



ARTS-DANCE - NEWSLETTER

AUGUST 2020

DANCING DURING COVID-19

The COVID-19 pandemic has had a devastating impact on all activities throughout the world. Our dance community has been particularly hard hit because social distancing is the EXACT OPPOSITE of how we enjoy dancing. We have lots of hugs, Yellow Rocks, partner swings, and other close contacts as we dance. The “social time” between tips and rounds is just as important, if not more so, than the dancing. Square and Traditional Dancing have been particularly hard hit. Fortunately, it is much easier for Round Dancing to adapt to the new health guidelines. We pray each day for these challenging times to come to an end soon. To each of you, we say - STAY SAFE!

COVID-19 and TRADITIONAL DANCING

We received the following information from the CONTRALAB representative on the ARTS Board, **Dottie Welch**:

The following link contains a list of festivals, camps, weekends and one-shots aka "Special Events" that include contra dancing in the USA, Canada and around the world.

<http://www.contradancelinks.com/festivals.html>

Most events through August have been cancelled due to health concerns or they have been turned into a virtual event.

The following link goes to the Country Dance and Song Society list of Online Events:

<https://www.cdss.org/community/covid19/online-events>

Updates on CDSS Summer Programs

All in-person CDSS programs and events have been cancelled through the end of 2020. We are continuing with all 2021 summer camp plans for now, but are actively monitoring the situation and will adjust as necessary. In the event that we need to cancel one or more programs or any camper must cancel because of COVID-19, we will offer a full refund of registration fees. We will communicate in the weeks leading up to camp, and at camp, to explain any procedures that will be put in place for safety.

COVID-19 and ROUND DANCING

As we said earlier, it is fortunate that Round Dancing during these trying times has not been as hard hit as Traditional and Square Dancing.

We have had several reports of Round Dance groups meeting **AND** following health guidelines to deal with COVID-19. The groups we have heard about are practicing social distancing, using masks, hand washing, using disinfectant hand cleaner, and other measures to ensure a safe environment.

COVID-19 and SQUARE DANCING

The close contact aspects of Square Dancing makes “social distancing” impossible during dancing with four couples. All the other health recommendations including hand washing, face masks, hand disinfectant hand cleaner, individual snacks, no hand shaking, no Yellow Rocks, and others can be followed. However, “social distancing” is simply NOT possible with four couple dancing.

We have heard of groups dancing in two couple squares and other groups dancing one couple (and phantom) choreography during “live” dances. This type dancing can be done with “social distancing”. We hope these groups are following all other health recommendations.

We have also heard of groups planning to begin dancing in regular squares. Obviously “social distancing” is not possible with this type dancing. We hope these groups are following all other health recommendations.

We have reports of groups doing one couple (and phantom) dancing using Zoom online software. Some of these groups have posted dancing on YouTube and Facebook. Still others provide online instruction on “How To Dance With Phantom Dancers.”

We are sure there several sources for online dancing. One source we found is listed below:

<https://www.google.com/search?client=firefox-b-1-d&q=buddy+weaver+square+dancing+for+one+couple>

2020 ARTS MEETING

The annual ARTS meeting was held via Zoom on Sunday, June 28, 2020. The online meeting included the ARTS Officers and Board Members. The minutes of the meeting are posted on the ARTS web site. Please see the list of Board Members later in this newsletter or the ARTS Web Site: <http://www.arts-dance.org/>

**PLEASE
STAY SAFE**

2020/2021 ARTS OFFICERS

During the 2020 ARTS meeting, the Board elected the following ARTS Officers for 2020/2021: Chair - **Butch & Ampie Hayes**; Vice Chair - **Erin Byars**; Secretary - **Jim & Judy Taylor**; Treasurer - **Edythe Weber**; and Executive Director (Non-Voting Member) - **Jerry Reed**.

HOW HAS COVID-19 IMPACTED YOUR ONLINE SHOPPING?

We have been doing more online shopping during these challenging times, perhaps you have also. Much of our online shopping is through Amazon. Fortunately, our Amazon purchases also benefit The ARTS.

The ARTS has been approved to receive donations through the Amazon Smile web site. The following are features of this donation program.

AmazonSmile donates 0.5% of the price of your eligible AmazonSmile purchases to The ARTS. You purchase the same products and there is absolutely **NO INCREASE** in prices nor service.

