



ARTS-DANCE - NEWSLETTER

AUGUST 2021

Message From Our Chairman (Erin & Scot Byars)

Honoring the past while moving to the future.

Tradition. History. These are words that say so much about our dance activity. Many leaders believe our only hope of a future lies in our past, while others try to find ways to revive our passion using new methods and ideas. The only way to determine those answers is by taking those ideas – old and new – and implementing them to see what works. But there is one area where I believe we must discover new paths and modern methods – promotion and marketing.

The most effect way to share information has always been “word of mouth,” or individual invitations, from one person to another. Yet how do we reach people we have never met? Flyers, newspaper advertising, radio spots... these are all viable options, but we must make sure we show ourselves in a vibrant, progressive light.

Our dance activities have been advertised with the same sorts of flyers – sometimes the exact same flyers! – for over 50 years. Using outdated graphics, too many fonts, and an over-abundance of facts, the only folks we might attract are older adults. Do we want to attract older adults? Sure! And let's also aim at younger adults. And teens. And families. Why limit ourselves?

Most tasks in our dance community are accomplished by volunteers. People who have stepped up, willing to do what is needed. These volunteers seldom have prior experience or knowledge when it comes to promotion. In today's world, our main campaign needs to be on social media and email. Flyers should be very focused, zeroing in on one main, positive aspect of our activity. Too many details just distract readers, and often confuse them. Before you were a dancer, would you believe all the wonderful things you experience whenever you attend a dance? All those great points seem too good to be true, so including a long list of those assets is not the best path to take.

The ARTS would like to support your efforts. We have produced four unique ads in print and digital formats, available in both color and black and white. With eye-catching photos and a single positive

message, they have a space for an organization to personalize the ads with their contact information, class start date, time and place. Free to any dance group who requests them, these ads utilize modern advertising formulas to reach today's potential participant.

When action needs to be taken, look to The ARTS! We will be here, leading the way.

Happy dancing!

Erin & Scot Byars
ARTS Chairman

2021 ARTS MEETING

The 2021 ARTS meeting was held in Jackson, MS immediately following the 70th NSDC. Some Board Members were not able to attend the convention, therefore, the meeting was a “hybrid” including both face to face and Zoom attendees. Historically this meeting has been held on the Sunday immediately following the NSDC. There is always an open invitation to attend the annual meeting.

During the meeting the Board elected the 2021/2022 ARTS Officers, please see the list below. Also during the meeting **Michael Streby** provided a report on the progress on the video marketing project. More detail is provided in this issue. **Erin Byars** discussed a series of ads to help promote the activity. There is more information in this issue and these ads are available at no cost contact - **Jerry Reed**, Executive Director at:

ExecutiveDirector@arts-dance.org

2021/2022 ARTS OFFICERS

Chair - Erin & Scot Byars

Vice Chair - Barbara Connelly

Secretary - Jim & Judy Taylor

Treasurer - Edythe Weber

Executive Director - Jerry Reed

Video Promotion Project (TV and Online)

Online social media has proven to be an effective way distribute information. There is a large amount of square dance related video posted on You Tube and elsewhere online. A concern is that few, if any, provide information about how to find lessons, dance locations, or other information about promotion of the activity. The ARTS and others have discussed a project to produce short videos to support marketing & promotion which would be compatible to post online and for TV broadcast.

The ARTS agreed to take the lead on this project and during a recent ARTS meeting, the Board approved a budget of several thousand dollars to fund the Video Promotion Project. **Michael Streby** has agreed to take the lead for production. The plan is 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. Work was progressing until early 2020. At that time the world wide COVID-19 pandemic struck. Among the many devastating impacts of the pandemic was a pause of work on this project,

We are pleased to report the project is now back on track and is estimated for completion later this year. The videos will be scripted to include actual health-related data and there are plans for doctors to discuss the many health benefits of dancing. **Mike Hogan** has agreed to host/narrate the video. This project has been identified as a candidate for major fund raising efforts.

Michael reports the purpose/goal of the project is to create 90-second to 2-minute videos to be posted on line. These videos would also be compatible for TV broadcast. The plan also includes paying to market to our demographic target which is 55-75-year olds. Apparently, the cost can be limited to pay only for actual downloads/views. One of the goals is to get VERY wide exposure to the videos, especially the non-dancing public. The estimate is that the project will be completed and online before the 71st NSDC in June 2022.

As can be seen, this project will require considerable funding. Therefore, it has been identified as a candidate to be a "MAJOR PROJECT" for big-money fund raising efforts.

