



ARTS-DANCE - NEWSLETTER

APRIL 2026
(Approved - 04-22-2026)

MESSAGE FROM OUR CHAIR

(Erin Byars)

Perception:

In our current society, things are all about perception, not reality.

In politics, in entertainment, in every part of our lives – we have been convinced that someone more important, more knowledgeable, and smarter than we are will tell us everything we need to know.

The result? Very few folks get past the headline. Why should they? Someone else will do it for them.

Wait! Whatever does this have to do with promoting our dance activities?

See page 7 for a flyer I made in 2017 for one of my late husband's clubs. I tried to keep it simple and highlight the best things about dancing, but I am sure most folks saw “Square Dancing” and walked away. They had been told that square dancing was hokey, boring, and done in silly costumes. Why should they investigate further? Someone much more intelligent had made the decision for them.

How do we get past this nation-wide idea that normal humans are not smart enough to choose for themselves?

I say we simplify! Instead of giving our potential “customers” 27 reasons why dancing could save their lives, let's give them one. One inspiring quote that will inspire them to try something “new.”

The ads/flyers on Pages 8 thru 10 and more like them are available for free download on the **arts-dance.org** website - www.arts-dance.org. Or use these as an example to create ads of your own. Try some of the videos on our website – also free to download.

Remember – keep it simple! Make one undeniable point – tell the people something they all need to hear – then get that simple message out there!

Simple, colorful, eye-catching and honest...

Dancing saved my life – and there are others out there who need saving.

Erin Byars, Chair

NEWS FROM EXECUTIVE DIRECTOR

I am still recovering from a very serious fall I had last year. I was totally “out of pocket” for 3 months and have been playing “catch up” since coming home. I am getting therapy and working on my own to get back in shape.

This situation highlights the need to find an Assistant Executive Director to prepare as a new Executive Director.

If you are interested, please contact **Jerry Reed**, Executive Director at 321-794-9645 OR email (DirectorARTS@aol.com)

“Have you ever noticed that anybody driving slower than you is an idiot, and anyone going faster than you is a maniac?”

George Carlin

PUBLICITY and MARKETING

We are asking you to help “spread the word” to all corners of the dace activity. A concerted effort by all of us will help establish a new vision of our dance community. All clubs, associations, festivals, and other organizations are encouraged to use the slogan and logo shown below in all advertizing and promotion. Marketing experts agree that consistent and repeated use a logo and slogan will help to establish the new “Square Dance Brand.”

For more information, please visit www.arts-dance.org/LogoAndSlogan.php

2026 ARTS MEETING

The 2026 ARTS meeting will be held Sunday, June 28, 2026 in Waco, TX immediately following the 75th 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.

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. Additionally, 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 meeting. Contact **Jerry Reed** at DirectorARTS@aol.com.

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

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"FREE MONEY!!!"

ARTS EDUCATION GRANT PROGRAM

Our Educational Grant Program encourages dance organizations to conduct Educational Seminars. 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 Application, at www.arts-dance.org send completed form to ARTS Executive Director, **Jerry Reed** 4461 Stack Blvd, Apt D-231, Melbourne, FL 32901 OR Email - ExecutiveDirector@arts-dance.org

VIDEO PROMOTION PROJECT

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. Links are available on the ARTS web site. All clubs are encouraged to help publicize these videos.

We are pleased to report the first five of six 90-second videos is available online. The videos are posted on the ARTS web site under "Promotion Videos": www.ARTS-Dance.org

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.

THE 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, 2023"

"When I was a kid my parents moved a lot, but I always found them."
Rodney Dangerfield

NEWS ABOUT RE-IMAGING SQUARE DANCE

We have reached the end of this program's introductory effectiveness. Since the start of the re-branding of our "sport", and the new creative "Slogo", back in 2016, many products and much literature have been labeled with the new modern look of square dancing. We feel these new ideas have been widely accepted, and that maybe now is the time to investigate more outlets for publicizing "Modern Square Dance". Callers are doing a good job of using newer popular music, and graphics, On line videos and printed literature are showing a more modern look. It just takes time, and now people are starting to get away from what they did back in the 70's.

We need someone with new ideas about how to increase awareness of the multiple dance formats (Round Dancing, Contra and even "Modern Square Dancing"). Please give us your ideas and suggestions, and be ready to help promote this wonderful activity of dancing; we want it to continue for many generations.

