

ARTS MEETING MINUTES  
(Cox Convention Center)  
Oklahoma City, OK  
June 30, 2013  
(Approved August 13, 2013)

CALL TO ORDER -

Meeting called to order at \_9:03\_AM on Sunday, June 30, 2013, by ARTS Chairman Gordon Macaw.

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

All Join Hands (AJH), CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers Association (NSDCA), National Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), USAWest, and United Square Dancers of America (USDA)

ROLL CALL -

Governing Board Representatives -

The following Voting Members representing Governing Board Members were present

All Join Hands - Gordon Macaw

CALLERLAB - Betsy Gotta

CONTRALAB - Jeff Smith --NO

IAGSDC - Scott Philips

NEC - Butch Hayes

NSDCA - Peg Tirrell

ROUNDALAB - Roy Gotta

SSDUSA - Ron Holland (Setting in for Arbell Thompson)

USAWest - Jim Maczko

USDA - Jim Weber

ARTS Officers -

The following ARTS Officers were present:

Gordon Macaw, Chairman; Betsy Gotta, Vice Chairman; Edythe Weber, Treasurer; Scott Philips, Secretary

The following ARTS Officers not present:

Jerry Reed, Executive Director (Attending via Skype)

GUESTS -

The following guests attended this meeting -

Dale Bennett - - The NEST

Robert Ameeti – Wheresthedance.com web site

Jim Taylor – USDA Treasurer

Marie & Ron Selfors, Missouri, Little Rock panel group

## WELCOME REMARKS -

Chairman Gordon Macaw welcomed all attendees and thanked them for their support.

## AGENDA CHANGES/APPROVAL-

Chairman Gordon Macaw asked if there were any additions, deletions, or changes to the printed agenda. The following items were added.

Re-Branding Square Dance – Jim Taylor

Bumper Stickers – Roy Gotta

This item resulted in the following MOTION:

*MOTION: Be it resolved that the agenda be accepted as amended. (MSC)*

## MISCELLANEOUS REPORTS –

Donations -

Discussion of donations during the 2011 ARTS meeting resulted in the following MOTION:

*MOTION: Be It Resolved That: All donations and Membership payments will be acknowledged by a letter on ARTS letterhead and signed by either the Chairman or the Executive Director. (MSC)*

Edythe Weber, Treasurer, reported the following donations which have been received since the March 2012 ARTS meeting. The report will verify thank you letters were mailed:

1) 2012:

NEC - \$500;

USDA - \$500;

Robert Ameeti - \$25.

2) 2013:

USDA - \$500;

Donna & Dan Bragg - \$75;

Butch & Ampy Hayes - \$100;

NEC - \$500

Treasurer Reports – (Attachment 1)

Edythe Weber, Treasurer, provided the following:

Finance Report -

The income & Expenses report for the period March 1, 2012 through June 30, 2013 included: 1) Total income (Cash from CDs, Donations, and other miscellaneous income) was \$9,503.91 and 2) Total expenses was \$7,803.52. The Total Funds Available was \$18,560.81.

The Total Funds Available noted above include the following

- 1) Total in Checking Account as of June 30,2013 was \$2,832.69
- 2) CD's:
  - CD 3465 is \$5,282.05 - Due for renewal 10/2013
  - CD 4657 is \$5,179.12 - Due for renewal 01/2014
  - CD 5018 is \$5,266.95 - Due for renewal 03/2014
  - TOTAL IN CDs = \$15,728.12

Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the Finance Report be accepted for filing. (MSC)*

Reports from past meetings -

Copies of the minutes of the past meetings are available on the ARTS web site:

October 2002 (Cocoa Beach, FL); January 2003 (Washington, D.C.); Summer (June) 2003 ARTS Alliance Meeting (Oklahoma City, OK); Fall (October)2003 ARTS Planning Meeting (Orlando, FL); Spring (March) 2004 ARTS Meeting (Portland, OR); Summer (June) 2004 ARTS Meeting (Denver, CO); Fall (October)2004 ARTS Meeting (Orlando, FL); Spring (February) 2005 ARTS Meeting (San Antonio, TX); Summer (June) 2005 ARTS Meeting (Portland, OR); Fall (October) 2005 ARTS Meeting (Orlando, FL); April 2006 (Charlotte, NC); June 2006 (San Antonio, TX), October 2006 (Orlando, FL); March 2007 (Alexandria, VA); July 2007 (Charlotte, NC), October 2007 (Orlando, FL), February 2008, Long Beach, CA; June 2008 (Wichita, KS); October 2008, (Orlando, FL); February 2009, (Louisville, KY); June 2009 (Long Beach, CA); October 2009 (Newark, NJ); March 2010 (Detroit, MI); June 2010 (Louisville, KY); June 2011 (Detroit, MI); March 2012 (Oklahoma City, OK)

Confirm Actions by the ARTS Board & Officers Since the Last Meeting - (Attachment 2)

This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the March 2012 ARTS Meeting. It is policy that at each Board meeting the Board will review and vote on the actions taken by Email by the Board and the Officers since the last meeting. This item resulted in the following MOTION:

*MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the March 2012 ARTS meeting be confirmed. (MSC)*

NSDC Information -

Showcase Of Ideas Funding -

There was no report of expenses for the Showcase Of Ideas.

62<sup>nd</sup> NSDC (2013) - Oklahoma City, OK -

Showcase Of Ideas -

We had a display in the Showcase Of Ideas including the ARTS Tri-Folds and other information. The most popular was information regarding the You2CanDance web site.

Education Seminars -

We also presented the following Education Seminars. Jim Maczko provided the following information:

(A) Potential & Perspective - the Future of Our Activity - Eight Attended

(B) You 2 Can Dance" - New Web Site and Videos - 12 attended

(NOTE - Robert Ameet provided assistance)

Trail End Dance (Wednesday, June 26, 2013)

We hosted a Trail End Dance prior to the 62<sup>nd</sup> NSDC in Oklahoma City. Betsy & Roy Gotta served as MC. They provided the following report - the dance was a huge success; the hall was packed to nearly overflowing; nearly 250 You2Can Dance bumper stickers were distributed. The Board thanked Betsy & Roy for their work.

63<sup>rd</sup> NSDC (2014) Little Rock, Arkansas -

We have had initial contact with the 63<sup>rd</sup> NSDC staff. Wayne & Lura Wade are General Chairman - Email - [squaredancer60pres@yahoo.com](mailto:squaredancer60pres@yahoo.com)

Showcase Of Ideas - We plan to participate as we have in the past.

Education Seminars -

Jim & Edythe Weber are the Education Committee Chair. We plan to provide two Education Seminars. Jim has informed us he has scheduled two ARTS Seminars, one on Thursday and one on Friday, There was a suggestion that we include information regarding "Re-Branding" square dancing in our seminars Jim requested that we identify the topics for the seminars by the end of August 2013. Jerry Reed will coordinate the topics and provide information to Jim & Edythe. We plan to promote our Education Seminars during the Trail End Dance, if we host a dance

Daily Program Books Ads -

There was brief discussion regarding the advertisements on the inside front covers of the daily program books, as we have in the past. Jim Maczko agreed to coordinate the ads. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the ARTS will purchase ads in the three Daily Program books for the 63<sup>rd</sup> NSDC in Little Rock, AR in June 2014. (MSC)*

(NOTE - Jim Maczko will coordinate details for the ads)

## Trail End Dance

The Board has approved a MOTION that we will request to host a Trail End Dance prior to all future NSDC. Therefore, we plan to request to host a Trail End Dance in Little Rock, AR prior to the 63<sup>rd</sup> NSDC. The Executive Director will contact the General Chairman and will work with the 63<sup>rd</sup> NSDC committee regarding permission to host a Plus dance on Wednesday, June 25, 2014.

Jerry will coordinate identification of the location & time and promotion of the dance. Roy & Betsy Gotta agreed to coordinate staffing the dance and to serve as MC.

(NOTE - After the meeting Jerry contacted the 63<sup>rd</sup> NSDC General Chairman - Wayne & Lura Wade. We are waiting for a response.)

