



ARTS-DANCE - NEWSLETTER

JUNE 2020

Message From Our Chairman (Butch & Ampie Hayes)

These are challenging times, but, we need to move past, "remember when" and prepare for a time when social gatherings are permitted, and it is safe to yellow rock, hold hands, swing your partner and be at a dance for fun and fellowship.

Now is the time to maintain our clubs and dance groups by staying in contact, maintaining and strengthening our social contacts. We had fun participating in a birthday parade for a club member, and had the opportunity to at least see friends and do something together. Our ability to regroup will be enhanced if we have maintained our social group.

With the cancelling of many festivals, conventions and weekly gatherings we need to plan now for a return to our fun and fellowship of dancing. If we maintain a group identity, restarting our dance activities will be enhanced.

We know that the NEC and the Soul Team are working hard to plan a great NSDC for next year in Jackson, MS. (70th NSDC). We know groups are already working to restart when appropriate. . .and approved.

Butch and Ampie Hayes, ARTS Chairman

PLEASE STAY SAFE

69TH NSDC (2020) Spokane, WA **(CANCELLED)**

It is with deep regret that we officially announce the cancellation of the 69th National Square Dance Convention® in Spokane, Washington, June 17-20, 2020. This decision is based on our concern for the health and safety of our attendees. After many hours of deliberations with the National Executive Committee (NEC), 69th NSDC staff and our convention partners in the City of Spokane, we have determined this is best for the welfare of all. We ask for your patience as we work through all the details involved in closing the 69th NSDC.

Our Registration Committee will cancel and refund all items including registration, hotel, RV, bus passes, tours, Wednesday Special Event and program books. The 69th NSDC has incurred expenses which have been paid from funds collected. If you would like to donate your Registration fees to help offset these expenses, it would be greatly appreciated. If you would like to donate your Registration Fees please send an email to: reg2020@comcast.net

You DO NOT need to send an email to request a refund. Each year the future Conventions receive most of their registration sign ups at the National Convention. To support future Conventions, please consider registering for them now through the links below. Thank you for your continuing support and understanding during this unprecedented time.

Don & Cheryl Pruitt,
General Chairman, 69th NSDC

Louis & Nancy Friedlander
President, NEC

2019/2020 ARTS OFFICERS
Chair - **Butch & Ampie Hayes**
Vice Chair - **Erin Byars**
Secretary - **Jim & Judy Taylor**
Treasurer - **Edythe Weber**
Executive Director - **Jerry Reed**

2020 ARTS MEETING

There has always been an open invitation to everyone to attend the annual ARTS meeting. Historically this meeting has been held on the Sunday immediately following the NSDC. The 2020 meeting in Spokane, WA has been cancelled because the 69th NSDC was cancelled. The meeting will be an online meeting to include ARTS Officers and Board Members. If there are issues you believe the Board should discuss, please contact **Jerry Reed**, Executive Director at:

ExecutiveDirector@arts-dance.org

37th IAGSDC CONVENTION (2020)
Denver, CO
(CANCELLED)

Dear square dance family,

We want to thank you from the bottom of our hearts for the patience and grace you have offered over the last couple of months. This has given us the time we needed to pursue many possible strategies for the 2020 IAGSDC Convention, and to work with the many entities who have been involved in this year's event.

Take A Peak, the 2020 IAGSDC Convention, has been canceled.

We know this will come as a disappointment to many of you. We all cherish our annual family reunion so much that losing this chance to connect is a hard blow—especially during these socially distanced times when we're all craving community connections. As expressed in our previous communications, the health and safety of our attendees is our number one priority, and we are unable to assure dancers of a safe experience over the July 4th weekend.

We're sure you have many questions for us about what happens next. The next section of this email includes answers to many of those questions. Please be assured that we will continue to be in contact with you as we have more information to provide.

What will happen to my registration fee? As you might expect, hosting a convention requires expenditures prior to the event. We're currently evaluating finances and options to recover these expenditures to refund as much of your fees as possible (including registration, Fun Badge Tour, signature event, tours and Book of Mormon). We will be reaching out in a separate communication in the near future regarding the refund process and time line.

What about my flights and hotel reservations? Your flights and room reservations were made directly with the airline and hotel, so any modifications or cancellations will have to go directly through them. The Hyatt Regency (host hotel) indicates that they will be canceling all reservations in the Take A Peak room block. If you do not receive a cancellation email by June 1st, please follow up with them directly. For those of you who had booked additional room nights at our overflow hotel, don't forget to confirm cancellation of your reservations at both locations. While they are both Hyatt properties, they are separate entities and cancellation at one will not cancel your reservation at the other.

I'm registered for GCA Callers School. What should I do? The 2020 GCA Callers School is also canceled. On May 12, GCA members may check the GCA website and their email for more details concerning registration for the Callers School, GCA calling spots at convention, and plans for the Annual General Meeting.

What's next? The Take A Peak planning committee will continue working on reviewing all aspects of the convention. There have been years of planning, so it will take some time for us to resolve all of the pieces (e.g., tours, diversity stipends, pre-ordered shirts, etc.). We will be sure to reach out again soon with more information and updates. In the meantime, reach out to us at takeapeak2020@gmail.com with any questions. That said, please be patient with us. Our committee has been working on this event since 2016 and, like many of you, we are devastated that this is the outcome of years of planning.

So... no Convention means nothing's happening over July 4th weekend, right? Nope! The planning committee is working on some creative ideas for connecting dancers virtually through fun and interactive events. We'll unveil our plans as they develop in the near future.

Thanks again for your understanding and we can't wait to be back with all of you on the dance floor!

Yellow Rocks,
Kelly Shortandqueer and Rick Schoenhals
Take A Peak Co-Chairs

Video Promotion Project
(TV and Online)

There has been considerable discussion of a project to produce videos for use online, particularly Facebook. The ARTS agreed to take the lead on this project and the plan was to begin production in late 2019 and early 2020. The plan was for the videos to be designed to provide information about why the public should learn to square dance and how to find lessons or dance locations.

In the September 2019 ARTS newsletter we provided details of the project. Work was progressing until early 2020. At that time the world wide COVID-19 pandemic struck. Among the many devastating impacts of the pandemic is a pause of work on this project. At this time work on this project is on hold.

DANCING DURING COVID-19

We asked the Officers, Board Members, and others if they are dancing OR if they know of any dancing. As of May 10, 2020 there have been NO reports of any dancing. What a sad situation. We pray each day for these challenging times to come to an end. To each of you - STAY SAFE!

ARTS ELECTRONIC MAILING LIST

We maintain a mailing list for distribution of information 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, contact **Jerry Reed**:
ExecutiveDirector@arts-dance.org

RE-IMAGE PROJECT - UPDATE

As the dance activity deals with the world wide COVID-19 pandemic; the "Re-Image Square Dancing" committee continues its very important work. Requests for promotion materials continue to be received. We have described the various promotion items many times in past newsletter issues.

The Re-Image Committee is offering small (1 ½ inch round) stickers with logo. These "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

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>

ASSISTANT EXECUTIVE DIRECTOR

As with many non-profit organizations, the work by the administrative staff is critical to the successful continuation of our work. 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 goal of assuming the Executive Director position.

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/>

**Do you have ideas
to help promote our activity?**

**Contact Jerry Reed
Executive Director**

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

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."

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.

The Marketing Committee is working with the CALLERLAB Foundation to develop a major marketing and promotion project which will include videos, materials, and a web site. The ARTS is working with the Marketing Committee, regarding the link to the web site. We will provide details later.

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

The other day I plugged my power strip into itself - took me an hour to figure why it would not turn on!

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.