



ARTS-DANCE - NEWSLETTER

DECEMBER 2021

Message From Our Chairman (Erin & Scot Byars)

THE TWO SIDES OF TEAMWORK

Square dancing, round dancing, contra dancing – they are all “team sports.” In my opinion, they are the ultimate team sports because there are no winning quarterbacks, or champion pitchers. Each dancer is critical to the success of the team – we are all stars! If one stumbles or hesitates, others extend their hands so all can shine.

But our dance “sport” needs teamwork on **and** off the dance floor. Since almost everyone involved in our world is a volunteer, working together makes all the difference to the success of an event or class.

And, as in any team, we need leaders and followers. Some are just natural leaders, and others feel better when there is someone else at the helm. What if you are a natural leader, but were not chosen to be in charge this time? Have you learned how to stand back and let someone else guide everyone? It is not always an easy thing to handle with grace and humility, however it is a very valuable life skill – to allow someone else to be the boss. Many times, when circumstances put me among the workforce, I discovered that someone else’s ideas were valuable and sometimes even better than my own.

Have you mastered delegating? If you are a leader, you often need to pass some responsibilities onto others, then allow them to work on the job without constantly peering over their shoulder. The term “micromanaging” comes into play when you assign a chore then interfere while it is being completed.

This is discouraging to those you have trusted with the operation. Of course, you need to supply them with all the pertinent information and keep them updated about changes, checking in only to see if they need guidance.

What if the undertaking is not in your personal skill-set? Chances are very good that someone in your group has expertise in that area. Speak up! Request that specialized help. Remember, working toward a common goal helps everyone acquire a sense of ownership through involvement.

Volunteers, whether committee chairs or worker bees, need acknowledgment and feedback. Whether you are thrilled with what is submitted, or disappointed, you should let your staff know that you appreciate their efforts and talk about what happens next – are things ready to proceed as presented, or do they need revising? Should they start from scratch with new plans? Regardless of the opinion about the ideas submitted, timely feedback shows respect and inspires volunteers to move forward.

Ever heard the phrase, “He’s not a team player?” It’s true, some people really struggle with working in a group, but what if those folks are just lacking in the support they need to accomplish the assigned tasks? Always remember that people are striving out of the goodness of their hearts and need to know you appreciate them and their diligence.

Finally, big decisions should include everyone. Don’t leave anyone feeling their contributions were not valuable.

Happy dancing!

Erin & Scot Byars
ARTS Chairman

2022 ARTS MEETING

The 2022 ARTS meeting will be held in Evansville, IN, Sunday, June 26, 2022.

For information, contact:

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**

ARTS BOARD

(Background & Recent Changes)

The ARTS brings together the major dance organizations in the USA. Our goal is to revitalize our activity and educate the public on the multiple benefits of dancing. Quite simply, we have this wonderful, healthful, and fun activity, but with so much competition with other leisure pursuits, we need to figure out the best way to bring more people into it.

There are currently nine Members of the ARTS Board. These organizations include:

- 1) All Join Hands Foundation, Ltd
- 2) International Association of Gay Square Dance Clubs – (IAGSDC)
- 3) National Square Dance Campers Association - (NSDCA)
- 4) National Executive Committee of the National Square Dance Convention - (NEC)
- 5) The International Association of Round Dance Teachers – (ROUNDALAB)
- 6) The International Association of Square Dance Callers – (CALLERLAB)
- 7) The International Organization of Contra Dance Leaders - (CONTRALAB)
- 8) United Square Dancers of America – (USDA)
- 9) ^{USA}West Square Dance Convention Policy Board – (^{USA}West)

A complete list of Officers & Board Members (with email) is included in the newsletter. If you have questions or concerns you believe the Board should discuss, please contact the representative for your organization or our Executive Director, **Jerry Reed**: ExecutiveDirector@arts-dance.org .

