idea. Her e-mail included a sample which read:

*"September is National Square Dance Month Northern NJ square dancers are gearing up for September, which is National Square Dance Month. Most recall square dancing as a pleasant activity that they participated in during high school. However, what many don't realize is that there has been a resurgence of this hobby among empty nesters, single parents, and families seeking an activity that welcomes all including adults looking to share their passion for this pastime with their children and grandchildren.*

*Recently forty-two dancers from NJ, including (put people from your club here)members of Caldwell's Cross Trail Squares club, attended the 2017 National Square Dance Convention in Cincinnati, OH. Square dancers journeyed from throughout the state by car, plane and bus tour to join the four thousand other enthusiasts from around the world. The activity has a plethora of support from medical professionals who see the benefits of the activity in their patients' mobility and mental/physical fitness.*

*During September, many of the clubs in NJ will sponsor barn dances and open houses to introduce non-dancers to the activity. Classes are held throughout the school year in churches, schools and other halls. For specific information about the clubs' schedules and locations, visit [www.nnjsda.org](http://www.nnjsda.org). For*

*information about Caldwell's club, contact Alice De L..., Club President, through [www.crosstrailsquares.org](http://www.crosstrailsquares.org) "*

Alice shared the idea with other Northern NJ club members with the following statement:

*"Hi, I decided to send a few quick press releases out in my area for Sept's National Square Dance month. Because I strongly believe that we need to support one another in increasing the number of square dancers overall who can visit all our clubs, I am sharing this with the Presidents' list and copying our entire list of square dancers because EVERYONE can take a minute or two to send this to their local papers (CTS included!).*

*PLEASE pass this on. If everyone of the 500 on our NNJSDA list do this, we will have a much better opportunity to recruit for this next session. Although my club does not have a formal class planned, we will hold a class if we have people interested and is the route we have decided to go.*

*If you have any questions, please let me know. You could even post a version of this on your Facebook page, if you are more comfortable in that social media.*

*Best, Alice"*

Now this press release talks about September and Square Dance Month, but what about sending press releases for other activities that your club has done. How many square dance clubs collect for food banks, especially in November and/or December. Send a press release about how many pounds of food was donated by ABC Square Dance Club. What about a Toys for Tots Dance? Send a press release about how many toys were given and how much fun the dancers had at the dance. My home club participated in the "Ice Bucket Challenge" for ALS which was very important in social media. We posted a video on U Tube to show members getting doused while dancing.

(Continued On Page 2)

What about adopting a section of highway and cleaning up the trash? Not only do you get a sign on the highway, but you can also send a press release to the local paper saying that on Sat, Any Date, members of ABC Square Dance Club worked on Route any number to clean the trash to make the route nicer to drive on. If your club does a demonstration dance for people at the local Senior Center or Nursing Home, send a press release about it.

Every mention of square dancing that reaches the public can help to show people that square dancers are people just like them, not some special category, but individuals with many different interests and different levels of education who come together to enjoy a common hobby – square, round, and/or contra dancing.

**Betsy Gotta**, Chairman of the Governing Board, Alliance of Round, Traditional and Square Dance, Inc.

**NEXT ARTS MEETING**

The next meeting of the ARTS Board will be held Sunday, July 1, 2018 immediately following the 67<sup>th</sup> NSDC in Kansas City, MO. 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](mailto:ExecutiveDirector@arts-dance.org)

**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](http://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.

**DANCING INFORMATION RESOURCE**

The Canadian Square and Round Dancing Society (CSRDS) has developed a Pinterest account that groups together resources relating to square dancing. The site features 33 boards or files on subjects right across the spectrum of the dance forms supported by the CSRDS. There are 2,800 links. The boards cover everything from the best promotional ideas, the best videos to square dance history, traditional square dancing, to a nostalgia board, to youth square dancing, to rainbow dancing, to quirky square dance videos. You need to set up an account to access these pinterest resources, but that account is free. The site is:

<https://www.pinterest.com/canadiansquarea/boards/>

**INFORMATION DISTRIBUTION**

One of the major goals of the ARTS is to establish a communications network to publicize and distribute information to all members of the activity. To meet this goal The ARTS has established an electronic system to disseminate information to dancers throughout the activity. This system includes email tree representatives who have agreed to serve as contact points for the ARTS Email Tree.

