



ARTS-DANCE - NEWSLETTER

SEPTEMBER 2026

(September 14, 2026))

MESSAGE FROM OUR CHAIR

(Erin Byars)

What can the ARTS do for you today?

Don't just survive – THRIVE!

The ARTS – the organization dedicated to providing what your club/association needs to effectively advertise for new dancers – has a question. A vital question – what does your group need? What magic pill would propel your organization to the next level? Tell us what you need and we will find a way to make it a reality.

In the last few years The ARTS has created Promotional Videos voiced by an MD which attest to the health benefits of square, round, and contra dancing. We have also created eight full-color advertisements (suitable for Print OR Web publication) with attractive photos and simple messages. Both of these collections have been available from our website at no cost – simply download any or all of them and distribute in as many ways and formats as possible.

Here's the variable – as with any advertising campaign, member participation is a necessity! Folks are needed to pass out and display ads and flyers, to contribute to fees incurred when publishing the materials, or to arrange to air the videos in as many formats as possible. This seems to be where many advertising pushes flounder – getting assistance to distribute and display them!

So, again, I ask... what type of advertising materials do you need? What education and training would help your group get out the word about your classes?

This is just one more of the very special services for which The ARTS was created!

Don't be shy – we truly want to know how we can help and support you and your group. Please email cuer4dance@yahoo.com with your ideas and inspirations. Let's all pool our thoughts and move forward together.

Erin Byars, Chair

NEWS FROM EXECUTIVE DIRECTOR

I have recovered (mostly) from a very serious fall I had last year. I was totally “out of pocket” for a over three months and have been playing “catch up” since coming home.

This situation highlights the need to find an Assistant Executive Director.

Please see the attached information sheet. If you are interested, please contact **Jerry Reed**, Executive Director at 321-794-9645 OR email DirectorARTS@aol.com

2026 ARTS MEETING

The 2026 ARTS meeting was held in Waco, TX immediately following the 75th NSDC. The meeting was attended by the ARTS Board Member representatives, ARTS Officers, and others. Minutes of the meeting are posted on the ARTS web site.

2027 ARTS MEETING

The 2027 ARTS meeting will be held Sunday, June 27, 2027 in Loveland, CO immediately following the 76th NSDC. The meeting will be attended by ARTS Board Members and ARTS Officers. There is always an open invitation to ALL dancers and dance leaders to attend our meeting.

During the meeting, issues and items of interest to Member Organizations will be discussed. Additionally, issues of general interest will be discussed. Dancers, callers, cuers and others are encouraged to submit items for discussion during the meeting. Contact **Jerry Reed** at DirectorARTS@aol.com.

2026/2027 ARTS OFFICERS

During the 2026 ARTS meeting the ARTS Board elected the following Officers for 2026/2027:

Chairman -	Erin Byars
Vice Chairman -	Barbara Connelly
Treasurer -	Edythe Weber
Secretary -	Jim/Judy Taylor
Executive Director -	Jerry Reed
(Approved as Non-Voting Member)	

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 (AJH)
- 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 and contact information 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

PUBLICITY and MARKETING

We are asking you to help "spread the word" to all corners of the dance 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

"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

"Coming together is a beginning;
keeping together is progress;
working together is success."

Henry Ford

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

ASK ARTS (Q & A)

Do you have questions or concerns with any aspect of the activity? If so, we have just what you need. When we receive questions we publish ASK ARTS articles which are intended to answer questions. These article are sent to dance activity publications, other mailing lists, and posted on the ARTS web site. Please submit your questions to **Jerry Reed**, via email ARTSDirector@aol.com

NEWS FROM BOARD MEMBER (IAGSDC)

2026 43RD IAGSDC 43rd Convention – Montreal

The International Association of Gay Square Dance Clubs (IAGSDC) hosted its **43rd Annual Convention** in Montreal, Quebec, Canada, in July 2026. The event was held at the **Le Centre Sheraton Montreal** and featured a full schedule of dancing, along with the IAGSDC Callers School.