## ARTS Tri-Fold Brochures

This item concerns a discussion of the Tri-Fold document. Discussion of this item resulted in the following decisions 1) We do need to update the Tri-Fold including photos of other dance forms; 2) We do want to distribute the Tri-Fold at the 63<sup>rd</sup> NSDC, 3) We do need to print more after it is updated, 4) The plan is to print 50% flat and 50% folded, 5) The number to be printed will be determined after we find out if the 63<sup>rd</sup> NSDC will agree to put a Tri-Fold in each convention package.

Gordon agreed to talk with Bonnie Abramson regarding updating the Tri-Fold. Roy and Jim Weber agreed to investigate printing costs. Jerry will monitor the update and printing process.

Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that we ask the 63<sup>rd</sup> General Chairman if they will agree to help distribute the ARTS Tri-Fold by putting a copy in each convention package. (MSC)*

(NOTE Butch Hayes agreed to contact the 63<sup>rd</sup> General Chairman with this request. Jerry will coordinate details if they agree to help us.)

## 64th NSDC (2015) Springfield, Massachusetts -

We have brief contact with the 64<sup>th</sup> NSDC staff. We plan to provide Education Seminars, participate in the Showcase of Ideas, distribute the ARTS Tri-Fold, and host a Trail End Dance. Len & Connie Houle are the General Chairman - Email - [lenh81@aol.com](mailto:lenh81@aol.com) . We have contacted Len & Connie to request the contact information for the Education Committee. However, we have not yet identified the Education Chairman and they are not identified on the 64<sup>th</sup> NSDC web site.

## Education Seminars

General Chairman; Len & Connie Houle have identified the Education Committee Chairman; Gwen Tuson - Email - [gltuson@yahoo.com](mailto:gltuson@yahoo.com) The Executive Director will coordinate with the Education Chairman for the Education Seminars.

## ARTS Tri-Fold Brochures

This item will be discussed further during the 2014 ARTS meeting. During that meeting we need to consider the following decisions 1) We do need to update the Tri-Fold including photos of other dance forms; 2) We do want to distribute the Tri-Fold at the 64<sup>th</sup> NSDC, 3) We do need to print more after it is updated, 4) The plan would be to print 50% flat and 50% folded, 5) The number to be printed will be determined after we find out if the 64<sup>th</sup> NSDC will agree to put a Tri-Fold in each convention package.

## Trail End Dance

The Board has approved a MOTION that we will request to host a Trail End Dance prior to all future NSDC. Therefore, we plan to request to host a Trail End Dance in Little Rock, AR prior to the 63<sup>rd</sup> NSDC. The Executive Director will contact the General Chairman and will work with the 64<sup>th</sup> NSDC committee regarding permission to host a Plus dance on Wednesday, June 25, 2014.

Jerry will coordinate identification of the location & time and promotion of the dance. We will discuss details for the dance during the 2014 ARTS meeting to identify the MC and who will coordinate staffing the dance.

(NOTE - After the meeting Jerry contacted the 64<sup>th</sup> NSDC General Chairman - Len & Connie Houle. They responded that they will discuss during their next meeting.)

## OLD BUSINESS –

### You2CanDance Web Site & Video Project - Marketing –

Roy Gotta has reported that a way to help publicize the you2candance project is to coordinate with other dance oriented web sites. Roy has been working on this with other web site people including Robert Ameet and his site: [www.wheresthedance.com](http://www.wheresthedance.com)

### You2CanDance Bumper Stickers -

This item was discussed later in the meeting. Please see separate entry for this item.

### Videos –

Roy Gotta reported there was a problem with the videos on the web site. The videos have been reloaded and are now working fine. The videos may now be downloaded. Cost of the fix was approximately \$400 which Roy paid from funds which were still available for web support.

#### Club Information -

The web site is now linked to Robert Ameeti's site (wheresthedance.com) which has listing throughout the country. It lists dances for square, round, contra, English, and others. Robert and Roy plan to continue to confer on this issue. There are now multiple sources for the information.