We ask ALL dancers, callers, cuers, and others to consider either a cash donation earmarked for this project OR one of the other donation possibilities.

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

DANCING AND COVID-19

The COVID-19 pandemic has devastated the entire world. The economic damage bankrupted a very large number of businesses and the damage to working people will take years to recover.

Almost all dancing in the USA stopped shortly after the pandemic hit the country. The hardest hit were Square and Contra Dancing, primarily due to the 6-foot social distance requirements. As guidelines became clear, several Round Dance clubs got back to dancing. They were able to meet the various requirements much more easily that Square and Contra clubs.

After the vaccine became widely available and more people got vaccinated the guidelines evolved until now fully-vaccinated people do not need to wear masks nor do they have to observe the 6 feet social distancing. Under the new guidelines more and more Square and Contra Dance clubs have restarted dancing. We note the 70th NSDC was held in June, 2021 in Jackson, MS.

We asked the Email Contacts and others if they are dancing OR if they know of any dancing in their area. As of June 30, 2021 there have been dozens of reports of dancing from all over the USA. It seems like square dancing is re-starting. Our challenge now is to encourage dancers to return AND to encourage new dancers to join us.

We are VERY encouraged with the positive reports we are hearing. We believe dancing WILL return to normal. The challenge now is to publicize our dance events and encourage ALL dancers to rejoin the activity.

We wish you the best in your efforts to get you club back to dancing.

ARTS ELECTRONIC MAILING LIST

We maintain an electronic 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

THE WAY TO GET STARTED IS TO
QUIT TALKING AND BEGIN DOING.
WALT DISNEY

PROMOTION/MARKETING MATERIALS

A major challenge, as dancing begins to re-start is to not only encourage new dancers to join us, but to also encourage existing dancers to return. A major goal of The ARTS is to provide dance clubs and others with promotion materials they can use in their marketing efforts. Several sample ads are available through the ARTS office, Email - ExecutiveDirector@arts-dance.org Please contact Jerry Reed and request the materials for use by your club as you determine is best to publicize new classes.

We provided these materials to our Email Tree contacts a few weeks ago. Our goal was to provide these materials in time for new recruitment campaigns when dancing starts again. These ads are available to ANY group free of charge.

We thank **Erin Byars** for her work to create these ads. She used a formula for advertising that was sent out by **Nasser Shukayr**. He has reviewed these ads and approves.

There are several versions of each of four ads:

1. Email version (sample) -- the sample version gives an example of how the groups information could be placed on the ad.
2. JPEGs. This version is also suitable for posting on social networks such as FaceBook
3. Print version (sample) -- this version is designed to print two half-size flyers on 8.5 x 11
4. Print version -- the 2-up print version with space for individual group information
5. Print version BW (sample) -- same as #3 in black and white
6. Print version BW -- same as #4 in black and white

Enjoy

REGISTRATIONS PICK UP FOR 71st NSDC® EVANSVILLE – Registrations for the 71st National Square Dance Convention® in Evansville, Indiana June 22-25, 2022 increased significantly during the 70th National Square Dance Convention in Jackson, Mississippi.

More than 800 people from 39 states have registered for the 71st NSDC, so much so that the convention hotel, Doubletree by Hilton, is sold out. But don't worry, there are still plenty of other hotels for dancers to stay at and enjoy the city and the convention.

The closest hotel to the Old National Events Center, where most activities will be held, is now Hyatt Place, a three-minute drive or ten-minute walk. Rooms at that hotel are going for \$149 a night and are filling up fast, so be sure to sign up now.

The next closest hotel is the Tropicana Hotel, which is located on the Ohio River. It is a four-minute drive from the Old National Events Plaza and includes a casino, two restaurants and a deli. Rooms at that location are \$169 a night.

Other hotels in the area include a Courtyard by Marriott, a Hampton Inn, a Hilton Garden Inn and a Home2Suites. Make sure your register now to get the best locations.

To register for the convention, visit 71nsdc.org. Click on register at the top of the screen to see a list of hotels available and their distance from the plaza.