The system works 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. The goal is to have the information delivered to all dancers within two weeks. If you would like to help, please contact the Executive Director, **Jerry Reed:**[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

**2018 NSDC ARTS DANCE**

The ARTS will be hosting a dance in Kansas City, MO as part of the 68<sup>th</sup> NSDC. We will be hosting a Plus dance which will include Rounds. We will be reporting additional details in future issues. This has proven to be one of the most popular dances at the national conventions. Please look for more details and plan to attend.

**FREE \$ \$ \$ \$ \$ \$ \$ \$ \$**

**THE ARTS  
GRANT PROGRAM**

Contact Jerry Reed

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

**2017 & 2018 DANCE EVENTS**

2017 USAWest - August 16-19 (Rock Springs, WY)

67<sup>th</sup> NSDC - June 27-30, 2018 (Kansas City, MO)

2017 DAR\*- Aug 31-Sep 3 (North Little Rock, AR)

2018 IAGSDC Convention - July 5-7 (Seattle, WA)

2018 USAWest - August 16-18 (Reno, NV)

2018 DAR\* - Aug 30-Sep 2 (Indianapolis, IN)

(\* Dance-A-Rama - SSDUSA)

## MARKETING

One of the first goals of our plan for marketing was to investigate how we can communicate with all clubs. Through various efforts we have established a mailing list of over 2,000 dancers. Our goal is to gather marketing and promotion ideas and materials and send these to our mailing list. At this time we have sent four letters to our mailing list. These letters have included ideas and Winning Ways reports gathered by CALLERLAB. It is our hope that these materials will provide ideas and inspiration to clubs and other groups in their efforts to promote the activity.

During the 2017 CALLERLAB Convention Mike Hogan, Marketing Committee Chairman, presented a new marketing document. This document was developed by CALLERLAB members in support of CALLERLAB's goal to provide square dance callers, square dancers and square dance organizations the tools they need to recruit new dancers in their local markets.

## ARTS MAILING LIST

We maintain a mailing list for distribution of information of interest to the dance community. These mailings include general or special interest topics.

If you would like to be added to our mailing list, please contact our Executive Director at:  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### ***2018 ARTS Meeting***

July 1, 2018  
Kansas City, MO

## 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](mailto: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.

## WHO IS YOUR REPRESENTATIVE ON THE ARTS BOARD?

To Find  
Your Representative Contact  
Executive Director, **Jerry Reed** at:  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### **69TH NSDC (2020)**

**Spokane, WA (June 17-20, 2020)**

**Butch Hayes** reported the 69<sup>th</sup> NSDC 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.**

## 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 you tax preparer to determine if your donation is tax deductible. For additional information contact **Jerry Reed** at:

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

## RE-IMAGE & LIVE LIVELY

**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.

During the past several years The ARTS has been actively promoting the new Square Dance logo and the slogan "Live Lively - Square Dance." The logo, slogan, and the combined logo/slogan have been featured in numerous promotion products, including pins, car window stickers, bolo ties, shirts, note pads, and large banners. In addition to the promotion by The ARTS there have been a great number of clubs and large square dance events have included the logo and slogan in their promotion materials. A "Live Lively" web site and Facebook page have been created and are getting lots of hits.

They have presented Re-Imaging seminars at several national, regional, and state conventions. At these events and other dances over 8,000 "slogo" pins and 5,000 window stickers have been distributed. These items have been sent throughout the USA, Australia, Japan, Canada, Germany, and Netherlands. The next phase of Re-Imaging has begun by providing marketing and recruiting ideas and suggestions to clubs all around the dance community. We believe the visual image of Square Dancing as a lively activity is getting spread throughout the world.