#### Newsletter - (FYI)

This item concerns the ARTS Newsletter which is to be published following each ARTS meeting. The last Newsletter was the May 2013 Newsletter. The newsletters are published, distributed, and posted on the ARTS web site. They are also distributed through the Arts Email Tree.

#### Publications - (FYI)

Jim Weber, ARTS webmaster, has asked each organization to check the links for the publications to ensure accuracy. He has also asked the reps to review the list of publications to verify the validity of the information and links to organization pubs and send any changes to him.

#### ARTS-Dancetravel.com – (FYI)

The ARTS Travel web site has been paid until 2018. Discussion of this item continues to center around doing a better job of publicizing the service and encouraging people to use the site. The Executive Director will continue to publicize through the ARTS Email Tree, the newsletter and the website.

Jim Weber reported a small amount (less than \$10.00) was gained from the travel site..

#### Dancing Fact Sheet – (FYI)

The Dancing Fact Sheet (previously known as the **Backgrounder**) was completed several years ago and is a good media piece for anyone to use to provide background on the history of our dance activity. The Fact Sheet was recently updated and is available for printing from the ARTS website. The web version has a “fill in” box to personalize with an association's local information. The Executive Director recommends the Fact Sheet be distributed at all future NSDC and USAWest conventions and that we publicize to other organizations to help publicize The ARTS

Jerry was directed to submit an ARTS LOG for the Officers to review, discuss, and vote on this item. One purpose of the LOG will be to determine the number of the Fact Sheet to be printed.

#### ARTS Grant Program -

This item concerns the ARTS Grant Program which provides financial assistance to clubs, associations, or other groups which host meetings to bring dancers, callers, cuers, and others together to discuss various aspects and concerns facing the dance activity. The guidelines for the Grant program have been approved, published, distributed, and posted on the ARTS web site. A Power Point presentation is available and can be provided electronically.

### Publicity & Promotion -

Periodically the Executive Director sends information to the ARTS Email Tree with information regarding the Grant Program. The information and application are posted on the ARTS web site. Jerry has asked the Board to provide other ideas to publicize and promote the Grant Program.

### Grant Applications -

19th Biannual Prairie Conclave, October 19 - 21, 2012 -

A grant request from the conclave was approved and the Board was notified on September 5, 2012. On December 10, 2012 Jerry notified the Officers we had received the Final Report , he also requested the check be sent to the Conclave. On May 28, 2013 Gordon informed Jerry that Jim Weber indicated the check had been sent.

There are no pending grant applications.

### Square Dance History Project - (Attachment 3)

In September 2011 the Board approved a grant to help fund a Square and Traditional Dance History Project. Our check in the amount of \$2,500 was sent in March 2012.

David Millstone is the Coordinator of the Square Dance History Project. The Country Dance and Song Society (CDSS) administers a fund into which each group's contribution is deposited. The CDSS will provide accounting service of income and expenses.

David has submitted the attached status report dated January 7, 2013. His report included the attached financial report from the CDSS. The Executive Director forwarded these reports to the Board and officers on January 13, 2013. The plan is for the CDSS to submit a financial report at least one per year. When received the reports will be provided to the Board.

There was no further discussion on this item.

### Ask ARTS -

We have published eleven Ask ARTS articles. The Ask ARTS articles are sent to all the publications for which Jim Weber has contact information They are also sent to the ARTS Email Tree.

Del Reed has requested the Board to send her ideas for future articles. It has been recommended that Del possibly consider redoing some of the earlier Ask ARTS articles, as sometimes repetition is the best way to get the message out. We have not published an Ask ARTS article for sometime.

Suggestions for future articles included: 1) The 2013 ARTS Trail End Dance, 2) The ARTS Grant Program, 3) Jim Taylor suggested an article on "Re-Branding" - Jerry asked Jim to submit more information, and 4) Re-publish previous articles.



