



ARTS-DANCE - NEWSLETTER

NOVEMBER 2023

Message From Our Chairman (Erin Byars)

Giving hearts!

Remember that one person on your block when you were growing up – the one who was always there during a crisis? Who drove older folks to the doctor? Who kept their eye discreetly on the neighborhood kids who were playing outside? Who showed up with a casserole when you hadn't even had time to share your need? And did all this without asking for thanks or adulation? Many label these folks “good Samaritans.”

Look at any dance floor and you will see an ocean of good Samaritans.

I am not sure if our activity attracts generous, supportive people, or if it trains folks to have those traits, but I am sure that doesn't matter. I just know that, if I need help or support, my dancer family will be there to “save” me.

Last weekend I was privileged to take part in a benefit dance for a couple who had faced some health challenges, which caused them to miss work. Medical bills? We can help with that!

When my late husband Scot and I faced the same battle, two friends banded together and created a dance to raise money for a medical fund.

Is it always about the money? Oh, no. From 2018 to 2020 I had this pain – debilitating pain – that the doctors took a long time to diagnose as cancer. Treatment included chemotherapy and lots of radiation. Immediately, one of our club dancers came to me and said, “I will be picking you up every day and driving you to your appointments, then waiting to drive you home. You will need this, trust me.” And she was right, and she was there.

But there was still a dilemma – how was my vision-impaired husband going to get to his eight-times-weekly classes and workshops to call? Once again, dancers and family rallied around. One helper was someone I met at a teen square dance club in 1969 – she can't dance anymore but was right there to help. Others drove an hour just to pick Scot up, then drove him and his equipment around all day and

night! A few days were like relays, with each leg of a four-part trip taken on by a different helper.

Every one of you can cite the generosity of dancers, sharing both their time and/or money as needed. Our community is amazing! We are so blessed to share the floor with all of you – those who always “show up” when needed. Salute!

Erin Byars
ARTS Chairman

2024 ARTS MEETING

The 2024 ARTS meeting will be held Sunday, June 30, 2024 in Milwaukee, WI immediately following the 73rd NSDC. The meeting will be attended by ARTS Board Member representatives and ARTS Officers. All persons interested in the activities of the ARTS are invited, **Michael Streby will be available to discuss the Promotion Video Project.**

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 meeting.

During the meeting Board Members will discuss issues and items of interest to the activity in general. Issues of interest to individual Member Organizations will be discussed. Members, dancers, callers, cuers and others are encouraged to submit items for discussion during the meetings. Contact **Jerry Reed** at DirectorARTS@aol.com.

Of particular note will be a discussion of the Promotion Video Project led by **Michael Streby**. There is more information about this project later in this newsletter. Links to videos which have been released are posted on the ARTS web site.

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

*"I can't change the direction of the wind,
but I can adjust my sails to always reach
my destination." Jimmy Dean*

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

If you are looking for a video resource to help you recruit or retain dancers we can help! The ARTS has created videos with information about the many benefits of dancing. Links to the videos 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 provide information about the many benefits of dancing.

We are pleased to report the first three of six 90-second videos is available online.

The videos feature Dr, Douglas Lee as he discusses the many benefits of dancing.

In the first video he points to the Emotional and Psychological benefits participants gain. He emphasizes that dancing provides exercise and positive socialization which is equally, if not more, beneficial. He notes that dancers experience happiness.

In the second video he notes that Square Dancing helps fight one of the very serious health issues - diabetes - by helping increase insulin resistance.

In the third video, he reports dancing helps strengthen muscles and helps increase balance. Both of which are VERY important as we age.

In the fourth video, Dr. Douglas Lee notes that Square Dancing helps improve the quality of life for people suffering from early dementia. Square Dancing involves physical activity and requires participants to make mental decisions, both of which help fight early dementia.

“Doctors say that Square Dance movements raise heart rates like many good aerobic exercises should. All the 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.”

Square Dancing may look complex to non-dancers. However, 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.

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

**NEWS FROM BOARD MEMBER
(IAGSDC)**

The International Association of Gay Square Dance Clubs (IAGSDC) held its 40th convention in Ottawa, Ontario, Canada, at the beautiful Westin Ottawa, July 5-8, 2023, and was well attended with over 644 dancers.

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

Barry Clasper
Bill Eyler
Chris Phillips
Deborah Carroll-Jones
Don Moger
Kris Jensen
Sandie Bryant
Vic Ceder

The convention offered a calling school featuring Barry Clasper and Don Moger as the Accredited Caller Coaches. Three days of intensive instruction preceded the convention with 24students!

Looking to the future, the 41stIAGSDC convention, will travel to Durham, NC in July 2024. The convention will also feature a calling school and a full program of dancing. The host hotel will be the Marriott City Center with dancing beginning on July 4, 2024. Featured calling staff of Barry Clasper, Betsy Gotta, Dayle Hodge, Ett McAtee, Geo Jedlicka, Justin Russell, Michael Kellogg, Patty Greene, Sandie Bryant, Ted Lizotte, and Vic Ceder. Many exciting tours and events are being offered!! For more information visit:

www.carolinatwirl2024.com

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

MESSAGE - HISTORY- GOALS

An 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 MESSAGE - HISTORY - GOALS Rev C, dated September11, 2923"

The PDF version of this 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: 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

FREE MONEY!!
Apply for an ARTS Education Grant
www.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

The goal of The ARTS is to bring information about our activity to non-dancers and to help increase the number of dancers. One way we do this 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

NEWS ABOUT RE-IMAGING SQUARE DANCE

Re-Imaging Square Dancing is an ARTS program to help "Spread the word" about Square Dancing. The introduction of a new logo and slogan for marketing purposes has been VERY 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 jimta1@msn.com

“Someone asked me, if I were stranded on a
desert island what book would I bring:
‘How to Build a Boat.’”
—Steven Wright

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

ARTS MEMBER ORGANIZATION EVENTS IN 2024

For Information for a Specific event
Please Contact the Board Representative

- 49th CALLERLAB Convention**
Grapevine, TX March 25-27, 2024
- 66th NSDCA International Camporee**
Fund du Lac, WI June 18-20-2024
- 2024 CONTRALAB Convention**
No Information
- 73rd NSDC**
Milwaukee, WI June 26-29, 2024
- 48th ROUNDALAB Convention**
Milwaukee, WI June 22-26, 2024
- 2024 USAWest Convention**
Dark - No Convention
- 43rd USDA Meeting**
Milwaukee, WI June 26, 2024
- 2024 ARTS Meeting**
Milwaukee, WI June 30, 2024
- 2024 IAGSDC Convention**
Durham, NC July 4-7, 2024

ARTS Board and Officers 2023-2024 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)

BOARD MEMBERS -

- All Join Hands - Gordon Macaw -**
(gordon@gordonmacaw.com)
- CALLERLAB - Betsy Gotta -**
(gottahavearts@optonline.net)
- NSDC - Barbara Connelly -**
(touchwright@juno.com)
- CONTRALAB - Dottie Welch -**
(dwelch@eastlink.ca)
- IAGSDC - Gordon Macaw -**
(gordon@gordonmacaw.com)
- NEC - Louis & Angie McClure -**
(l-amclure@charter.net)
- ROUNDALAB - Roy Gotta -**
(roygotta@optonline.net)
- USAWest - Jim Maczko -**
(jmaczko@san.rr.com)
- USDA - Ed & Lynda Willis**
(eandwillis@gmail.com)