**Jim & Judy** are looking for interested volunteers who can help with this important project. If you are interested please contact Executive Director, **Jerry Reed** at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

LOGO -



Available at:

<http://www.arts-dance.org>

Various color schemes and sizes for the logo may be chosen. The various color schemes are available at:

[http://www.squaredance.bc.ca/Clip\\_Art/logos.shtml](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)

## *Use this to promote Square Dancing*



## COMPLETE HISTORY OF MWSD

**Paul Moore**, square dance caller and author, recently published the biography of **Bob Osgood** called "As I Saw It. This book is also a complete history of Modern Western Square Dance (MWSD).

**Jim Mayo**, First Chairman of, CALLERLAB, provided the following review comments:

"This is truly the only book about the whole of MWSD and it is certainly the most complete (and accurate) book that will ever be written about this huge activity."

**Paul** had access to all of the material that crossed **Bob Osgood's** desk at Sets in Order / American Square Dance Society. This book tells, in a very readable style, the story of Bob Osgood and his role in Square Dancing from the late 1940s through 2003. This is the story of MWSD as told by the man who was there and made it happen.

We believe every caller and dancer should read this book to know what happened during the boom era, the creation of CALLERLAB, the start and growth of the National Square Dance Convention, and more.

For additional information, please contact **Paul Moore** at [paulmoore@wildblue.net](mailto:paulmoore@wildblue.net) or Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

## 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.

## EASY FUND RAISER

An easy fund raiser 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"

## 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 help inform them of what the 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](http://www.arts-dance.org) send the completed form to the ARTS Executive Director, Email:

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

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

## SOME THINGS WE DON'T DO ANYMORE

### 1. Memorize a phone number

Pop quiz: How many phone numbers do you know by heart? Some people don't even know their spouse's numbers. Before our smartphones automatically stored our friends' contact information, we resorted to cocktail napkins to scrawl down numbers, for fear we wouldn't find that listing in the phone book. How times have changed.

### 2. Use a phone book to find a company to do work around your house

Once upon a time, we felt perfectly comfortable flipping through the Yellow Pages and randomly calling a plumbing company to fix our pipes. Maybe we'd consult friends for a recommendation, but we often relied on trial-and-error. But consumer services like Angie's List and Yelp have changed this game entirely. You can quickly read reviews of a local business, and if you like what you read, you can tap their number and automatically dial.

### 3. Park your used car on the street with a sign that says it's for sale

Selling your car on your own is a pretty risky business. True, you stand to profit more, because you'll avoid a dealership's fees. But unless you're selling your vehicle to someone you know and trust, these transactions can get sticky and dangerous without someone to oversee it. Craigslist started up more than 20 years ago, and it's still going strong.

### 4. Figure out math in your head

Calculators have been around for a long time now, but few of us ever carried calculators with us to the grocery store. In contrast, pretty much everyone with a smartphone has it available to do double-digit multiplication, no matter where or when we need it. In fact, there's even an app called PhotoMath that can solve any equation just by taking a picture with your smartphone's camera.

### 5. Call a family member to ask where they are

Find My Friends is a radical app that helps family members and close friends pinpoint each other's precise location. Note that these people have to sign up for the service, but customers can decide who can know where they are located.

### 6. Telling time by hands on a clock

Like cursive writing, analog clocks are teetering on extinction. Few people with smartphones bother with watches anymore, unless they're fashion statements or fitness trackers. With digital clocks dominating our computers and hardware, those 12-numeral timepieces may become pure novelties. Even your trusted alarm clock has received a tech makeover.

### 7. Make photo albums

Purists still love their dark rooms, because chemicals and photo paper can be so rewarding for the patient photographer. But few people pine for the days of dropping off rolls of film at a one-hour photo shop. Instead of pasting five-by-seven snapshots into your faux-leather album, most people will prefer the ease of photo-sharing services like Flickr and Amazon Cloud

## ARTS GOVERNING BOARD MEMBERS

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

**They say "don't try  
this at home" so I'm  
coming over to your  
house to try it.**