



# ARTS-DANCE - NEWSLETTER

SEPTEMBER 2018

## Message From Our Chairman - (Butch & Ampie Hayes)

Greetings everyone.

We are very pleased to see all the dance activities you are busy working at, organizing, and enjoying throughout the country. Social media is magnificent for keeping us informed but used with caution and reflection. Social media can also keep awareness of our activities in front of those that use it, friend and foe alike. We realize that it takes time and talent, we need to help each other and inform others when the message is not quite accurate or points in a dubious direction.

Speaking of message, are we taking ARTS information with us and sharing our message with others including membership and donation forms?

We have some busy months ahead for us. We will be in Spokane, Washington, in mid-September to have a face to face with the 69<sup>th</sup> NSDC Board, planning for our preconvention and convention. Later in September we head to Jackson, MS to help the 70<sup>th</sup> NSDC board and to meet more of the dancers that are hard at work in preparation for the 70<sup>th</sup> and they are having great fun visiting, they may be in your neighborhood next, watch for them.

We round out our own activities being an officer for our local association and by participating in the Texas Federation activities. There is plenty of good dancing and fellowship throughout Texas.

Butch and Ampie Hayes, ARTS Chairman

### RE-IMAGE PROJECT - UPDATE

The Live Lively program is living and very lively!  
The Goal of the Square Dance Re-Image Project is

We introduced the license plate holders in the April 2018 issue of the ARTS Newsletter. They are going like hot cakes! There have been 500 frames purchased over the last four months, with most of them sold or promised. We are taking 84 to the 2018 USAWest Convention. In addition, one drop shipment of 125 went to folks in charge of the 70<sup>th</sup> NSDC, and another drop shipment of 125 is likely to go to Florida soon. There are 21 different configurations of the frames available; this makes it possible for them to fit on various states' license plates. Let us know if your state has certain

restrictions, and we might be able to order them (125 is the minimum order from the manufacturer). Call or write: Jim & Judy Taylor: (303) 795-3278; or [jimta1@msn.com](mailto:jimta1@msn.com)

There is a new supply of 4-inch "slogo" window stickers on hand. In addition to being put on car windows. We suggest the lower left rear, so they can be seen from the back and side. We have seen them on some Callers' equipment. Very noticeable! These are \$.50 each, and make a great new graduate gift! These can be mailed very easily. See the Re-Image Website:

<http://LiveLivelySquareDance.com>

### VIDEO PROMOTION PROJECT

The goal of the Video Promotion Project is to create short videos which will be produced to appeal to specific target market groups. The videos will include professional quality scripts and professional quality video production.

We are happy to report both Michael Strey and Mike Hogan have agreed to help with this revitalized video project. As stated above, the goal of this project is to create professionally produced videos of various groups involved with square, round, and contra dancing. Individual videos will be designed to convey our message to specific demographic groups of non-dancers. Each video will be based on market research to appeal to target demographic non-dancers.

These videos are NOT primarily intended to be aired on television, but instead will be posted on YOUTUBE, FACEBOOK, and other social media. The plan is to also make them available to local, state, and regional groups for additional promotion.

This version of the Video Promotion Project was discussed and approved during the 2018 ARTS meeting in Kansas City, MO on Sunday, July 1, 2018 immediately following the 67<sup>th</sup> NSDC. During the meeting there was agreement that this project will be designated as one of the goals of the Re-Imaging fund raising project.

## 2018/2019 ARTS OFFICERS

During the 2018 ARTS meeting held on July 1, 2018 in Kansas City, MO the Board elected the following ARTS Officers for 2018/2019: Chair - Butch & Ampie Hayes, Vice Chair - Arbell Thompson; Secretary - Jim & Judy Taylor; and Treasurer - Edythe Weber.

## 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)

## The ARTS \$100 CLUB

What is the \$100 Club? The \$100 Club has been established as a way to recognize people who are willing to support the goals of the ARTS by donating at least \$100. At this time the donations are designated to help fund the Video Promotion Project, unless the donor designates another purpose.

Donation are to be made in US Funds payable to "The ARTS" and mailed to the Executive Director at 943 Tamarind Circle, Rockledge, FL 32955.

For additional information please contact the Executive Director, **Jerry Reed:**  
[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.

When completed the Video Promotion Project will

provide an excellent resource.

## 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 goal is to have the information delivered to all dancers in the USA 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)

## 2019 NSDC ARTS DANCE

The ARTS will be hosting a dance in Atlanta, GA as part of the 69<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.

## 2018 & 2019 DANCE EVENTS

68<sup>th</sup> NSDC - June 26-29, 2019 (Atlanta, GA)  
2019 USAWest - August 15-17 (Boise, ID)  
2019 DAR\* - Aug 29-Sep 1 (TBD)  
2019 IAGSDC Conv. - July 4-7 (Philadelphia, PA)  
(\* Dance-A-Rama - SSDUSA)

## ARTS ELECTRONIC 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)

## 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.

## 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 donations have helped fund several projects:

- 1) **Financial assistance** to groups which sponsor educational gatherings to help members become better leaders.
- 2) **Convention Support** - Support to State and National Conventions.
- 3) **Re-Image Project** - Funding for the Re-Image Square Dancing Project
- 4) **Video Promotion Project** - Funding for production of marketing and promotion videos to be posted online

## 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)

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

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.**

### 2019 ARTS Meeting

June 30, 2019  
Atlanta, GA

## 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 Executive Director, Jerry Reed: 943 Tamarind Circle, Rockledge, FL 32955**. 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 SHOP AMAZON?