#### ARTS Tri-Fold Information Brochures -

This item concerns the ARTS information Tri-Fold. We have printed copies and distributed copies at the past several NSDCs, including Oklahoma City. A brief discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that further consideration of updates and printing of the ARTS Tri-Fold brochure be tabled until further notice. (MSC)*

#### Nationwide Benefit Dances -

This item concerns nationwide fund-raising dances to benefit The ARTS. Discussion of this item has resulted in general agreement that ARTS will support future dances. Previous agreement has been that the following factors will help make the dances and fund raising efforts better. These changes include: 1) Better publicity, 2) More flexibility in scheduling dances, and 3) Make this an annual event.

Discussion of this item resulted in agreement that: 1) We do need to identify someone to take the lead for this project and 2) Jerry will take steps to re-initiate this project through use of the ARTS Email Tree, Ask ARTS articles, and the ARTS Newsletter. This re-initialization would include publicity for the project and to encourage others to host benefit dances,

Betsy Gotta suggested we publicize the theme of "Give Thanks For Square Dancing" around Thanksgiving time.

#### ARTS Electronic Mailing Tree -

This item concerns an electronic system to not only help publicize The ARTS, but more importantly, establish a communication system to distribute information relating to the activity to the dancing community. The eventual goal is to have a system which will link the ARTS to every square dance club in the USA, and possibly outside the USA.

The initial work of requesting potential contacts around the country to agree to serve as ARTS Email Tree contacts has been completed. There are now 46 Email Tree contacts who cover 35 states/areas. There are 46 contacts for the following areas: Alaska, Arizona, California, Colorado, Connecticut, DelMarVA, Delaware Valley, Florida, Hawaii, Iowa, Idaho, Illinois, Kansas, Kentucky, Massachusetts, Maryland, Michigan, Minnesota, Missouri, North Carolina, Nebraska, Nevada, New York, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, and Texas. The Executive Director will continue to contact potential Email Tree members. The goal, is to have at least one or two contacts in each state.

There has been a question of whether we can evaluate the effectiveness of the tree. Jerry reports there is no way at this time to determine how many of the tree contacts actually send messages to their part of the tree. The best we can expect is to continue sending messages to the tree and asking the Tree contacts to send the information to the people in their part of the tree.

Discussion of this item resulted in agreement that Jerry will investigate methods which are available to track which of the Email tree contacts actually receive the messages Jerry send to the tree. Information regarding a software program called “sodbuster” is used by the NEC and USAWest for this type tracking.

Jerry will research this information.

#### \$100,000 Club -

This item concerns a suggestion to get 1,000 donations of \$100 totaling \$100,000. Discussion of this item during the 2010 March ARTS meeting resulted in agreement that this is a great idea but it needs a lot more advertising.

There has been very limited interest in this issue. During the 2012 ARTS meeting the Board approved a MOTION that the \$100,000 club idea be tabled until such time as there is renewed interest. Because this MOTION was approved, the Executive Director recommends we return the money donated to the project with a letter of explanation to the donors and that this item will be removed from future agenda.

Discussion of this item resulted in the following agreements:

- 1) There are currently three Members (Harry Nelson, Bill flick, and Ron Holland
- 2) Consider a name change (\$100 Club was suggested)
- 3) Promote through Email Tree, Newsletter, Ask ARTS, and other media
- 4) Publicity needs to stress ARTS is a 501 (c) (3) IRS corporation
- 5) Publicity needs include details of how the money will be used
- 6) Betsy suggested finding someone outside the Board to lead this project
- 7) Gordon will send AJH information to the Board for information
- 8) Gordon will contact previous donors to ask if one of them will take the lead

#### TechSoup Software -

This item concerns TechSoup, an organization which provides computer software to 501(C)3 non-profit organizations at a very substantial reduction in cost. There are certain limitations and requirements which must be met by the receiving organization. The software is available to Board Members and others who provide substantial support to The ARTS.

Jim Weber reported the new year for software begins on July 1. Jim will send a list of the software which is available. Board Members will respond directly to Jim.

#### Facebook Account -

During the June 2010 meeting Jim Weber reported the ARTS has established a Facebook account. There has been agreement that this could be an effective marketing venue for the ARTS Grant program.

