



# ARTS-DANCE - NEWSLETTER

APRIL 2018

## Message From Our Chairman - (Betsy Gotta)

Hello Fellow Dancers and Dance Leaders

Recently, I had the pleasure of calling for a club that has been working to help bring in new dancers and make sure they became a part of the group. I get hired to call for them about once a year, so I had no expectations about their recent activities. The dance hall was full with seven squares dancing the Mainstream tips. (The dance is scheduled to alternate between tips of Mainstream and Plus, ending with Mainstream). New dancers were spread throughout the squares with more experienced dancers ready to help if anyone faltered. There were relatives and former dancers with oxygen tanks and walkers who were helped in and out of the room. Club members visited with these people and made sure they knew their presence was valued. During a conversation, one man remarked to me that he thought square dancing was turning around. This club made changes to insure that their students got any help they needed to succeed. Extra summer workshops were scheduled to keep the recent graduates practicing. There were make-up times scheduled for a student that missed class. Experienced club members made sure that the new dancers went to events and danced in squares with them. All these activities have made this club grow and thrive.

We are all looking for ways to help our clubs grow and thrive. In our area, the Northern NJ Square Dance Association is planning to hold a workshop to help dancers share ideas that have worked to make their clubs more successful. This year's theme is DREAM2018. DREAM stands for Dancers Recruiting, Educating, And Motivating. In addition to the Keynote speakers, Mike Kellogg, Betsy Gotta and Roy Gotta, volunteers from various clubs will be speaking on such subjects as The Art of Angeling, Promoting Your Club on the Internet and with Social Media, Retaining Your Dancers and the Social Aspects of Square Dancing, and 7 other topics. The seminars and workshops are scheduled from 1:00PM to 5:30PM. After a dinner break, we will enjoy dancing together from 7:30PM to 10:00PM. Previous similar seminars have often helped club members to share successful ideas with

other clubs for the promotion of the activity we all love. Maybe you can plan such a day to share ideas in your area.

Another source of Ideas is found on the CALLERLAB website. In the For the Public section there is a heading for Marketing. In the Winning Ways Document there are success stories that people from across the country have shared. There is also a marketing proposal and a power point presentation.

In the For Callers section, there is a heading titled Knowledge Database under the section – Caller Resources. Put together by Barry Clasper from Canada, this section has articles from many sources to help with ideas to refresh your club. I did not have to login as a member to access this section.

Any dancer who wants to can, attend the CALLERLAB, Roundalab, National Square Dance Convention and/or USA West conventions. Each of these have education seminars which can give you ideas to help promote our activities. If we continue to work to show non square dancers the benefits of our activities, we can continue to see successful clubs.

**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)

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

**THE ARTS  
GRANT PROGRAM**

Contact Jerry Reed

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

## EMERGENCY MEDICAL CALL for ACTION (EMCA)

The ECMA procedures were developed to provide a standardized way to respond to a medical emergency during a square dance event. The ARTS and other major dance organizations recognize the importance of the procedure and the need to publicize and promote its use. The procedures are designed to quickly notify the caller or hall monitor of a medical emergency on the dance floor.

1. When a dancer goes down, a second dancer attends him/her
2. Remaining couples join hands and take a step backwards. This will allow the injured person and attendant air and room.
3. The Dancers raise joined hands as high as possible in the form of an arched circle.
4. On seeing this signal, the call or hall monitor should immediately place an Emergency Call for Medical Aid.

The caller and dancers should continue to dance as medical care is administered. This will help keep the area clear for medical assistance providers.

See Page 7 for copy of EMCA flyer. We ask that all callers, dancers, and dance leaders become familiar with the procedures. It may also be a good idea to practice the procedures prior to the actual medical emergency.

## 67<sup>th</sup> NSDC KANSAS CITY, MO

The 67<sup>th</sup> NSDC will be held in Kansas City, MO June 27 thru June 30, 2018. This event is MUCH more than a dance event. There will be dancing (Squares, Rounds, Lines, Contra) for three solid days to some of the world's best callers, cuers. And instructors.

In addition to the dancing, the Education Committee has scheduled extensive interest sessions on a wide range of topics. There will also be sewing workshops, a fashion show, and other interesting and entertaining activities and demonstrations.