All Member organizations maintain their independence and concentrate on their individual goals and missions. Each member has an equal voice in the decisions of The ARTS and is encouraged to provide the views and input from their organization. The true beauty of the alliance is its ability to increase the cooperation among the Member organizations. The ARTS has been able to bring together the varied dance forms to work toward the common goal of increasing the public's awareness of the activity and to increase the number of dancers.

We are sad to report the Single Square Dancers USA (SSDUSA) recently voted to disband. For years they were an important part of the ARTS. We are disappointed and they will be missed.

MEMBERSHIP & FINANCIAL SUPPORT

There are several ways to support The ARTS financially. First, you may make a cash donation. We also encourage you to join as an Individual Member at \$25/year per person. We also offer the "\$100 Club"; please consider joining by sending \$100 with the special application. Finally, organizations are encouraged to join as Associate Members at \$100/year.

All Membership categories are added to our electronic mailing list (unless you opt out). Members receive periodic mailing including requests to submit agenda items for the annual meeting, copy of the agenda and approved minutes, the newsletter, Ask ARTS articles, and other mailings of interest to the dancing community.

All donations and Memberships provide financial support to allow the organization to continue the work of our goal to increase the number of dancers.

More information and applications are available on our web site: www.ARTS-Dance.org

Online payments are available OR download the appropriate application and mail to:

ARTS-Dance – 1316 Middlebrook Drive – Liberty, Missouri 64068-1941

*Someone asked me, if I were stranded on a desert island what book would I bring "How To Build A Boat"
- Steven Wright -*

"ADD A BUCK"

FUND RAISER PROGRAM

The purpose of this program is to encourage organizations hosting festivals and conventions to voluntarily add and collect a small additional amount, where the dancers agree to do so, as a donation to ARTS-Dance. Each dancer would agree to add \$1.00 to the cost for a festival or convention. The hosting organization would send the donation to the ARTS.

Details, including information and forms are available on the ARTS web site: www.ARTS-Dance.Org

Please visit the site and click on "ARTS Add A Buck Program" If you have questions or concerns, please contact our Executive Director, **Jerry Reed**: ExecutiveDirector@arts-dance.org

Video Promotion Project (TV and Online)

As we have reported in past issues, online social media has proven to be an effective way to distribute information. The ARTS and others have discussed a project to produce short videos which would be compatible to post online and for TV broadcast to support marketing & promotion.

The ARTS has agreed to support this project and **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.

We are pleased to report the project is on track and is estimated for completion later this year. The videos will be scripted to include actual health-related data. There are plans for doctors to discuss the many health benefits of dancing. **Mike Hogan** has agreed to host/narrate the video.

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.

This project will require considerable funding. 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 devastated the entire world. 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 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 than Square and Contra clubs.

At this time a great number of Square and Contra clubs have restarted dancing. We note several major events are scheduled during 2022.

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 through out the activity.

If you would like to help, contact **Jerry Reed**:
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>

EDUCATION GRANT PROGRAM

Our Educational Grant Program encourages dance organizations to conduct Educational Seminars. In addition to the other topics, the seminars MUST include information about. 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.

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.

**What is the difference
between ignorance and apathy?
*IDON'T KNOW and IDON'T CARE***

PROMOTION/MARKETING MATERIALS

A major challenge, as dancing is re-starting, is to not only encourage new dancers to join us, but to also encourage existing dancers to return. One purpose 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. 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

NEWS ABOUT THE LIVE LIVELY SQUARE DANCE PROMOTION

We're starting to pick up where square dancing left off, about one and one half years ago! The website is still up, being updated as we go along. There is not much new news, just a recap and some reminders of what the Live Lively – Square Dance slogan and logo are all about:

Back in late 2014, The ARTS Board voted to have a new “brand” to use in marketing to the non-dancer. A “Re-Imaging Dance Program” began, and the slogan and logo were created---“Live Lively – Square Dance”. Look for the beginnings on the website’s home page: <http://ReimagingSquareDance.com>.