Publicity Chairman:

Bill Garrison - Bgarrison27@comcast.net

Paula Egenolf - Paulaegenolf50@att.net

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>

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. Now that dancing has "re-started" in many areas, requests for promotion materials continue to be received. We have described the various promotion items many times in past newsletter issues. Please visit the re-image web site for more information:

<http://ReimagingSquareDance.com>

The Re-Image Committee is offering several promotion items suitable for gifts and marketing efforts. If you are interested in more information, please contact **Jim & Judy Taylor** - phone (303) 795-3278; or Email: jimta1@msn.com

**19th USAWEST CONVENTION
POSTPONED TO 2022**

After a great deal of reflection and discussion, we have made the decision to postpone the convention to August 17-20, 2022. We are concerned that, given the continued spread of the coronavirus, travel may still be limited and large social gatherings may still be restricted in California next summer. Also, even if some dancing resumes in late spring or summer, dancers may not have enough floor time to fully participate in a three-day convention. We are grateful that our convention venue, the Handlery Hotel in San Diego's Mission Valley, has offered us the exact same contract provisions for the following year. So we will be ready for you in 2022.

If you have already registered for the convention we hope that you will rollover your convention registration to our new dates in 2022. If, for some reason, you are not able to join us in August of 2022, you may request a full refund. You will be receiving or may have already received an e-mail with more information.

If you made hotel room reservations at the Handlery for the original dates in August 2021, we will send you further information soon about cancelling and rebooking your rooms. The hotel is in the process of setting up the room block under the new dates and will give us new reservations codes shortly. We will contact all of those listed in our block as soon as we get confirmation from the hotel.

Thank you again for supporting the 19th USAWest Square Dance Convention. We do hope that you will Come for the dancing and stay for the Zoo – see San Diego in 2022!

LPaul & Sally Schmidt
General Chairmen

Jim Maczko & Patty Wilcox
Assistant Chairman & Pre-Registration

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 directly under the Executive Director (ED) to provide support & services to

the organization as directed by the ED. The goal would be to have this person move into the position of ED 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 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/>

EDUCATION GRANT PROGRAM

Our Educational Grant Program was established, to encourage dance organizations to conduct Educational Seminars to help inform and educate attendees about 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, download and complete the Educational Grant Application, available at www.arts-dance.org send the completed form to ARTS Executive Director, **Jerry Reed** 4461 Stack Blvd, Apt D-231, Melbourne, FL 32901 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
ExecutiveDirector@arts-dance.org**



VOLUNTEER OPPORTUNITY ARTS ASSISTANT EXECUTIVE DIRECTOR (July 2021)



GENERAL INFORMATION -

The Alliance of Round , Traditional, and Square-Dance, INC (The ARTS) is a 501 © IRS Tax Exempt Corporation and is a coalition of the major dance organizations in the USA. The ten Board Member organizations are: All Join Hands Foundation, Ltd; International Association of Gay Square Dance Clubs – (IAGSDC); National Square Dance Campers Association - (NSDCA); National Executive Committee of the National Square Dance Convention - (NEC); Single Square Dancers USA - (SSDUSA); The International Association of Round Dance Teachers – (ROUNDALAB); The International Association of Square Dance Callers – (CALLERLAB); The International Organization of Contra Dance Leaders - (CONTRALAB); United Square Dancers of America – (USDA); USAWest Square Dance Convention Policy Board – (USAWest).

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.

Additional information is available on the ARTS web site: www.arts-dance.org

The ARTS announces the search for a volunteer to fill 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."

Candidates do not have to be an ARTS Board Member nor closely involved with the operation of the organization. However, it is highly recommended that candidates 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, a paid position. The goal is to find a person who will assume the position of Executive Director, at some future date.

Candidates should be very familiar with the dance activity. A strong familiarity with general office procedures, including electronic mail procedures, would be a definite plus.

Initial time commitment is expected to be less than 15 hours/month.

If you have questions or concerns or if you are interested, please contact:

Jerry Reed, Executive Director
Email - ExecutiveDirector@arts-dance.org
Phone - 321-794-9645
Mail - 4461 Stack Blvd, Apt D-231,
Melbourne, FL 32901

7/20/2021 10:02PM

C:\Users\Owner\Documents\Jerry Files\ARTS Information\Assistant Executive Director\Job Opportunity (AED)(2021-07).wpd



GUIDELINES FOR ARTS-DANCE EDUCATION GRANT PROGRAM

(Revision F – July 20, 2021)



Description:

A grant program, funded by ARTS-Dance (ARTS), to encourage various dance associations and organizations to conduct Educational Seminars which would inform and educate their members and 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, its purposes, goals, and accomplishments

Who would be eligible:

Any square, round, contra, clogging, or folk dance organization willing to present a program which includes explaining ARTS and its function in the dance community.

Review Committee:

The officers of ARTS-Dance will review the applications and determine whether they qualify for an education grant.