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

During the 2025 ARTS Meeting **Jim Taylor** discussed the following VERY important issue:

"Jim Taylor – would like someone to take on the re-imaging job. Note that Judy has cancer (currently under control), but future is uncertain."

The bottom line is: there is a VERY REAL and VITAL need for a volunteer to assume the responsibilities of Chair of the ARTS Re-Imaging Committee.

FREE MONEY!!

Apply for an ARTS Education Grant
www.ARTS-Dance.org

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, 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 related 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 ten Members of the ARTS Board. These organizations include:

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

A list of Officers & Board Members is attached.

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

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/>

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, Contact **Jerry Reed** -

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

CALLERLAB MARKETING WEBSITE

The site is www.livelivelsquaredance.com. The CALLERLAB Marketing Committee teamed with Sleight Advertising of Omaha, NE to create a 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 CALLERLAB, Sleight developed a professional, well thought out web site representing marketing insights to the non-dancing public.

ARTS MARKETING COMMITTEE

An "ARTS Marketing Committee" has been discussed. This committee will be for ALL related dance organizations to work together to exchange ideas and collect & report activities and results. Please contact - DirectorARTS@aol.com

ICBDA MARKETING PLAN

The ICBDA recognizes membership for dance clubs has been declining. They know it would be helpful to collaborate on strategies for increasing membership. All aspects of the dance community face similar obstacles, ie. ageing population, competing activities, health issues, lack of public awareness, and others.

The ICBDA is encouraging all related dance associations to work together to share information and change the trajectory of collective memberships:

This Plan is aimed at increasing membership. It is applicable to all related dance organizations. The plan is available from The ARTS web site.

The ARTS MISSION STATEMENT

The ARTS mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interaction.

SQUARE DANCING - HISTORY BOOKS

Listed below are books which provide information on the history of SQUARE DANCING.

As I Saw It – Bob Osgood

Author - **Paul Moore** (paulmoore@wildblue.net)

Publication Date - 2017-02-05

Purchase At Amazon - <https://www.amazon.com/>

Description - This is the story of **Bob Osgood** from his early years in New York City to his passing in Beverly Hills, CA. We get a picture of the Los Angeles area from a child's perspective during the Depression. More importantly we see Bob discover square dancing in a small country general store in Northern Arizona and the effect that experience had on him. Later Bob was reintroduced to square dancing at a leadership conference held near Monterey, California. These two experiences changed Bob permanently, and then he went on to change square dancing. He studied under **Dr. Lloyd "Pappy" Shaw** who inspired Bob to teach some of the first classes in the Los Angeles area. In the post WWII era, Bob started a square dance magazine, Sets in Order, which was the most widely read square dance magazine in the world. And Bob took square dancing worldwide with a series of tours to all parts of the world. He saw first hand the effect square dancing had on the military returning from the war and how square dancing had a profound effect on America. When the square dance activity became widespread, Bob saw the need to have callers use the same terminology when calling. He was the drive behind the formation of CALLERLAB, The International Association of Square Dance Callers. This book gives all readers a chance to meet a charismatic man who was dedicated to helping people have fun.

Step By Step Through Modern Square Dancing

Author - **Jim Mayo**

Publication Date - 2003-12-03

Purchase At Amazon - <https://www.amazon.com/>

Description - The book "Step By Step Through Modern Square Dancing" by **Jim Mayo** is a very detailed description of the changes that took place in square dancing starting after World War II. The traditional dance activity changed in many ways to become one of the most popular group activities in North America and many other places in the world. The author has been an active participant in those changes.

The book describes how the modern form of square dancing differs from the traditional and how that transformation took place.

A Step in Time – The American Square Dance

Author - **Dick Severance**

Publication Date - 2018-03-19

Purchase At Amazon - <https://www.amazon.com/>

Description - From the founding of America's dance culture to today's square dance activity, follow the footsteps back in time to visit with some amazing people and dance events that depict the historical evolution of the modern American Square Dance. Based on real people and events, the historic stories are very readable and enjoyable style, revealing the lifestyles of those who contributed to bringing the joy of America's cultural dance to others. You will witness how dance affected the rhythm and lifestyle across the United States and then to foreign countries.

