



ARTS-DANCE - NEWSLETTER

AUGUST 2022

Message From Our Chairman (Erin & Scot Byars)

Tonight I went to the California State Fair.

We started off viewing all the amazing arts projects created by California's youth. Seeing how talent has established itself at such an early age truly gives me hope for our the continuation of our culture. Next building was fine art produced by adults and, as before, there were some seriously beautiful pieces (although I secretly enjoyed the youngster's work more).

A bit of shopping, then on to our purpose for attending this specific evening – a concert by the Canadian band, The Guess Who.

Were they the original Guess Who? Not quite. (It would be interesting to see if any of the 60s/70s/80s bands out there are still staffed with all-original members.) The drummer, Gary Peterson, was an original member, and recently celebrated 75 years as a drummer! He also spoke of his pride in maintaining both Canadian and US citizenship.

So why am I telling you about a concert by a 60s/70s rock band in a newsletter about dancing?

Seventy-five percent of the audience members were my age – mid-sixties – but not all of them! Directly in front of me was a young couple, probably in their mid-twenties. They were loving it! They were dancing, and the girl knew every lyric. And they didn't look the tiniest bit uncomfortable being in the middle of us "classics."

And all of us, boys and girls, young and old, different ethnicities, found a common excitement and love in the music tonight. So why are we afraid of inviting young people to join us dancing? Or someone from a different background? Or with a unique style? I have met so many people dancing in my 50+ years in our activity, and not one of them was exactly like another – or like me.

If you have been reticent to urge someone to try dancing because you don't think they would fit in, don't be. It seems to me love is a surprising emotion, and it often strikes when people are not expecting it. Be the person who inspires others to love dancing!

Erin & Scot Byars
ARTS Chairman

2022 ARTS MEETING

The 2022 ARTS meeting was held in Evansville, IN immediately following the 71st NSDC. Some Board Members were not able to attend the convention, therefore, the meeting included 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 ALL dancers and dance leaders to attend our annual meeting.

During the meeting the Board elected the 2022/2023 ARTS Officers, please see the list below. Also during the meeting **Michael Streby** provided a report on the progress on the video marketing project. He played a finished video which was quite impressive. **Erin Byars** discussed a series of ads to help promote the activity. These ads are available at no cost. There was agreement that they will be posted on the ARTS web site. 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

2022/2023 ARTS OFFICERS

Chair - **Erin & Scot Byars**
Vice Chair - **Barbara Connelly**
Secretary - **Jim & Judy Taylor**
Treasurer - **Edythe Weber**
Executive Director - **Jerry Reed**

2023 ARTS MEETING

The 2022 ARTS meeting will be held in Mobile, AL, Sunday, June 25, 2023. For information, contact:

ExecutiveDirector@arts-dance.org

*"Real leadership...
comes from realizing that the time has
come to move beyond waiting to doing"*

Madeleine Albright;

ARTS BOARD

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.

The 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 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.

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

- 1) All Join Hands Foundation, Ltd
- 2) IAGSDC
- 3) NSDCA
- 4) NEC
- 5) ROUNDALAB
- 6) CALLERLAB
- 7) CONTRALAB
- 8) USDA
- 9) ^{USA}West

A complete list of Officers & Board Members (with email) is included with this newsletter and also available on the ARTS Web site:

www.arts-dance.org

If you have questions or concerns you believe the Board should discuss, please contact your representative or our Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org.

NEWS FROM BOARD MEMBER IAGSDC

The IAGSDC held its 39th convention in Minneapolis Minnesota, at the beautiful Hyatt Regency Hotel, over the Memorial Day weekend, and was well attended with over 425 dancers. While numbers were significantly lower than the last in person convention in Philadelphia in 2019, the convention was a rousing success.

The convention offered a full program of dancing from SSD thru C4 and featured an Internationally acclaimed calling staff including:

Dayle Hodge
Michael Kellogg
Sandie Bryant
Betsy Gotta
Harlan Kerr
Michael Levy
Barry Clasper
Ken Ritucci
Darrin Gallina

The convention offered a calling school featuring Ken Ritucci as the Accredited Caller Coach, Patty Green Caller Coach and Lisa Lincoln as a vocal coach. Three days of intensive instruction preceded the convention and proudly graduated 16 new callers!

