



# ARTS-DANCE - NEWSLETTER

JANUARY 2023

## Message From Our Chairman (Erin Byars)

I admit it – I am a procrastinator. Always have been. Luckily, I seem to thrive under the pressure of doing things at the last minute and manage to be successful. But not everyone is like me.

May I suggest, nay *challenge*, you to start planning now for your area's new dancer publicity campaign? There are lots of decisions to be made, including what types of advertising you will use and what the theme will be. Your area has only used flyers in the past? Try expanding into newspaper stories (you write the article and take the pictures, then submit it all to your local paper). How about creating Public Service Announcements (PSAs) on the radio? Time to look into the details.

I challenge you to contact your local caller's, cuer's, and dancer's associations and get volunteers to form an attack team. Not a committee – committees can get bogged down in administrative red tape – you need a focused attack squad of people who understand the urgency of adding new dancers to our beloved activity.

When you design your publicity, try to avoid the “list every single good thing about square/round dancing” which, I promise you, no one will believe nor read. Zero in on one or two truly great features that people will get excited about – what will dancing do for me right now? Also, stay away from old-fashioned, funky artwork. Use a current photo instead. Don't use too many fonts, it makes your ad look too busy and amateurish.

Remember that folks who haven't yet learned to dance won't care what your club is named, or who your instructor is. However, if current dancers are looking for a place to send their friends, the instructor's name might tip the scales.

Each and every dancer should help to get the word out about our new classes. We are all part of the public relations team, so get together, plan carefully, then go forth and recruit!

**Erin Byars**  
ARTS Chairman

## 2023 ARTS MEETING

The 2022 ARTS meeting is scheduled for Sunday, June 25, 2023 in Mobile, AL immediately following the 72<sup>nd</sup> NSDC. The meeting is scheduled to begin at 9:00 AM. Attendees are asked to plan to stay until 2:00 PM. However, most previous meeting have ended closer to 1:00 PM. As with past meeting, some Board Members may not be able to attend in person, therefore, we plan for the meeting to include 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 annual meeting Board Members will discuss various issues and items of interest to the activity in general. Issues of interest to individual Member Organizations may also be discussed. All Members and dancers, callers, cuers are encouraged to submit items for the agenda to The ARTS Executive Director.

Items already on the agenda include: 1) Review of our participation during the 72<sup>nd</sup> NSDC, 2) Election of Officers, 3) Review of the Video Promotion Project, and 4) Review Finance Report.

If you would like more information; OR if you would like to attend; OR if you would like a copy of the agenda, please contact our Executive Director, **Jerry Reed** at:

[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

*Do not go where the path may lead,  
go instead where there is no path  
and leave a trail  
-Ralph Waldo Emerson-*

**UPDATE!**  
**Video Promotion Project**  
**(TV and Online)**

As we have reported in past issues, The ARTS supports a project to produce short videos which would be compatible to post online and for TV broadcast. These videos will support marketing & promotion. **Michael Streby** has taken the lead for this project. 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. Michael reports the video will be available for public viewing during the 72nd NSDC in Mobile, AL in June 2023

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. Square Dancers are also encouraged to upload and share the videos along with their class schedule to any pages that they have the rights to post to.

The videos will be scripted to include health-related data. **Doctor Douglas Lee** discusses the many health benefits of dancing. Including why square dancing is one of the best forms of regaining and continuing a healthy life style.

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](mailto:ExecutiveDirector@arts-dance.org)

**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 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) <sup>USA</sup>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](http://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](mailto:ExecutiveDirector@arts-dance.org)

**“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](http://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](mailto:ExecutiveDirector@arts-dance.org)

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](mailto:ExecutiveDirector@arts-dance.org)

## 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. 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 - [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

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

### 2023 ARTS MEETING

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

[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.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"

## 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](http://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

### 2022/2023 ARTS OFFICERS

Chair - **Erin Byars**

Vice Chair - **Barbara Connelly**

Secretary - **Jim & Judy Taylor**

Treasurer - **Edythe Weber**

Executive Director - **Jerry Reed**

Do Not Let The Fear Of Striking Out  
Keep You From Playing The Game  
-Babe Ruth -

## 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/>

## NEWS ABOUT RE-IMAGING SQUARE DANCE

Dancing is showing a fairly strong recovery following the devastation of the COVID-19 pandemic. Clubs are dancing and there are festivals and week end events.

Re-Imaging Square Dancing is an ARTS program to help increase the numbers in the square dance world. The introduction of a new logo and slogan for marketing purposes was well received by giving away "slogo" pins and selling license plate frames, car window stickers and other promotional materials. Unfortunately, the pandemic nearly stopped any significant promotion/sales activity. Worse yet, nearly all of the clubs have lost a lot of members and many clubs are no longer dancing. Maybe it is time to think of another approach to encouraging more dancers.

The <http://www.LiveLivelySquareDance.com> web site was originally created by the ARTS Re-Imaging Committee to help spread the word about this great activity by producing and promoting numerous Re-Imaging related promotional items. Recently this URL was transferred to CALLERLAB and now points to a new web site created by the CALLERLAB Marketing Committee. This new web site is VERY impressive and includes a vast amount of promotion information, including videos. We encourage all dancers and dance leaders to take a look. The ARTS Re-Imaging website URL was changed to: <http://www.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: [jjmtal@msn.com](mailto:jjmtal@msn.com).

## ARTS ELECTRONIC MAILING LIST

We maintain an electronic mailing list for distribution of information to the dance community. These mailings include general and 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](mailto:ExecutiveDirector@arts-dance.org)

## ARTS 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 The ARTS. 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](http://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](mailto:ExecutiveDirector@arts-dance.org)

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

## 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 our 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/>

## 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 <http://www.amazonsmile.com>

## ARTS MEMBER ORGANIZATION EVENTS IN 2023

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](mailto:ExecutiveDirector@arts-dance.org)

EVENT	ORGANIZATION	LOCATION	DATE
48 <sup>th</sup> CALLERLAB Convention	CALLERLAB	Reno, NV	April 24-26, 2023
IAGSDC Convention	IAGSDC	Ottawa, CAN	July 02-10, 2023
CONTRALAB Energizer Dance, Caller Workshop, and Meeting	CONTRALAB	Mobile, AL	Jun 20 - 21, 2023
72 <sup>nd</sup> NSDC	NEC	Mobile, AL	June 21 - 24, 2023
42 <sup>st</sup> USDA Meeting	USDA	Mobile, AL	June 21, 2023
2023 ARTS Meeting	ARTS	Mobile, AL	June 25, 2023
47 <sup>th</sup> ROUNDALAB Convention	ROUNDALAB	Springfield, MO	June 15 - 19, 2023
2023 NSDCA International Camporee	NSDCA	Lebanon, TN	July 11-13, 2023
20 <sup>th</sup> USAWest Convention	USAWest	Albuquerque, NM	July 25 - 29, 2023

ARTS Board and Officers  
2022-2023  
(As of January 15, 2023)

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

List of ARTS Officers:

Chairman – Erin Byars (cuer4dance@yahoo.com)  
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 Connelly - (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)