



ARTS-DANCE - NEWSLETTER

SEPTEMBER 2019

Message From Our Chairman (Butch & Ampie Hayes)

Fall is almost here and for many in the U.S. we need to cool down—it has been a hot summer! Despite the heat there were plenty of state festivals and other dances to keep us busy and dancing.

Since the National Square Dance Convention (NSDC) in Atlanta we have noticed that an increased use of social media. We would like to suggest that with the award of NSDC for 2022 in Evansville, IN and 2023 in Mobile, AL, more electronic media is taking place as these additional conventions begin to travel and register dancers. As they travel, they are also promoting dancing, directly and indirectly.

Locally we are seeing more cooperation among the clubs to attract students and offer a variety of opportunities for lessons. We are also seeing more new dancers on the dance floor.

Recently we observed on Facebook a picture of a billboard using the Re-Imaging Square Dancing logo to promote square dance lessons.

A Concern - We are all using email and social media, which is good, but we must remain vigilant to those that would use us to achieve unintended results. We have had our email lists in Texas used to issue Hoax emails. The emails seemed to be coming from a State Officer. In reality, someone was trying to use the emails for personal gain. Check for errors and confirm the sender's address if the message seems different or inappropriate.

Personally, we will be headed to Jackson, MS, this month to review their preparations for 2021; and then to the dancing.

Have fun and fellowship AND DANCE.

Butch and Ampie Hayes, ARTS Chairman

2019/2020 ARTS OFFICERS

During the 2019 ARTS meeting held on June 30, 2019 in Atlanta, GA the Board elected the following ARTS Officers for 2019/2020: Chair - **Butch & Ampie Hayes**; Vice Chair - **Erin Byars**; Secretary - **Jim & Judy Taylor**; Treasurer - **Edythe Weber**; and Executive Director (Non-Voting Member) - **Jerry Reed**.

Video Promotion Project (TV and Online)

During the 2018 and 2019 ARTS meetings, there was discussion that included The ARTS supporting the production of video(s) for use online, particularly on Facebook. A concern was that there were very few, of the very many available videos, that actually were geared to the non-square dance public.

This project has been taken on by the ARTS and the videos will be produced late 2019 and early 2020. The videos will be designed to provide information about why the public should learn to square dance and how to find lessons or dance locations.

Michael Streby has volunteered to lead this project, primarily in the area of video production. **Mike Hogan** has agreed to provide the square dance caller part of the video and Doctors from Sanford Health have agreed to do the Doctor side of the video.

Red River Broadcast Inc. has provided the script and shot list.

Once the video is officially released, we will ask everyone, that has a class, forward the video to their contacts and friends along with their class information.

Donations to this VERY important project are very much appreciated. For more information please contact **Jerry Reed**, Executive Director at:

ExecutiveDirector@arts-dance.org

DO YOU SHOP AMAZON? WHY NOT DONATE TO THE ARTS 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>

69TH NSDC (2020)

Spokane, WA (June 17-20, 2020)

The 69th 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, please visit <http://www.69nsdc.org/>

RE-IMAGE PROJECT - UPDATE

The "Re-Image Square Dancing" committee continues to get requests for car window stickers and license plate frames. We would also like to announce the newest promotion item --iron-on patches for shirts, jackets, and other clothing articles. These patches were introduced at the 68th NSDC in Atlanta, GA and were sold in the CALLERLAB's vendor booth.

The Re-Image Committee VERY MUCH appreciates the support we have received over the years from CALLERLAB and the Executive Director **Dana & Donna Schirmer**. They have been overly accommodating by providing the opportunity to promote "Live Lively – Square Dance" items in the CALLERLAB vendor booth for the past several years. We suggest all dancers check that booth in the future for a treasure trove of square dancing related items. We would like to note CALLERLAB is a great supporter of all dancing activities. Be sure to stop by in Spokane, WA during the 69th NSDC June 17 - 19, 2020! **Please note the convention in 2020 is one week earlier than in the past.**

The Re-Image Committee is offering to print and provide small "Live-Lively" stickers (possibly 2" or any size) available on sheets of stick-on paper for a small cost. This "Stick-on" stickers can be put on lap tops, telephones, boxes, etc. If you are interested in this new item (or any other Re-Image Item) please contact **Jim & Judy Taylor** - phone 303) 795-3278; or Email at jimta1@msn.com