Terms:

The associations, organizations, or dance promoters can apply for an educational grant for up to \$200.00 (or up to 50% of the costs, whichever is less) to cover the costs to present a seminar which includes a session explaining ARTS, its history, accomplishments, and current and future programs. This session can be a method to introduce ARTS to the dancing community who are not aware of ARTS, and further familiarize others with ARTS accomplishments and programs. A sign-in list of attendees must be circulated at the session, and if 10 or more attend, the session would qualify for a grant. If there are less than 10 attendees, the organization would not qualify for funds. Any consideration would be subject to availability of funds.

An organization shall be eligible for this Grant provided it has not received an ARTS Grant for a period of at least three years prior to the date of the proposed qualifying Seminar/Event.

What can the money be used for:

- 1) Convention center or meeting room costs
- 2) Presenter or leader expenses and costs
- 3) Promotion or advertising of session
- 4) General promotion of ARTS

How to apply for the grant:

The leaders must complete the Educational Grant Form, which can be obtained from any ARTS officer or can be printed from the ARTS-Dance web site: www.arts-dance.org. The application must be submitted to the ARTS Executive Director at: 4461 Stack Blvd, Apt D-231, Melbourne, FL 32901, or Email: ExecutiveDirector@arts-dance.org and must be received at least 60 days prior to the event. An estimate of expenses must be completed on the application. After review, ARTS will notify the applicant if they qualify for the grant.

Payment:

After the Educational Seminar is completed, a final Completion Report must be submitted to the ARTS Executive Director within 60 days showing actual costs associated with the session along with a copy of the list of attendees. A brief outline of the topics covered in the session should be included. Please list the name of the organization to whom the payment is to be made along with the appropriate mailing address. Any consideration would be subject to availability of funds.

APPLICATION FOR ARTS-DANCE EDUCATION GRANT

The ARTS-Dance Education Grant is funded by ARTS-Dance(ARTS), to encourage various dance associations and organizations to conduct Educational Seminars which will inform and educate their members and attendees about various topics related to the activity and help promote ARTS-Dance. In addition to the other topics, the seminars would cover who and what ARTS is, its purposes, goals and accomplishments. During the event the sponsor is expected to give out the Dancing Fact Sheet and be able to use just that portion of the PowerPoint presentation that is useful to your situation.

Submission must be at least 60 days prior to the event.

Organization applying for grant:

Name			
Mailing Address			
City/St/Zip			
Phone & Email			
Affiliated Dance Organization (If Any):			

Officers of organization applying for grant

OFFICER	NAME	Phone	Email
President			
Vice President			
Secretary			
Treasurer			

Seminar or Event Description:

Please describe the Seminar or event you plan to sponsor. Explain when and where it will be held including location and time allotted. Tell the general purpose of the gathering and what will be covered at the event. Explain in some detail the topics you intend to cover regarding ARTS and who will present the ARTS information. (Use additional paper as needed)

DATE of Seminar or Event:
DESCRIPTION

Estimated Expenses: (To be reimbursed 50% up to \$200.00)

Cost	Facility Rent	Staff fee	Advertising	*Other
Estimated				
* Please explain Other Expenses:				

Submit Completed Application to:

ARTS Executive Director, 4461 Stack Blvd, Apt D-231, Melbourne, FL 32901
 (Email: ExecutiveDirector@arts-dance.org)

Submission must be at least 60 days prior to the event.

Within 60 days after the event the Completion Report must be submitted with actual expenses associated with the event, along with a list of attendees and a brief outline of the topics covered.

ARTS-DANCE EDUCATION GRANT COMPLETION REPORT

Submission must be within 60 days after the event, submit actual expenses associated with the event, along with a list of attendees and a brief outline of the topics covered

Please complete the following to report completion of the Seminar/event. Return the completed form to:

Jerry Reed
 ARTS - Dance Executive Director
 4461 Stack Blvd, APT D-231
 Melbourne, FL 32901
 E-mail - ExecutiveDirector@arts-dance.org

You must include a list of attendees

Name of the sponsoring organization:		
Name of Seminar/Event: Brief Description:		
Date(s) of Seminar/Event:		
Number of attendees		
Name of Key Speaker: (If Applicable)		
WAS ARTS INFORMATION PRESENTED:	YES:	NO:
Brief Description of ARTS Information Presented:		
Name Of Contact::		
Address:		
City	State	Zip
E-mail Address:		

Report of Expenses: (To be reimbursed 50% up to \$200.00)

Cost	Facility Rent	Staff fee	Advertising	Other(Explain)
Estimated (From original application)				List of Other:
Actual Cost				

Organization Representative:

Name (Printed)	Date:
Signature:	