



# ARTS-DANCE - NEWSLETTER

MAY 2023

## Message From Our Chairman (Erin Byars)

Square dancing saved my life. That may sound dramatic, but it is the truth.

In school I was possibly the most unpopular person enrolled. Then, I began square dancing. All the dancers in my teen club went to other schools and didn't know they were supposed to hate me. I developed an entirely new circle of friends, many of whom I am still close to 54 years later!

How many young people today suffer from low self esteem and bullying? How many might be saved by the miracle that is square dancing? From many I hear that young people are not interested in square dancing, but what about that kid that has been shoved aside and ignored? This could be a new start for them.

Many say they have tried to start programs in their local schools but can't seem to get the administration interested. But what if your ducks were lined up all nice and pretty?

Below I am sharing a proposal written by caller Rachel Phillips of California in 2004. (Please be aware this was composed 19 years ago, but the information should still be valid.) The following comparison and analysis was prepared by Rachel H. Phillips, a credentialed teacher with 28 years teaching experience, for the Administration at Roosevelt Junior High in Modesto, California, in the Fall of 2004.

### SQUARE DANCE AND THE CALIFORNIA PHYSICAL EDUCATION STANDARDS

**STANDARD 1:** The student will be competent in many movement activities. A square dance unit, called a tip, is made up of many body movements in the form of choreography.

**STANDARD 2:** The student will understand how and why one moves in a variety of situations and will use this information to enhance his or her skills. In square dance, each move is done a specific way, allowing the dancer to be in position for the next movement.

**STANDARD 3:** The student will achieve and maintain a health-enhancing level of physical fitness. Square dance offers aerobic exercise that

raises the heart rate, strengthens muscles, burns calories, increases coordination, and reduces stress.

**STANDARD 4:** The student will exhibit a physically active lifestyle and will understand that physical activity provides opportunities for enjoyment, challenge, and self-expression. Square dance can be a lifetime activity, offering first the student and then the adult one avenue of maintaining a healthy and physically active lifestyle. Square dance offers many levels: basic, mainstream, plus, A-1, A-2, and Challenge level. The National Square Dance Association claims that those who square dance on a regular basis increase their life span by ten years.

**STANDARD 5:** The student will demonstrate responsible personal behavior while participating in movement activities. The square dance student must abide by the rules of the activity as outlined by the National Square Dance Association and adopted at the local level. All participants of a square must follow these guidelines if the dance is to be successful. (teamwork)

**STANDARD 6:** The student will demonstrate responsible social behavior while participating in movement activities. The student will understand the importance of respect for all others. By following established guidelines in a team activity, social behavior, mutual respect and etiquette is acquired. All members of a square must act in a responsible manner or the other seven dancers will not succeed in the choreographed figure.

**STANDARD 7:** The student will understand the interrelationship between history, culture, games, sports, play, and dance. Students will be exposed to the origins of the American Square Dance including its historical European components. Students will understand other countries have their own folk dance, and square dance has become the American folk dance.

With this analysis in hand schools should find square dancing a program worth including in their curriculums. Go forth and spread square dance joy!

**Erin Byars**  
ARTS Chairman

## NEWS FROM AMAZONSMILE

The AmazonSmile donation program was set up by Amazon as a way for customers to designate a charity to receive donations from Amazon. Several years ago The ARTS registered with AmazonSmile and over the years Amazon has donated 0.5% of the price of eligible AmazonSmile purchases.

In January 2023 we received word from Amazon that are ending the AmazonSmile donation program.

We very much appreciate all those who participated in this donation program.

## 2023 ARTS MEETING

The 2023 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, and 3) 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)

*When you see the light  
at the end of the tunnel-  
Contract for more tunnel  
Author - Unknown*

## CALLERLAB MARKETING WEBSITE

The new marketing website with free promotional videos is now live: [www.livelivelysquare.com](http://www.livelivelysquare.com). The CALLERLAB Marketing Committee teamed up with Sleight Advertising of Omaha, NE to create a new professional web site and series of videos available to callers, clubs and local associations in an effort to aid the promotion of square dancing. Working alongside several members of the CALLERLAB Marketing Committee, Sleight developed a professional, well thought out web site representing our marketing insights to the non-dancing public. The site includes the promotional videos that were launched at the 2022 CALLERLAB Convention. See the attached Press Release for more information.

