



ARTS-DANCE - NEWSLETTER

AUGUST 2023

Message From Our Chairman (Erin Byars)

Those who know me, or have read my thoughts, can't help but see how much I love square and round dancing. Since 1969 these activities have been a huge part of my life, being surpassed only by God and my family (and most of my family were square dancers!). During this time I have been involved in many aspects of leadership in our activity. I like to think my motives were always pure – I filled a need, guided a process, inspired some participants, spread the joy of what we do – and those were my only reasons for stepping up.

But, in those 54 years, I have unfortunately witnessed a very few folks who's goals were not the same. These people got involved in leadership for the glory, so that others would notice how important they were.

Have you ever met a celebrity – a movie star or politician? “Did you hear? Joe met that huge star!” And we are all very impressed.

Why are we so excited? Yes, that person is attractive/talented/recognized, but they are still a person – a human. Every one of us has many accomplishments. Maybe your challenges include raising a special needs child – shouldn't that garner as much praise as being able to sing and dance really well?

I guess what I am trying to say is – when you take on a leadership role, do it because you believe you can facilitate some changes that are needed. Be prepared to work hard for little or no praise.

My personal goals the last few years have centered around promoting our activity to outsiders – how can I bring in new dancers, or support new dancers to keep them involved?

Outside of square/round dancing, our leadership accomplishments mean nothing. If you are bragging to someone not involved in dancing, your listeners are probably faking their enthusiasm. If their hobby is raising begonias, you are not going to impress them with the fact that you are president of the chairmen of the committees of the annual gala event.

So, what are your goals? Do you have a pure heart (most of the time, anyway)? Believe me, we need your help and support, but please volunteer with the best intentions.

And remember, The ARTS is here to support you!

Erin Byars
ARTS Chairman

2023 ARTS MEETING

The 2023 ARTS meeting was held Sunday, June 25, 2023 in Mobile, AL immediately following the 72nd NSDC. The meeting was attended by ARTS Board Member representatives, ARTS Officers and one guest, **Michael Streby**. Members may not be able to attend in person attended via Zoom.

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 Board Members discussed several issues and items of interest to the activity in general. Issues of interest to individual Member Organizations were also be discussed. Members, dancers, callers, cuers are encouraged to submit items for discussion during the meetings. Send item to **Jerry Reed** at DirectorARTS@aol.com.

Of particular note was discussion of the recently completed promotion/ information video project led by **Michael Streby**. There is more information about this project later in this newsletter.

If you would like more information; OR if you would like to attend a future meeting; OR if you would like a copy of the minutes of the meeting, please contact our Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

*“Do not let making a living prevent
you from making a life”
- John Wooden -*

NEW! NEW! NEW!
Video Promotion Project
(Available Online)

The Alliance for Round, Traditional, and Square Dance (ARTS-Dance) has created videos with information about the many benefits of dancing. Links to the videos produced for this project are intended to be posted and shared throughout the dancing community. As the videos become available links will be posted, shared and publicized.

The goal of this project to produce short (90-second) videos which would be available via a URL link on the web. These videos will support marketing & promotion of our great activity. **Michael Streby** has taken the lead for this project. These videos will provide information about the many benefits of dancing.

We are pleased to report first of six 90-second videos is available online. The first video was shown during the recent 72nd NSDC in Mobile, AL.

In the first 90-second video Dr. Lee discusses one of the many benefits of Square Dancing. He points to the Emotional and Psychological benefits participants gain from the activity. He emphasizes that Square Dancing provides exercise and positive socialization which is equally, if not more, beneficial.

Dancers experience happiness which is only ONE of the MANY benefits of this activity.

Doctors also note the following:

“It’s clear that square dancing is the perfect exercise. It combines all positive aspects of intense physical exercise with none of the negative elements.”

“Square dancing is a low-impact activity requiring constant movement and quick directional changes that help keep the body in shape.”

“Doctors say that Square dance movements raise heart rates like many good aerobic exercises should. All the quick changes of direction loosen and tone up the muscles — but not so severely as to cause injury. In Square Dancing, when you’re not moving, you’re clapping hands and tapping your feet, which all contribute to long-term fitness.”

While Square Dancing may look complex to non-dancers from the outside. New dancers learn one

move at a time, practice that move then learn another and another. After a series of lessons, new dancers blend in with experienced dancers.