## 2018 NSDC ARTS DANCE

The ARTS will be hosting two After Party Dances in Kansas City, MO as part of the 67<sup>th</sup> NSDC. We will be hosting an MS Dance on Thursday and a Plus Dance on Friday. Both will include Rounds. Check the NSDC schedule for details and plan to attend.

## IAGSDC CONVENTION 2018

The theme for the 35th Annual International Association of Gay Square Dance Clubs (IAGSDC) Convention is "Circle Back to Seattle 2018." The convention will be held JULY 4-8, 2018 in the Sheraton Seattle Hotel. This four day event promises to provide an exciting dance event with outstanding caller educational opportunities. The GCA Callers School will be held July 1, 2, and 3.

Scheduled events in addition to the dancing include the following on Wednesday, July 4:  
Noon-3pm: IAGSDC Delegates Meeting  
3-4pm: AJH Board Meeting  
4-5pm: GCA Board Meeting  
7-10pm: Trails-End Dance with callers **Ett McAtee** and **Bill Eyler**.

More information is available on the web site:  
<https://circlebacktoseattle.com/>

## USA WEST 2018 CONVENTION

The 2018 USA West convention will be held August 16-18, 2018 in the Circus Circus and Silver Legacy Hotels, Reno, Nevada.

This three day event promises to be an exciting dance event. Lots of dancing, entertainment and education opportunities.

More information and registration forms may be found on the convention web site:  
<http://www.nevada.usawest.net/>

## 2018 ARTS CALLER'S SCHOOL

The ARTS is sponsoring a full CALLERLAB curriculum Caller School immediately prior to the 2018 USAWest Convention in Reno, NV. The school is staffed by three CALLERLAB Accredited Caller-Coaches; **Scot Byars**, **Doug Davis**, and **Betsy Gotta**. The school offers tons of mic time and loads of individual one-on-one sessions. Each caller will receive complete syllabus, manuals, and CD's. Cost of this very valuable Caller's School is \$300.00 per caller, there is no charge for partners. For more information, call **Scot** at 916-320-7207 or contact Executive Director, **Jerry Reed** via email 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 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 those looking for information.

**69TH NSDC (2020)**

**Spokane, WA**

**NEW DATE! (June 17-20, 2020)**

**Butch Hayes** reported the 69<sup>th</sup> NSDC will be hosted by the National Executive Committee. **Don & Sheryl Pruitt** 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 -**  
**69<sup>th</sup> NSDC DATE CHANGE!!**

**It is VERY important to publicize the dates for 69<sup>th</sup> NSDC in Spokane, WA. Many people plan their trip to the NSDC 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.**

**ARTS MEMBERSHIP**

We invite you to join The ARTS as an individual Member. Members receive notification of ARTS meetings and other important notices. Your dues will help provide funds for ARTS projects and operating costs. Individual dues are \$25.00. Please complete and submit the attached application form. We thank you for your support.

**AMAZON SMILE -**  
***EASY WAY TO DONATE!***

Do you shop online using Amazon? If so, there is a VERY 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 of 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
- 8) Amazon donates to The ARTS

We thank you for your support.

**All generalizations are false,  
including this one.**  
Mark Twain

**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 at National Dance Events, publish newsletters, send electronic news releases, and send Email Tree mailings.

**WE NEED YOUR HELP!**

Please forward this newsletter to the other dancers in your area. You may also make a copy and take to the dances you attend. The ARTS has accomplished many good things and we plan to continue to work to help increase the number of dancers.

**2018 DANCE EVENTS**  
67<sup>th</sup> NSDC - June 27-30, 2018 (Kansas City, MO)  
2018 IAGSDC Convention - July 4-8 (Seattle, WA)  
2018 USAWest - August 16-18 (Reno, NV)  
2018 DAR\* - Aug 30-Sep 2 (Indianapolis, IN)  
(\* Dance-A-Rama - SSDUSA)

**WE ARE LOOKING FOR IDEAS!  
CAN YOU HELP?**

**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. If you have ideas, please contact them at: [jimtal@msn.com](mailto:jimtal@msn.com)

**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)

**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/>

***2018 ARTS Meeting***  
July 1, 2018  
Kansas City, MO

**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)

**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 several ideas to our mailing list. These mailings 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)

**LIVE LIVELY - PUBLICITY EFFORTS**

We are asking you to help "spread the word" to help establish the "Live Lively" logo and slogan as the symbols of the square dance brand. All dance organizations are encouraged to use the new slogan and logo in all advertising and promotion. Marketing experts agree that consistent and repeated use of a logo and slogan will help to establish the new "Square Dance Brand." Please visit the ARTS web [site: http://www.arts-dance.org/](http://www.arts-dance.org/) Then click on: "Square dancing New Logo & Slogan"

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)

## LIVE LIVELY - LOGO

The Live Lively logo, slogan and "slogo" are 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)

### Logo to promote ARTS Dance Forms



### Slogo promote Square Dancing



## EDUCATION GRANT PROGRAM

Our Education 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 Education 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.