AmazonSmile is the same Amazon you know. Simply go to the Amazon Smile web site and designate "Alliance of Round Traditional and Square-Dance Inc" as the organization to receive your donation. After you complete the designation for your donations you make your purchases just as you have in the past. Your purchase will qualify for a donation to The ARTS from Amazon Smile.

Support The ARTS by doing your online shopping at <https://smile.amazon.com>

I don't like it when my foot goes to
sleep during the day - I know it will be
awake all night!

ARTS BYLAWS AMENDED

During the 2020 ARTS meeting, the Board approved two amendments to the Bylaws, both deal with the election of the Officers. The updated Bylaws are posted on the ARTS web site:

<http://www.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 some of 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

FLASH - FLASH - FLASH

We recently made it much easier to donate to The ARTS. We can now accept online Memberships and donations through our web site. Simply go to: www.arts-dance.com to donate click on "Donate To ARTS-Dance; for Membership click on "Individual" or "Associate". You will be presented with the various options for Membership and donations. Options include: 1) Cash Donation, 2) Membership Application, and 3) \$100 Club.

Simply click on your choice Cash Donation OR Membership Dues/\$100 Club. Either complete the online donation form or print the Membership Application or \$100 Club form.

Online payments are made directly through the web site or payments are made through the US Postal Service. Donations are to be made in US Funds. Checks, payable to "The ARTS" are to be 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

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 believe communication is even MORE important during these challenging times as we deal with the COVID-19 pandemic.

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

If you would like to help, contact **Jerry Reed**:
ExecutiveDirector@arts-dance.org

2020/2021 ARTS OFFICERS

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

RE-IMAGE PROJECT - UPDATE

Several years ago, The ARTS implemented the Square Dance Re-Image and Live Lively projects. The goal of both these projects is to “Re-Image” our activity. A major purpose of these projects is to raise awareness of the activity by the non-dancing public. Our hope is that this increased awareness will help increase the number of dancers.

The project has proven to be very successful. Accomplishments so far include presentation and approval of a new modernized Square Dance logo and slogan, creation of the LiveLively web site and creation of the Re-Image Face Book page. The combined slogan and logo has become popular and is receiving wide-spread use.

Important note: THE “LIVE LIVELY SQUARE DANCE” website has a new URL. Recently, CALLERLAB contacted The ARTS and requested permission to transfer ownership of the “Live Lively” URL for a new CALLERLAB marketing website. They felt it would represent the new emphasis on square dancing being presented. The Re-imaging Committee discussed this proposal, and a decision was made to transfer as follows:

- 1) OLD URL - www.livelivelsquaredance.com
- 2) NEW URL - <http://ReimagingSquareDance.com>

The new URL is the link to the ARTS Re-imaging web site. For a limited time, both URLs will bring

people to the ARTS Re-Imaging website. When CALLERLAB has completed their website, only the Re-imaging URL will link to the ARTS Re-imaging web site and the “LiveLively” URL will link to the CALLERLAB marketing web site.

Still available are license plate frames, window stickers and other promotion items that will be offered at the 70th NSDC in Jackson, and may be ordered from **Jim & Judy Taylor** - phone (303) 795-3278; or Email at: jimtal@msn.com
Go to <http://ReimagingSquareDance.com>, and click on the menu item “Promo Items” to see what items are available for you and your club.

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 support 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.

**Do you have ideas
to help re-start our activity?
Contact Jerry Reed
Executive Director
ExecutiveDirector@arts-dance.org**

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>

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 a 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 an ARTS 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.

"I don't believe in astrology; I'm a Sagittarius and we're skeptical."

Arthur C. Clarke

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

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

EDUCATION GRANT PROGRAM

Our Educational Grant Program was established, to encourage dance organizations to conduct gatherings 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** discuss 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 The 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

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 on "ARTS Add A Buck"

2020/2021

ARTS GOVERNING BOARD MEMBERS

ALL JOIN HANDS - **Gordon MaCaw**
CALLERLAB - **Betsy Gotta**
CONTRALAB - **Dottie Welch**
IAGSDC - **Gordon MaCaw**
NEC - **Butch Hayes**
NSDCA - **Barbara Connelly**
ROUNDALAB - **Paul Connelly**
SSDUSA - **Sue Lee**
USAWest Policy Board - **Jim Maczko**
USDA - **Jim Weber**