Featured callers included **Barry Clasper, Michael Kellogg, Michael Levy, Don Moger, Sandie Bryant, Justin Russell, Wendy VanderMeulen, Ett McAtee, Vic Ceder, Brian Crawford, Ted Lizotte, Dave Hutchinson, Kris Jensen, and Rob French**

The convention welcomed 795 attendees, including 114 first-time attendees, representing more than 54 clubs from 9 countries. The Callers School was also a tremendous success, with 27 students graduating from the program.

Upcoming IAGSDC Conventions

Mark your calendars for these upcoming conventions:

- 1) **44th Convention -**
Albuquerque, NM - July 2027
- 2) **45th Convention -**
Denver, CO - July 2028
- 3) **46th Convention =**
Palm Springs, CA - May 2029

Mark your calendars and get ready for more fantastic dancing, wonderful friendships, and unforgettable conventions in the years ahead!

NEWS FROM BOARD MEMBER (USDA)

United Square Dancers of America Supports **Youth Dancing**. Over the past 15 TO 20 years we have watched the continuing decline of square dancing. The loss of youth participation is a major contributing factor. By actively educating and seeking youth participation, we will be educating and recruiting parents as well.

Square dancing is a vital part of America's history and tradition. Square dancing's roots in America go back to early settlers. Yet, how many of today's youth, or even adults, know of that history. America's youth should be taught that square dancing is more than a dance, it is a state of mind. Let them see how square dancing represents our country's warmth and unity by being a form of dance

were almost every movement starts by extending your hand to another. They should see that square dancing is an on-going celebration of our country's **ROOTS**.

For more information on USDA Youth Programs please contact our Youth Advisor:

Denise Jenkins

108 West Briarbrook Lane

Carl Junction, Missouri 64834-9206

© 417.684.0458

E-Mail: Youth@usda.org

The United Square Dancers of America USDA have adopted three Greek letters to represent Youth Square Dancers of America. We are accustomed to the double square, the square and circle, the frog, music notes, etc. We accept those symbols as an ordinary part of our activity. So now is the time to introduce a new symbol – one to identify our youth dancers and give them a “new image.”

These Greek Letters are to be worn only by Youth Dancers “Upsilon Sigma Delta of America” Please see the attached flyer to view these Greek letters and more information.

NEWS FROM BOARD MEMBER (AJH)

In 2025, All Join Hands (AJH) remained dedicated to helping clubs rebuild by providing approximately \$64,000 in support for a wide range of projects and programs. These efforts included funding for new dancer initiatives:

GCA Callers School

Club development

Club meeting space assistance

Club-directed funding.

In addition, thanks to the success of the 42nd IAGSDC Convention in San Francisco, CA, AJH is proud to pay it forward by contributing approximately \$20,000 to support the next five conventions.

All Join Hands remains committed to revitalizing and strengthening our square dance community, with a continued focus on rebirth and rebuilding in 2026 and beyond.



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 September 11, 2023"

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 plan to distribute the reaming promotion items to the NEC ad USAWest. Our hope is that these

organizations will continue to advertise and promote Square Dancing by distributing these items and materials free of charge to interested dancers and dance organizations.

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 INFORMATION DISTRIBUTION

One of the goals of The ARTS is to increase awareness of the activity among non-dancers. Another goal is to establish a communications network to publicize and distribute information to all members of the activity. To meet the goal for information distribution The ARTS has established an electronic system to disseminate information to dancers throughout the activity. This system includes email tree representatives who have agreed to serve as contact points for the ARTS Email Tree.

The system works as follows: 1) Information will be sent to the Email Tree Representatives (Reps), 2) The Email Reps will send the information to the people on their mailing list, 3) These people will send the information to the people on their mailing list, 4) The process will continue until the information is delivered to the dancers in the local clubs. The goal is to have the information delivered to all dancers within two weeks.

We welcome and value your comments. If you would like to help, please contact the Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

LOOKING FOR DANCE INFORMATION?

Do you get questions about the activity? Are you looking for a resource for answers? The web site www.you2candance.com includes detailed explanations and information about Square Dancing, Round Dancing, and Contra Dancing. The site also includes three videos showing all three dance forms. The site is designed for those not already in the activity. So, you can provide this web site information to your friends or acquaintances who are looking for information.