The book explores pattern dances reflecting on how various dance styles influenced another and the progression of dance. You will experience the expansion across this country and how dance was influenced along the way.

The time line on the evolution of the American Square Dance begins in Europe to the founding of America, through the Colonial times, the contribution of the African American influence and the western expansion, the depression period, the effect of the World War 11 and the growth that took place with the return of the American soldiers.

This book features many charts and time line treasures listing movies that featured square dance scenes, square dance halls that came into being across the country and the many different dance gatherings. Today's Modern Western Square Dance will continue to evolve and change. You will learn what efforts took place to preserve the history of the square dance activity.

It will please the casual reader, dance leaders and the dancers along with historians with its insight and behind the scene stories. It is the most complete and informative book bringing together all in one place everything you will ever want to know about the pleasures and joy in the human relationship of dance. The historical documentation in this book brings the reader through the past years and creates the opportunity so that the future of social dance can continue to be a contributing factor.

**ARTS MEMBER ORGANIZATION
EVENTS IN 2026**

For Information for a Specific Event
Please Contact the Appropriate
Board Representative
(Listed in This Newsletter)

68th NSDCA International Camporee

Bellville, TX - June 17-19, 2026

2026 CONTRALAB Convention

No Information

50th ROUNDALAB Convention

Waco, TX - June 21-24, 2026

75th NSDC

Waco, TX - June 24-27, 2026

44th USDA Meeting

Waco, TX - June 24, 2016

2025 ARTS Meeting

Shreveport, LA - June 29, 2025

43rd IAGSDC Convention

Montreal, QB, Canada - July 1-4, 2026

2026 ICBDA Convention #50

St. George, UT July 8-11, 2026

2026 USAWest Convention

Cedar City, UT - August 5-8, 2026

**ARTS Board and Officers
2025-2026**

List of ARTS Officers:

Chair – Erin Byars
(cuer4dance@yahoo.com)

Vice Chair – Barbara Connelly
(touchwright@juno.com)

Treasurer – Edythe Weber
(eweber10@kc.rr.com)

Secretary – Jim & Judy Taylor
(jimtal@msn.com)

Executive Director - Jerry Reed
(DirectorARTS@aol.com)

List of ARTS Board Members:

All Join Hands - Gordon Macaw -
(gordon@gordonmacaw.com)

CALLERLAB - Betsy Gotta -
(gottahavearts@optonline.net)

National Square Dance Campers - Barbara
Connelly - (bconnelly614@gmail.com)

CONTRALAB - Dottie Welch -
(dwelch@eastlink.ca)

IAGSDC - Gordon Macaw -
(gordon@gordonmacaw.com)

NEC - Louis & Angie McClure -
(l-amclure@charter.net)

ROUNDALAB - Paul Connelly -
(dancerman2005@gmail.com)

USAWest - Jim Maczko -
(jmaczko@san.rr.com)

USDA - Ed & Lynda Willis
(eandwillis@gmail.com)

Want To Help
“Spread The Word?”

Our Email Tree was established
to get information to all dance
organizations. If you would like
to help, distribute our
information, contact Executive
Director: Jerry Reed at:
ExecutiveDirector@arts-dance.org

Page 7 is a flyer Erin Byars made in 2017. The flyer highlights the best things about dancing. Most likely, folks saw “Square Dancing” and walked away. They may have thought that square dancing was hokey, boring, and done in silly costumes. Why should they investigate further?

Pages 8 thru 10 are NOT as detailed and highlight a single important issue!

Square Dancing!



- ◆ Fun for everyone!
- ◆ Variety of great music!
- ◆ Couples/Singles welcome
- ◆ Wonderful instruction to get you moving!
- ◆ Great exercise for the body and the mind!

Try it starting **September 13, 2017** ◆ **6:30 pm**

The Delta Club ◆ *Trilogy*

Casual attire welcome!

**Spend tonight with 100
of your closest friends...
...and get in those steps!**



**You are invited to our party
so put this date/time
on your calendar!**

**Friday 7 pm
January 15, 2021
West County Dance Club
1234 Any Way, Best Town, USA
999-555-1212**

call or text for reservations or information

Run down a lonely road, by myself, or...



You are invited to our party so put this date/time on your calendar!

"I laugh more here in two hours than I laugh all week."

Natalie



You are invited to our party so put this date/time on your calendar!