For more information see the Re-Image Website: <http://LiveLivelySquareDance.com>

**PLEASE CONSIDER
SPONSORING A
"DANCE ACROSS AMERICA"
BENEFIT DANCE
Saturday, February 29, 2020**

VERY IMPORTANT NOTE

It is **VERY important to publicize the dates for the 69th NSDC**. Many people plan their trip to the NSDC many years in advance. The 69th 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

INVITATION TO THE ARTS MEETING

You are invited to attend the next meeting of the ARTS Board. The meeting will be held Sunday, June 21, 2020 immediately following the 69th NSDC in Spokane, WA. All persons interested in supporting the activity are invited to attend. For more information including meeting time and location, please contact **Jerry Reed**, Executive Director at: ExecutiveDirector@arts-dance.org

2020 NSDC ARTS DANCE

The ARTS plans to host a Trail End Dance in Spokane, WA immediately prior to the 69th NSDC. This will be PLUS dance with 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.

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.

We are looking for Email Tree Contacts in the following states: Alabama, Illinois, Indiana, Minnesota, Montana, Nevada, and Washington.

If you would like to help, please contact our Executive Director:

ExecutiveDirector@arts-dance.org

2020 DANCE ACROSS AMERICA

The ARTS, like most non-profit organizations receives operating funds from donations. There are several ways to donate including donations from individuals. The ARTS Board is inviting clubs to join an effort to host a benefit dance on Saturday, February 29, 2020. The nationwide theme for these dances is "Dance Across America." Please consider hosting a dance to benefit the ARTS. A downloadable flyer is available on our web site at www.arts-dance.org click on: "DANCE ACROSS AMERICA ARTS Benefit Dances"

Please contact **Jerry Reed**, Executive Director at: 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.

Donations are to be made in US Funds payable to "The ARTS" and mailed to the ARTS Treasurer, **Edythe Weber**, 1316 Middlebrook Drive, Liberty, MO 64068-1941.

For additional information please contact the Executive Director, **Jerry Reed**:
ExecutiveDirector@arts-dance.org

ASSISTANT EXECUTIVE DIRECTOR

As with many non-profit organizations, the work by the administrative staff is critical to the successful continuation of the work The ARTS does. We are looking for person to fill the position of Assistant Executive Director. **Jerry Reed** has been Executive Director since the organization was created in 2002. It is now time to begin the search for someone to assume this very important position when the time comes for Jerry to step down. Initially this person would function as a volunteer in the position of Assistant Executive Director. The following is the description of this position:

"This position would be filled by a volunteer who would serve at the pleasure of the Board directly under the Executive Director and would provide support and services to the organization as directed by the Executive Director. The goal would be to have this person move into the position of Executive Director at some time in the future"

Candidates do not have to be a Member, however, it is highly recommended they be actively involved with our dance activity. The primary function of this person would be to learn the duties and responsibilities of the Executive Director with the final goal of assuming the Executive Director position.

DANCE INFORMATION & VIDEOS

The You2CanDance is an excellent resource for information and videos. Please visit the updated web site: www.you2candance.com. The site includes information about Square, Round, and Contra, including videos showing all three. 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

We have provided this information many times in past issues, however, we believe it is very import, so we include it here. 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 entire activity. To meet this goal The ARTS has established an electronic system to disseminate information to all dancers. 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

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 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.

YOU ARE INVITED!
2020 ARTS Meeting

June 21, 2020
Spokane, WA

YOUR DONATIONS AT WORK

Over the years donations have helped fund several projects:

- 1) **The NEW Video Production Project.** To create videos designed for online promotion.
- 2) **Financial assistance** to groups which sponsor educational gatherings to help members become better leaders.
- 3) **Convention Support -** Support to State Regional, and National Conventions.
- 4) **Re-Image Project -** Funding for the Re-Image Square Dancing Project

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!

**What should you do if you are attacked by a group of clowns?
Answer - Go straight for the juggler!**

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 ARTS Executive Director, **Jerry Reed** 943 Tamarind Circle, Rockledge, FL 32955 OR Email - 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**

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