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.

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

**ARTS MEMBER ORGANIZATION
EVENTS IN 2026**

For Information for a Specific Event
Please Contact the Board Member

69th NSDCA International Camporee
Lebanon, TN - July 8-10, 2027

2027 CONTRALAB Convention
No Information

51ST ROUNDALAB Convention
Colorado Springs, CO - June 19-23, 2027

45th USDA Meeting
Loveland, CO - June 23, 2027

76th NSDC
Loveland, CO - June 23-26, 2027

2027 ARTS Meeting
Loveland, CO - June 27, 2027

44^t IAGSDC Convention
Albuquerque, NM - July 01-05, 2027

2027 ICBDA Convention #51
Montgomery, AL - July 07-10, 2027

2027 USAWest Convention
NO Convention - NSDC is in Colorado

**ARTS Officers and Board
Members
2026-2027**

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
(jimta1@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)

ICBDA - Bob Nolen
(Bnolen79@gmail.com)

NEC - Louis Friedlander -
(presnsdcnec@gmail.com)

ROUNDALAB - Erin Brays -
(cuer4dance@yahoo.com)

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

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

"The trouble with quotes on the
Internet is that it's difficult to
determine whether or not they are
genuine."

Abraham Lincoln

THE ARTS -Assistant Executive Director

The Alliance of Round , Traditional, and Square-Dance, INC (The ARTS) is a 501 © 3 IRS Tax Exempt Corporation and is a coalition of the major dance organizations in the USA. The ten Board Member organizations are listed in this newsletter.

Additional information is available on the ARTS web site: www.arts-dance.org

The ARTS is announcing the need for a dedicated person to fill a critical position. This position is the ARTS Assistant Executive Director. The position will receive a small stipend. The following is the description of this position:

"This position would be filled by a person who would serve at the pleasure of the Board directly under the Executive Director and would provide support and services to the organization as directed by the Executive Director."

The primary function of this person would be to learn the duties and responsibilities of the Executive Director with the final goal of assuming the Executive Director position.

Candidates for this position must be very supportive of the dance activity as described in the ARTS Mission Statement. Candidates should be actively involved in the activity and familiar with the various dance forms. Candidates will be expected to demonstrate the ability and capability to communicate effectively orally, in writing, and electronically. Knowledge of basic computer operations is a plus. Familiarity and proficiency with word processing, spread sheet software, and Internet operations is a must. Familiarity with data base software is a major plus.

To request additional information or to submit your name for consideration, please send your name and contact information (email and phone number) to: Jerry Reed, ARTS Executive Director

ExecutiveDirector@arts-dance.org

VOLUNTEERS & HELPERS

The ARTS-Dance is dedicated to promoting our activity and to raising awareness among the non-dancing public. We are always looking for new ideas and volunteers to assist in our mission. The representatives of the major dance organizations are dedicated dance leaders who work hard for the ARTS, for the dance activity, and for YOU.

As with any volunteer organization, there is a continuing need for fresh input, ideas, and people to

help out. If you would like to help or if you have questions, please contact our Executive Director, **Jerry Reed** at ExecutiveDirector@arts-dance.org

EMERGENCY CALL FOR MEDICAL AID (EMCA)

The ECMA procedures were developed to provide a standardized way to respond to a medical emergency during a dance event. The ARTS and other major dance organizations recognize the importance of the procedure and the need to publicize and promote its use. The procedures are designed to quickly notify the caller or hall monitor of a medical emergency on the dance floor.

1. When a dancer goes down, a second dancer attends him/her
2. Remaining couples join hands and take a step backwards. This will allow the injured person and attendant air and room.
3. Raise joined hands as high as possible in the form of an arched circle.
4. On seeing this signal, the call or hall monitor should immediately place an Emergency Call for Medical Aid.

The caller and dancers should continue to dance as medical care is administered. This will help keep the area clear for medical assistance providers.

A copy of the EMCA flyer is attached. We ask that all callers, dancers, and dance leaders become familiar with the procedures. It may also be a good idea to practice the procedures prior to the actual medical emergency.

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!

- ◆ 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

"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!