## PROMOTING HEART HEALTH

The Pacific Medical Training (PMT), located in Huntingdon Valley, PA, recently published an article about "Activities to Promote Heart Health".

The article covers a variety of activities that promote heart health and can be enjoyed by people of all ages and abilities. With square dancing being a physically active and social activity, it aligns perfectly with PMT recommendations for promoting heart health.

Please go to the following link to view the article. This will provide valuable information on how to maintain a healthy heart while participating in fun and engaging activities.

<https://www.acls.net/heart-health>

## “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)

**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)

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

**2022/2023 ARTS OFFICERS**

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

## 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

## 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

## 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/>

The only impossible journey is  
the one you never begin  
-Tony Robbins -

## 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)

## NEWS ABOUT RE-IMAGING SQUARE DANCE

Dancing is showing a 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. .

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. Recently this URL was transferred to CALLERLAB and now points to a new marketing web site created by the CALLERLAB Marketing Committee. This 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 is now: <http://www.ReImagingSquareDance.com> .

We still have plenty of license plate frames, car window stickers, iron on patches, logo stickers, bolos and pins for sale via mail and at the CALLERLAB booth in Mobile, AL during the 72<sup>nd</sup> NSDC. Volunteers are needed to manage the <http://ReimagingSquareDance.com> website and the Facebook page. If there are a few people who would like to write a monthly article (blog) about dancing or anything relevant, please **Jim & Judy Taylor** at: phone (303) 795-3278; or email [jimta1@msn.com](mailto:jimta1@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 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/>

## NEWS FROM ARTS BOARD MEMBER ALL JOIN HANDS

As the pandemic began to ebb, All Join Hands began providing financial support to IAGSDC member clubs. Since 2020, AJH has invested \$56,000 in member clubs to help get them back to dancing through COVID Relief Funds, \$500 Stimulus to full member clubs, paying IAGSDC Club Dues for 2021 and 2022, and funding Club Development managed by the IAGSDC.

After two silent years, we celebrated again with a convention in Minneapolis. Social media lists an ever-growing number of clubs dancing and hosting fly-ins; things are getting better. We are still a long way from where we were.

All Join Hands is committed to rebuilding our square dance community with a rebirth in 2023!

### 2023 BOARD MEMBER EVENTS

Each year several of the ARTS Board Member Organizations host various dance events and meetings. For more information for a specific event, please contact the Board representative

June 15 - 19, 2023  
47<sup>th</sup> ROUNDALAB Convention  
Springfield, MO

Jun 20 - 21, 2023  
CONTRALAB Dance, Workshop, & Meeting  
Mobile, AL

June 21 - 24, 2023  
72<sup>nd</sup> NSDC  
Mobile, AL

June 21, 2023  
42<sup>nd</sup> USDA Meeting  
Mobile, AL

June 25, 2023  
ARTS Meeting  
Mobile, AL

July 02-10, 2023 -  
IAGSDC Convention  
Ottawa, CAN

July 11-13, 2023  
NSDCA International Camporee  
Lebanon, TN

July 25 - 29, 2023  
20<sup>th</sup> USAWest Convention  
Albuquerque, NM

ARTS Board and Officers  
2022-2023  
(As of May 05, 2023)

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

List of ARTS Officers:

Chairman – Erin Byars ([cuer4dance@yahoo.com](mailto:cuer4dance@yahoo.com))  
Vice Chairman – Barbara Connelly ([touchwright@juno.com](mailto:touchwright@juno.com))  
Treasurer – Edythe Weber ([eweber10@kc.rr.com](mailto:eweber10@kc.rr.com))  
Secretary – Jim & Judy Taylor ([jimta1@msn.com](mailto:jimta1@msn.com))  
Executive Director - Jerry Reed ([DirectorARTS@aol.com](mailto:DirectorARTS@aol.com))

List of ARTS Board Voting Members:

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