During this meeting, it was suggested that all ARTS Governing Board Members should become a “friend”. Also, Roy & Betsy Gotta agreed to post a report on the success of the 2013 ARTS Trail end dance in Oklahoma City.

#### Executive Director Term Of Service -

During the 2011 ARTS meeting the Board approved a Motion that the Executive Director would be a separate position which will serve at the pleasure of the Board. The current procedure is for the Board to review and vote on this matter during the annual meeting.

Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: Jerry Reed be approved as the ARTS Executive Director for the period of July 1, 2013 through June 30, 2014. (MSC)*

#### Data Base – Education - Dance Studios & Others - (FYI and Tabled)

This item concerns a project suggested by Bill Van Hoesen to develop a data base of electronic contact information for Education Institutions, Dance Studios, and others. This information will be used to publicize the ARTS and also to help publicize our dance activity. This item was discussed during the 2012 ARTS meeting. The decision at that time this issue was tabled until such time as there is renewed interest in this project.

This item will be removed from future agenda.

#### ARTS Awards - FYI

This item concerns ARTS awards which are intended to recognize people who provide outstanding or continuing support to the ARTS or the dance activity. In February 2012 the ARTS Officers approved the Patron of the ARTS award the Guidelines and Procedures have been posted on the web site. At this time there have been no nominations for the Patron Of the ARTS award, possibly because we have not publicized it.

The Executive Director will publicize via the Email Tree and Newsletter.

#### NEW BUSINESS -

##### The Nest - (Attachment 4)

This item concerns a proposal for a new recruiting/marketing proposal and proposed lesson system for Square Dancing. The Board previously reviewed this proposal via ARTS LOG 13-0424-001 (ARTS and The Nest). This proposed system has been introduced and is being promoted by Dale Bennett of THE NEST (web site – the-nest.com; Email – dale@the-nest.com..)

During the 2013 CALLERLAB Convention, Dale made a presentation on this proposal. He has made it clear that this proposal DOES NOT propose any new dance program NOR a new list of calls. His proposal is designed to work with the existing CALLERLAB dance programs. Dale also made presentations during three Education sessions. There were approximately 300+ attendees at these sessions.

During the CALLERLAB convention Jerry Reed met with Dale to learn more about this proposal. Jerry reports he was not impressed when he first heard a description of the teaching system. However, after some intense questions and answers Jerry was able to see the possible benefits of the proposal. Jerry is not totally convinced, but he does see the potential. However, he is also aware of some of the perceived shortcomings.

Apparently, there are CALLERLAB Members, including Bear Miller from Colorado, who have agreed to try this new proposed teaching system. It will be very informative and helpful to learn of the success or failure of the efforts by these callers and clubs.

The basic idea of the proposed teaching system is to provide the opportunity to publicize new dancers classes all year long and to allow new dancers to join a class at any time throughout the year. A participating club will need a large cadre of knowledgeable and capable "Narrators." These "Narrators" need to be experienced dancers (also called "angels") who will show/demonstrate/teach new dancers the moves which can be taught using one or two couples. The Caller would be in charge of the class and would be the "Instructor" to review, teach, and call all moves. Using music, the Caller will provide review/practice and dancing for all moves, including those previously introduced by the "Narrators."

Dale hopes to find two or three clubs to Beta Test the proposed teaching concept. Any club interested in trying this teaching system will obtain information and materials from Dale. He has videos which will be available on the NEST web site (the-nest.com;) The materials include a way to track the progress of each individual new dancer.

The NEST and The ARTS will provide publicity and promotion based on success as reported by clubs participating in the Beta Testing.

(NOTE - After the meeting Dale & Roy Gotta had a discussion regarding the idea of Dale submitting a proposal for a grant for two or three qualified clubs which would serve as Beta Test Sites for the proposed new Marketing & Teaching system. The grant funds would be used to help fund advertising for these Beta Test clubs.)

#### Modernized Clip Art -

This item concerns a request that we review existing Clip Art used to help promotion and publicity efforts, primarily flyers and other print media. Although there is a vast amount of Clip Art available for no charge on the web, it is agreed that most appears to be out of date.