The Re-Image Committee is continuing to offer 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

2022 BOARD MEMBER EVENTS

Each year several of the ARTS Board Member Organizations host various dance events and meetings. A list of the events in 2022 is included.

For more information for a specific event, please contact the Board representative listed later in this newsletter.

ARTS TRI-FOLD BROCHURE

Looking for information about The ARTS? The ARTS TRI-FOLD BROCHURE provides details of the ARTS including Member organizations and some of the significant accomplishments.

Please take a look at the Tri-Fold. Click on “ARTS Information Tri-Fold and Membership Form” on the ARTS Web Site:

<http://www.arts-dance.org/>

DANCING FACT SHEET

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. Included is a time line of major events in the dance activity from the 1400s - 1500s to 2021.

Please take a look at the Fact Sheet. Click on “Dance Fact Sheet” on the ARTS Web Site:

<http://www.arts-dance.org/>

The difference between stupidity
and genius is that genius has limits
- Albert Einstein -

If you have ideas or suggestions for
improving the activity OR recruiting
more dancers, contact our Executive
Director **Jerry Reed** at:
ExecutiveDirector@arts-dance.org

**ARTS-DANCE GOVERNING BOARD
OFFICERS & BOARD MEMBERS
(November, 2021)**

OFFICERS (2021 - 2022) -

Chair - Scot & Erin Byars - Email: cuer4dance@yahoo.com
Vice Chair - Barbara Connely - Email: touchwright@juno.com
Secretary - Jim & Judy Taylor - Email: jimtal@msn.com
Treasurer - Edythe Weber - Email: eweber10@kc.rr.com
ARTS Executive Director - Jerry Reed - Email: DirectorARTS@aol.com

BOARD MEMBERS -

All Join Hands Foundation, Ltd

Gordon Macaw - Email: info@alljoinhands.org

International Association of Gay Square Dance Clubs – (IAGSDC)

Gordon Macaw - Email: gordon@gordonmacaw.com

The International Association of Round Dance Teachers – (ROUNDALAB)

Paul Connelly - Email - dancerman2005@gmail.com

The International Association of Square Dance Callers – (CALLERLAB)

Besty Gotta - Email: gottahavearts@optonline.net

The International Organization of Contra Dance Leaders - (CONTRALAB)

Dottie Welch - Email: dwelch@eastlink.ca

National Executive Committee of the National Square Dance Convention - (NEC)

Louis and Angie McClure - Email: l-amclure@charter.net

National Square Dance Campers Association - (NSDCA)

Barbara Connely - Email: touchwright@juno.com

usaWest Square Dance Convention Policy Board – (USAWest)

Jim Maczko - Email: jmaczko@san.rr.com

United Square Dancers of America – (USDA)

Ed and Lynda Willis - Email: eandlwillis@gmail.com

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ARTS MEMBER ORGANIZATION EVENTS IN 2022

For information for a specific event
Please contact the Board representative listed in this newsletter
OR Executive Director Jerry Reed at: ExecutiveDirector@arts-dance.org

EVENT	ORGANIZATION	LOCATION	DATE
47 th CALLERLAB	CALLERLAB	Pittsburgh, PA	April 11-13, 2022
IAGSDC Convention	IAGSDC	Minneapolis, MN	May 27-29, 2022
CONTRALAB Energizer Dance, Caller Workshop, & Meeting	CONTRALAB	Evansville, IN	June 21-22, 2022
71 st NSDC	NEC	Evansville, IN	June 22-25, 2022
41 st USDA Meeting	USDA	Evansville, IN	June 22, 2022
ARTS 2022 Meeting	ARTS	Evansville, IN	June 26, 2022
46 th ROUNDALAB Convention	ROUNDLAB	Tulsa, OK	June 28-July 2, 2022
2022 NSDCA International Camporee	NSDCA	Rockville, IN	June 14-16, 2022
19 th USAWest Convention - -	USAWEST	San Diego, CA	August 17-21, 2022