### (WHY NOT DONATE AT THE SAME TIME?)

Amazon has established Amazon Smile as an easy and effortless way to donate to The ARTS.

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 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.

### 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**



### 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 at <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/>

### 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!**

**Please contact our Executive Director to help!**

## SQUARE DANCING - HISTORY BOOKS

In June we introduced three books which provide a wealth of information about the history of SQUARE DANCING. We believe this history is important and are including the information here.

### As I Saw It – Bob Osgood (Book)

Author - **Paul Moore** ([paulmoore@wildblue.net](mailto:paulmoore@wildblue.net))

Publication Date - 2017-02-05

Purchase At Amazon - <https://www.amazon.com/>

#### Description -

This is the story of **Bob Osgood** from his early years in New York City to his passing in Beverly Hills, CA. We get a picture of the Los Angeles area from a child's perspective during the Depression. More importantly we see Bob discover square dancing in a small country general store in Northern Arizona and the effect that experience had on him. Later Bob was reintroduced to square dancing at a leadership conference held near Monterey, California. These two experiences changed Bob permanently, and then he went on to change square dancing. He studied under **Dr. Lloyd "Pappy" Shaw** who inspired Bob to teach some of the first classes in the Los Angeles area. In the post WWII era, Bob started a square dance magazine, Sets in Order, which was the most widely read square dance magazine in the world. And Bob took square dancing worldwide with a series of tours to all parts of the world. He saw first hand the effect square dancing had on the military returning from the war and how square dancing had a profound effect on America. When the square dance activity became widespread, Bob saw the need to have callers use the same terminology when calling. He was the drive behind the formation of CALLERLAB, The International Association of Square Dance Callers. This book gives all readers a chance to meet a charismatic man who was dedicated to helping people have fun.

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### Step By Step Through Modern Square Dancing (Book)

Author - **Jim Mayo**

Publication Date - 2003-12-03

Purchase At Amazon - <https://www.amazon.com/>

#### Description -

The book "Step By Step Through Modern Square Dancing" by **Jim Mayo** is a very detailed description of the changes that took place in square dancing starting after World War II. The traditional dance activity changed in many ways to become one of the most popular group activities in North America and many other places in the world. The author has been an active participant in those

changes. The book describes how the modern form of square dancing differs from the traditional and how that transformation took place.

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### A Step in Time – The American Square Dance (Book)

Author - **Dick Severance**

Publication Date - 2018-03-19

Purchase At Amazon - <https://www.amazon.com/>

#### Description -

From the founding of America's dance culture to today's square dance activity, follow the footsteps back in time to visit with some amazing people and dance events that depict the historical evolution of the modern American Square Dance. Based on real people and events, the historic stories are very readable and enjoyable style, revealing the lifestyles of those who contributed to bringing the joy of America's cultural dance to others. You will witness how dance affected the rhythm and lifestyle across the United States and then to foreign countries.

The book explores pattern dances reflecting on how various dance styles influenced another and the progression of dance. You will experience the expansion across this country and how dance was influenced along the way.

The time line on the evolution of the American Square Dance begins in Europe to the founding of America, through the Colonial times, the contribution of the African American influence and the western expansion, the depression period, the effect of the World War 11 and the growth that took place with the return of the American soldiers.

This book features many charts and time line treasures listing movies that featured square dance scenes, square dance halls that came into being across the country and the many different dance gatherings. Today's Modern Western Square Dance will continue to evolve and change. You will learn what efforts took place to preserve the history of the square dance activity.

It will please the casual reader, dance leaders and the dancers along with historians with its insight and behind the scene stories. It is the most complete and informative book bringing together all in one place everything you will ever want to know about the pleasures and joy in the human relationship of dance. The historical documentation in this book brings the reader through the past years and creates the opportunity so that the future of social dance can continue to be a contributing factor.

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## 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 ARTS Executive Director, **Jerry Reed**  
Snail Mail - 943 Tamarind Circle, Rockledge, FL 32955 OR  
Email - [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

The completed application must be received at least 60 days prior to the event.

**Do you have ideas to help promote our activity?  
Contact Jerry Reed, Executive Director at:**

## 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)

-- QUOTABLE QUOTE --  
"THE WORLD IS COMING TO AN END  
IN 1950."  
HISTORIAN HENRY ADAMS, 1903

## 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**

**From Popular Mechanics in 1949**

-  
"Computers in the future may weigh no more than 1.5 tons."

## The ARTS MISSION STATEMENT

The ARTS mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interaction.