ARTS LOG 12-0325-001 (Dancing Clip Art) was submitted for the Board to review, discuss, and vote on a MOTION to commission an artist *to create modern clip art for Round, Traditional, and Square dancing. This MOTION was not approved.*

Jerry contacted Corben Geis to begin a discussion regarding creating “modern” Clip Art. Corben provided input regarding the type, amount and cost of art he has previously created. There were several examples of this Clip Art provided to the Board during this meeting. The Board expressed considerable concern about the cartoon nature of the Clip Art presented.

Discussion of this item resulted in agreement that Jerry will contact Corben to relay the Board’s concerns. It was also agreed that Jerry will use the Email Tree to determine if anyone else might be qualified and interested in creating Modernized Clip Art. Jerry will establish a reasonable due date for submission of input.

#### Re-Brandibng Square Dancing - (Attachment 5)

This item concerns a presentation by Jim Taylor regarding Re-Branding & Promotion of Square Dancing. This idea was first raised by by Ken Ritucci during his Keynote Speech at a recent National Square Dance Convention. Over the past couple of years there has been a large volume of email dealing with this topic.

Some of the initial ideas suggested include:

- 1) Create an independent committee to start the work needed for this effort
- 2) Create a “Brand” non-dancers can recognize and relate to
- 3) Create a new recognizable logo
- 4) Create a new slogan
- 5) Investigate and evaluate use of a professional branding company
- 6) Use one of the ARTS Education Seminars during the 63<sup>rd</sup> NSDC in Little Rock

Discussion of this item resulted in agreement that The ARTS should create a committee which will be charged with gathering & discussing ideas and formulating an action plan. After a plan has been reviewed, discussed, and approved this committee would publish and implement the plan. The following MOTIONS were approved:

*MOTION: Be It Resolved That: A “Branding Committee” which will be charged with gathering & discussing ideas and formulating an action plan be created. (MSC)*

*MOTION: Be It Resolved That: Jim Taylor be named as the Chairman of the “Branding Committee.”. (MSC)*

Jim Taylor reported there is a branding company in Littleton, Colorado called SPUR. He volunteered to contact them to get further information and suggestions on costs and other details.

(NOTE - After the meeting Jim submitted the following additioanl information - As a follow-up, we have had a discussion with Marcel from SPUR and are in the process of writing a letter requesting participation from the ARTS members or someone in their respective organizations. Please look for the e-mail and respond as soon as you can.)

You2CanDance Web Site Bumper Stickers -

This item concerns Bumper Stickers to publicize the You2CanDance web site. Roy & Betsy Gotta reported they had purchased 250 Bumper. They used money which was in a fund they have for the support of the web site. They also made an "in kind" donation of \$135.00 to pay for the bumper stickers. The bumper stickers were available at the 2013 ARTS Trail End Dance and all but a few were taken by the dancers at the dance.

Discussion of this item resulted in agreement for the following items regarding the Bumper Stickers: 1) We will ask the 63<sup>rd</sup> NSDC in Little Rock, AR to insert one into each convention package, 2) We will have them available at the 2014 ARTS Trail End dance (if we host one), and 3) We will have them available for distribution during the 63<sup>rd</sup> NSDC.

The number to be printed will be determined after the above issue are answered. Roy will investigate printing costs, once the number required is determined.

Proposed Bylaws Change - Term Limits for Chairman & Vice Chairman -

During the process to nominate candidates for the 2013 election of officers a concern was raised regarding the term limits for Chairman and Vice Chairman.

ARTS LOG 13-0401-001 (Bylaws Review - Chair & Vice Chair) was submitted to the Board on 01 APRIL 2013 to inform the Board this issue will be on the agenda for the 2013 ARTS meeting. The purpose of that LOG was for the ARTS Board to review the issue of Term Limits for the Chairman and Vice Chairman and to be ready to discuss this issue during the 2013 ARTS meeting.

There was agreement that the Bylaws will need to be amended to remove the current term limits for the Chairman and Vice Chairman as defined in Article IV – Officers, Section 3 – Ballot Election, Term of Office, F. The Chair and Vice-Chair shall not serve more than two consecutive terms in the same office.