Looking to the future, the 40th IAGSDC convention, will travel to Ottawa, Canada in July 2023. The convention will also feature a calling school and a full program of dancing. The host hotel will be the Westin Ottawa with dancing beginning on July 5, 2023. Featured calling staff of Bill Eyler, Vic Ceder, Barry Clasper, Chris Phillips, Deborah Carroll-Jones, Kris Jensen, Sandie Bryant, and guest calling by Tim Crawford. Many exciting tours and events are being offered!! For information visit:

<https://ottawa2023.com/>

NEWS FROM BOARD MEMBER CONTRALAB

CONTRALAB has created a new web site which incorporates the slogan "Live Lively - Contra Dance". The site is www.contralab.org and includes a wealth of information about this amazing dance activity. The site includes details of CONTRALAB organization, purpose, history and much more. There are links to contacts for dances, callers, and other activities. The site includes details of CONTRALAB organization, purpose, history and much more. It has a Contra Caller Resource section that includes over 300 dances. There are links to contacts for dances, callers, and other activities.

Please visit www.contralab.org to learn about this truly American tradition.

*"You miss 100 percent of the shots
you don't take"*

-
Wayne Gretzky

NEWS FROM BOARD MEMBER

NATIONAL EXECUTIVE COMMITTEE (NEC)

The 71st National Square Dance Convention® (NSDC) in Evansville IN was a great success! The dancers and Dance Leaders had a lot of fun. During the Closing Ceremony, the NEC awarded the 74th NSDC to Shreveport Louisiana in June 2025. **Ted & Tonia Hofmeister** are the General Chairman and will do a wonderful job.

The new NEC officers for 2022-2023 have taken office and have started off to a busy year. The slate of officers is **Louis & Angie McClure**, Presidents, **John & Dimple Williford**, Vice Presidents, **Linda Toth**, Treasurer, and **Cindy & Carl Boone**, Secretary.

We encourage you to register for the 72nd National Convention in beautiful Mobile, Alabama! The Mobile Party Gras will be held June 21-24, 2023. Team Mobile will begin the monthly distribution of the National E-Magazine in August, providing key information on all the exciting activities planned. If you do not receive the E-Magazine, please register at www.nsdcnec.com.

In 2024 we invite you to the 73rd National Convention in Milwaukee, Wisconsin for a Great Convention, in a Great City, on a Great Lake! The 73rd NSDC will hold their Pre-Convention February 23-24, 2023, with the Kick-off Dance to be held Saturday evening, February 24th.

The Pre-Convention and Kick-off Dance are FREE to all registered for the 73rd NSDC.

Is your organization interested in bidding for a future National Convention? Please contact the NEC President for additional information

NEWS FROM BOARD MEMBER

UNITED SQUARE DANCERS OF AMERICA (USDA)

The United Square Dancers of America (USDA) held a successful annual meeting on June 22, 2022, in conjunction with the 71st National Square Dance Convention in Evansville, IN. The following officers were elected or appointed for 2022-2023:

• President:

Mark & Bina Krebsbach, North Dakota

• Eastern Region Vice President:

Ed & Lynda Willis, North Carolina

• Central Region Vice President:

Scott & Sandy Ebright, Tennessee

• Plains Region Vice President:

Ellery & Karen Gulbrand, Wisconsin

• Western Region Vice President:

LPaul & Sally Schmidt, California

• Treasurer:

Jim & Judy Taylor, Colorado

• Secretary:

Edythe Weber, Missouri

USDA offers many programs, services, and materials to support dancers, clubs, and dance associations including:

- Leadership and Education publications,
- USDA News, our quarterly newsletter,
- Beyond the Dance Floor webinar series,
- Dancer Liability and Accidental Medical Insurance,
- 501(c)(3) Non-Profit Group Exemption program,
- Youth Scholarship Program and materials to support youth square dancing,
- Handicapable Dancer support,
- Discount Prescription, Vision, and Hearing benefits,
- USA Traveler program,
- Centennial Award,
- and more!