**Membership Application is  
Attached - See Page 8  
Please take a look and join!**

## 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)

### **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.

### **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, (see attached) or click on "Dance Fact Sheet" on the ARTS Web Site: <http://www.arts-dance.org/>

**When I was a boy  
the Dead Sea was only sick.  
George Burns**

## 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)

## ARTS RE-IMAGE PROGRAM UPDATE!

There has been much discussion of how to improve the public image of Square dancing. To address this issue the ARTS Board approved creation of the Re-Image Committee, with **Jim & Judy Taylor** as the leaders of this effort.

The effort has concentrated on how to “Re-Brand” Square Dancing. The dictionary defines “Re-Branding” as the process of giving a product or an organization a new image, in order to make it more attractive or successful. The Board has agreed the term “Re-Image” is more appropriate.

**Jim & Judy** have been very active promoting the Re-Image Project. Their work has included creation and approval of a new square dance logo and slogan. One of the goals of the Re-Image Project is to have the new logo and slogan become accepted and recognized as the symbol of Square Dancing. The Live Lively Logo and Slogan have caught hold of dancers’ imaginations and have been embraced worldwide.

**Jim & Judy** continue to look for new methods and products to help promote this important effort. The past "Live Lively" products have included, pins, bolos, window stickers, banners, note pads, and others. Some of these products have been phased out, and the current emphasis is on the popular 4" window stickers and one new product: license plate frames. These frames are quickly being bought up even with limited announcement of less than a month; There are already 119 sold---24 going to Alaska! The window stickers and license frames are pictured below.

Two of the most popular “Live Lively” products have been the window/bumper stickers and the brand new license plate frames. These items are pictured below.

**Prices and availability may be obtained by contacting Jim & Judy at:** [jimtal@msn.com](mailto:jimtal@msn.com)



LICENSE PLATE FRAME



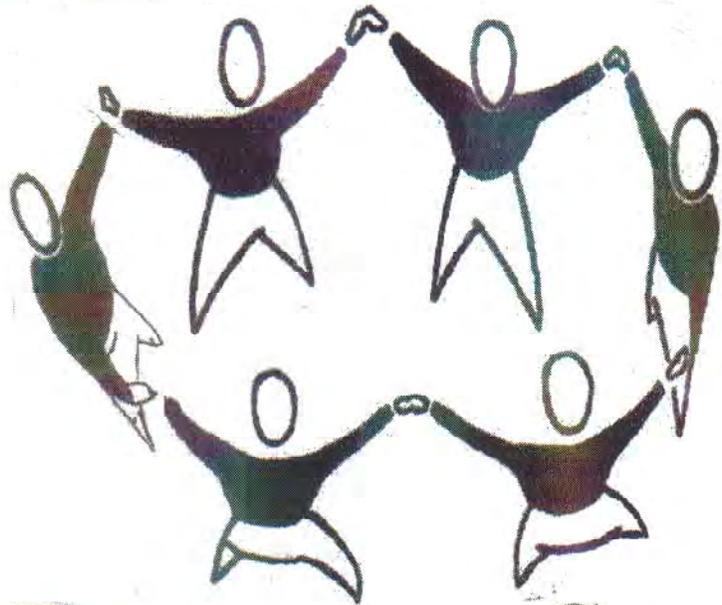
WINDOW/BUMPER STICKER

E

C

M

A



## EMERGENCY CALL for MEDICAL AID

- 1** When a dancer goes down, a second dancer attends to him/her
- 2** The remaining couples join hands and take a step backward.  
This will allow the injured person and the attendant air and room
- 3** Raise joined hands as high as possible in the form of an arched circle
- 4** On seeing this signal, the caller or hall monitor will immediately respond and place an Emergency Call for Medical Aid if required.  
Caller and Dancers should continue as usual while aid is administered.