Please take a look at this 90-second spots and think about joining this ALL AMERICAN activity:

- 1) *First Video* - https://youtu.be/hY8214_yN3s
Emotional & Psychological benefits
- 2) *Second Video* - https://youtu.be/n56_omnoFZ0
Dancing helps fight insulin resistance

Visit www.ARTS-Dance.org for more information about The ARTS.

Other web sites which provide important promotion & marketing information include:

- 1) www.You2CanDance.Org - includes information about the various forms of dancing
- 2) www.livelively.org - includes a wealth of information about the activity including where to dance

CALLERLAB MARKETING WEBSITE

This marketing website with free promotional videos is now live: www.livelivelysquaredance.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 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

EASY WAY TO DONATE!

The purpose of the “Add-A’Buck” 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

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) ^{USA}West

A complete list of Officers & Board Members is 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

ARTS INFORMATION PRESENTATION

An "ARTS INFORMATION PRESENTATION" has been created to provide a visual aide to assist anyone who would like to learn more about The ARTS or 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 "ARTS Information Presentation, REV B, Dated July 11, 2002"

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

DANCE FACT SHEET

The DANCE 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/>

2023/2024 ARTS OFFICERS

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

"FREE MONEY!!!"

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 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

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/>

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

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.

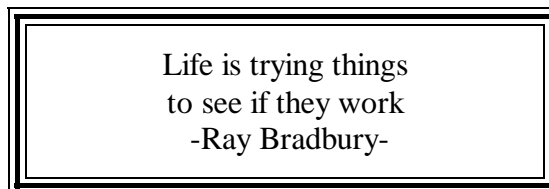
All Membership categories are added to our electronic mailing list (unless you opt out). Members receive periodic mailing including requests to submit agenda items for the annual meeting, copy of the agenda and approved minutes, the newsletter, Ask ARTS articles, and other mailings of interest to the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

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

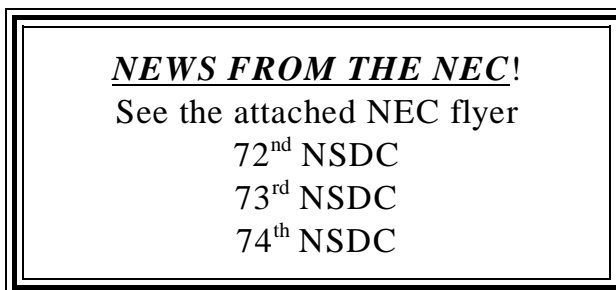
ARTS-Dance – 1316 Middlebrook Drive – Liberty, Missouri 64068-1941



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



NEWS ABOUT RE-IMAGING SQUARE DANCE

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.

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 Milwaukee, WI during the 74rd 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, contact **Jim & Judy Taylor** at: phone (303) 795-3278; or email jimtal@msn.com

National Executive Committee (NEC) News



The 72nd National Square Dance Convention® (NSDC) in Mobile AL was a great success! The dancers and Dance Leaders had a lot of fun. During the Closing Ceremony, *the NEC awarded the 75th National Square Dance Convention® to Waco Texas in June 2026.* Gary & Claudia Lester are the General Chairman and will do a wonderful job.

The NEC officers for 2023-2024 are Louis & Angie McClure, Presidents, John & Dimple Williford, Vice Presidents, Linda Toth, Treasurer, and Cindy & Carl Boone, Secretary.

We encourage you to register for the 73rd National Square Dance Convention® in beautiful Milwaukee Wisconsin! *For a Great Time, in a Great City, on a Great Lake, come to Milwaukee Wisconsin June 26-29, 2024!* Team Milwaukee will begin the monthly distribution of the National E-Magazine in August, the magazine will provide key information on all the exciting activities planned. If you do not receive the E-Magazine, please register at www.nsdcnec.com.

In 2025 we invite you to the 74th National Convention in Shreveport Louisiana. The 74th NSDC will hold their **Pre-Convention March 19-22, 2024**, with the Kick-off Dance to be held Saturday evening, March 22nd. The Pre-Convention and Kick-off Dance are FREE to all registered for the 74th NSDC.

Is your organization interested in bidding for a future National Convention? Please contact the NEC President for additional information at L-Amcclure@charter.net.



August 6, 2023

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