Check out everything USDA has to offer, and learn how your local, regional, or state affiliate could join USDA, through our website at www.usda.org

ARTS INFORMATION PRESENTATION

MANY years ago an "ARTS INFORMATION PRESENTATION" was created to provide a visual aide to assist anyone who will be discussing The ARTS. The presentation includes how we are organized, what our goal is, what our accomplishments have been, what our plans are, and other information. The presentation has been used by various organizations during leadership seminars to meet the requirements of our Education Grant Program. We recently updated the presentation, resulting in "Power Point Presentation, REV B, Dated July 11, 20022"

The PDF version of the updated ARTS Presentation is posted on the ARTS web site under "Documents". We encourage everyone to take a look at this striking presentation. You may also request a copy by contacting our Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

- REMEMBER-

YOUR ARE UNIQUE
JUST LIKE EVERYONE ELSE

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

“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 supports this project and **Michael Streby** has taken the lead for production. The plan is for 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 initial production has begun. The videos will be scripted to include health-related data. Doctors will discuss the many health benefits of dancing. **Mike Hogan** has agreed to host/narrate the video.

Michael reports the goal is to create 90-second to 2-minute videos to be posted on line. Videos would also be compatible for TV broadcast. The plan 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 end of 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

If you have ideas to improve the activity
OR recruit more dancers, contact
Executive Director at:
ExecutiveDirector@arts-dance.org

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

DANCING INFORMATION RESOURCE

Resources relating to square dancing are available through the Canadian Square and Round Dancing Society. Resources include 33 boards or files on subjects across the spectrum of the dance forms supported by the CSRDS. 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/>

**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.

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 DANCING FACT SHEET is designed 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. The Fact Sheet was recently updated.

Please take a look at the Fact Sheet. Click on "Dance Fact Sheet" on the ARTS Web Site: <http://www.arts-dance.org/>

PROMOTION/MARKETING MATERIALS

A major challenge now is to not only encourage new dancers to join us, but to 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 at www.arts-dance.org "Documents" 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) -- sample version gives an example of how the group's information could be placed on the ad.
2. JPEGs. This version is suitable for posting on social networks such as FaceBook
3. Print version (sample) -- is designed to print two half-size flyers on 8.5 x 11
4. Print version -- 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

**NEWS ABOUT
LIVE LIVELY SQUARE DANCE**

Dancing is beginning a slow recovery. There is not much news, just a recap of what the Live Lively – Square Dance slogan and logo are all about:

In 2014, The ARTS Board voted to have a new "brand" to use in marketing to the non-dancers. A "Re-Imaging Dance Program" began, and the slogan and logo were created---"Live Lively – Square Dance". Visit: <http://ReimagingSquareDance.com>

The Re-Image Committee is continuing to offer promotion items suitable for gifts and marketing efforts. If interested, please contact **Jim & Judy Taylor** - phone (303) 795-3278; or Email: jimtal@msn.com

**QUESTION -
If poison expires, is it more
poisonous or
is it no longer poisonous?**

National Executive Committee (NEC) News



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Is your organization interested in bidding for a future National Convention? Please contact the NEC President for additional information.

ARTS Board and Officers
2020-2021
(As of July 13, 2022)

The list below is the list of ARTS Officers and Board Members.

List of ARTS Officers:

Chairman – Erin Byars (byars@surewest.net)
Vice Chairman – Barbara Connelly (touchwright@juno.com)
Treasurer – Edythe Weber (eweber10@kc.rr.com)
Secretary – Jim & Judy Taylor (jimta1@msn.com)
Executive Director - Jerry Reed (DirectorARTS@aol.com)

List of ARTS Board Voting Members:

All Join Hands - Gordon Macaw - (gordon@gordonmacaw.com)
CALLERLAB - Betsy Gotta - (gottahavearts@optonline.net)
Campers - Barbara Connely - (touchwright@juno.com)
CONTRALAB - Dottie welchth - (dwelch@eastlink.ca)
IAGSDC - Gordon Macaw - (gordon@gordonmacaw.com)
NEC - Louis & Angie McClure - (l-amclure@charter.net)
ROUNDALAB - Paul Connley - (dancerman2005@gmail.com)
USAWest - Jim Maczko - (jmaczko@san.rr.com)
USDA - Ed & Lynda Willis (eandlwillis@gmail.com)