



# ARTS-DANCE - NEWSLETTER

JANUARY 2019

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

Greetings everyone.

We wish everyone a Happy New Year, full of fun, fellowship, and lots of dancing.

We want to take a moment to reflect on last year for one dancing memory. **Marshall Flippo** generally called two dances in San Antonio every year. We know that many of you had the pleasure of knowing our fellow Texan. **Flippo** gave us many hours of great dancing and stories, and was a great friend. We always enjoyed dancing and being around **Marshall Flippo**. Though he was a Texas Native, he toured the country and the world, shared his calling and was honored by all. A quick story from us, as was a tradition in Texas, the state officers always had their picture taken with the Governor. We were officers when **Rick Perry** was Governor of Texas and we were visiting with him after the picture was taken and he said his parents square danced when he was growing up in Abilene, and he remembered the caller -- **Marshall Flippo** and wondered if any of us knew him. Imagine our surprise!

As we look forward to the new year, we look forward to great dancing opportunities around the country, here in Texas, and in San Antonio. We appreciate the recruitment efforts being made to attract dancers, its not as easy as it was when we began dancing in the late 1970's, but we are optimistic that we are seeing more interest.

Our next national activity will be to travel to Spokane, Washington, for the 69<sup>th</sup> NSDC Pre-Convention February 5-10, 2019. A little early this year and remember in 2020 the Convention will be early, June 17-20, 2020. If you are interested in attending, please go to the 69<sup>th</sup> NSDC web site for information on the Pre-Convention as well as the registration forms.

In June(June26-29, 2019) we will be traveling to Atlanta Georgia for the 68<sup>th</sup> NSDC. For information and registration please go to 68nsdc.com. The Peach Pits Team has worked diligently to prepare a great convention for all of us. You will want to be at the Bid Session on Jun 28<sup>th</sup> to see who is bidding for the NSDC in 2022.

In the meantime, enjoy your local and regional dance actives, keep dancing, and promoting all dance activities.

Happy New Year

**Butch and Ampie Hayes, ARTS Chairman**

## SQUARE DANCE LOGO IN OHIO

We received the following from **Jerry Wolas** from Cleveland, OH with information regarding the use of the new Square Dance Logo as part of the promotion of the activity in Ohio.

Since September 2018, the Cleveland Federation of Dance Clubs has standardized all signs which are used at club dances for all Cleveland clubs. Akron, Ohio has voted to do the same and Cincinnati, Ohio is expected to vote soon. The use of the new logo may soon be standardized across the state. The clubs in the Cleveland area have created two sided signs on reflective media to boost night visibility. These signs are pricey due to silver content, but the clubs believe the cost is justified. Examples of the signs are included here. If used as a national standard the logo will become more recognizable. Many clubs love the pastel shirts which are making us even more visible at demos for example go to - <https://youtu.be/kEzzZU4DN2o>

We were VERY pleased to receive the above information. This is another example of the popularity of the logo and support of our efforts to make the logo the standard symbol of our activity.

## DO YOU SHOP AMAZON?

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

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>

## RE-IMAGE PROJECT - UPDATE

A few requests for License Plate Frames and for Car Stickers have been handled in the last few months. We are now out of the frames with the notches on the bottom, but Jim Weber in Missouri has some available. There are plenty of car stickers remaining, and frames with the notches on the top are on order. They will be available by the end of January; a note about this was put on Facebook, and two replies came back quickly. Five hundred frames have been sold from our office, and by CALLERLAB at National Conventions. Another 125 went to the 70th NSDC for their promotion, and 125 went to Jim Weber; this totals 1000 with the new order.

When the promotion of the new logo & slogan was started, the objective was to spread the word and make ARTS and a new look for square dancing publicity as visible as possible. Raising funds was not the issue. Now with sales of the license plate frames generating some funds, we look forward to finding ways to raise the money to support an upcoming video project. While some start-up money has been raised so far, it will take much more. If you are so inclined, you could put in your will that you would like \$100 or \$1000 to go to the ARTS Re-Imaging fund.

For more information call or write: Jim & Judy Taylor: (303) 795-3278; or [jimta1@msn.com](mailto:jimta1@msn.com)

Or see the Re-Image Website:  
<http://LiveLivelySquareDance.com>

## 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**; Treasurer - **Edythe Weber**; and Executive director - **Jerry Reed**.

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**THE ARTS**

**GRANT PROGRAM**

**Contact Jerry Reed**

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

## 68TH NSDC (2019)

**Atlanta, GA (June 26-29, 2019)**

The 68<sup>th</sup> NSDC will be hosted by General Chairman, **Louis & Angie McClure** For more information visit <https://68nsdc.com/>

## INVITATION TO THE ARTS MEETING

You are invited to attend the next meeting of the ARTS Board. The meeting will be held Sunday, June 30, 2019 immediately following the 68<sup>th</sup> NSDC in Atlanta, GA. All dancers, dance leaders and other interested persons are invited to attend. For more information including meeting time and location, please contact Jerry Reed, Executive Director at: [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.

## 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.**

## 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)

## 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)

## DANCE INFORMATION & VIDEOS

The You2CanDance is an excellent resource for information and videos of all three forms of dancing under the ARTS umbrella. Please visit the updated web site: [www.you2candance.com](http://www.you2candance.com) and take a look. The site includes information about Square, Round, and Contra dancing. The site includes videos showing all three dance forms. The site is designed for those not already in the activity. We ask you to provide the 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 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)

## 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)

**YOU ARE INVITED!**

**2019 ARTS Meeting**

June 30, 2019

Atlanta, GA

## 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

## 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)

### DONATIONS ARE ALWAYS WELCOME!

The ARTS has invested hundreds of dollars in Educational 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)

### 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!***

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

### 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)

**The word "swims" upside-down  
and backwards is still "swims"**