Changes may be made to the Bylaws as specified in Article XI which reads as follows:

*"These Bylaws may be amended at any regular meeting of the Corporation by a two-thirds vote, provided that the amendment has been submitted in writing at the previous regular meeting."*

As noted above, this change to the Bylaws can not be made until the 2014 ARTS meeting, unless we set aside the rule regarding amendments and vote for the change during this meeting. The vote to set aside the rule requires a 2/3 majority vote for approval. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The Bylaws provision for amending the Bylaws be set aside to allow a vote on the issue of removing Term Limits for the Chairman and Vice Chairman. (MSC)*

After approval of the above MOTION, the following MOTION was presented:

*MOTION: Be It Resolved That: Article IV, Section 3, Subsection F be removed.  
(MSC)*

Election - 2013/2014 Officers -

The following list of candidates was submitted for consideration and vote. Prior to the vote the Chairman asked for any nominations from the floor. There were no additional nominations.

List of candidates:

Chairman - Betsy Gotta  
Vice Chairman - Gordon Macaw  
Treasurer - Edythe Weber  
Secretary - Scott Philips

Discussion of this item resulted in the following MOTION:

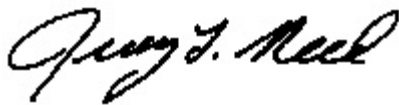
MOTION: Be It resolved that: The following candidates be elected as the ARTS Officers for 2013/2014: Chairman - Betsy Gotta, Vice Chairman - Gordon Macaw, Secretary - Scott Philips, and Treasurer - Edythe Weber. **(MSC)**

NEXT MEETING -

*MOTION: Be It resolved that: The 2014 ARTS meeting will be held in Little Rock, AR on Sunday, June 29, 2014 immediately following the 63<sup>rd</sup> NSDC. (MSC)*

Meeting adjourned Sunday, June 30, 2013 at 12:38 AM.

Submitted by,



Jerry reed  
Executive Director

Transcribed from audio by  
Scott Philips, ARTS Secretary

Approved August 13, 2013 by ARTS LOG 13-0712-001

## Alliance of Round Traditional and Square Dance Inc

## Income &amp; Expense

March 1, 2012 through June 30, 2013

Checking Acct. Beg. Bal. March 1, 2012	<u>\$1,132.30</u>	<u>Description</u>
<b>Income</b>		
Cash in two CD's	8,277.35	
<b>Donations</b>		
Governing Board	1,000.00	USDA & NEC
Donations - Other	25.00	Robert Ameet
<b>Total Donations</b>	<u>1,025.00</u>	
<b>Dues</b>		
Associate Dues	100.00	Wisconsin
<b>Total Dues</b>	<u>100.00</u>	
<b>Fundraising Income</b>		
Add-a-Buck	92.00	Missouri Fed 2 years
YTB Travel Royalties	9.56	
<b>Total Fundraising Income</b>	<u>101.56</u>	
<b>Total Income</b>	9,503.91	
<b>Expense</b>		
Executive Director	1,800.00	
Advertising	1,080.00	61st & 62nd Daily ads
Bank fees	135.00	\$9 X 15 mths
Grant Funds	2,700.00	CDSS \$2500 / PC \$200
Internet & Web Related Expenses	199.90	2 years
Office Supplies	75.89	Print toner, paper, envelopes
Postage	22.85	
Printing and Reproduction	1,789.88	Printing for NSDC
<b>Total Expense</b>	<u>7,803.52</u>	
<b>Checking Acct. End. Bal. June 30, 2013</b>	<u><u>\$2,832.69</u></u>	
CD 2336 cashed in 5,438.18	0	
CD 2365 cashed in 2,929.17	0	
CD 3465	\$5,282.05	renewed 6/30/12 to 2/28/13; renewed again to 10/2013
CD 4657	\$5,179.12	renewed 7/31/12 to 3/31/13; renewed again to 1/2014
CD 5018	\$5,266.95	renewed 5/31/12 to 3/31/13; renewed again to 3/2014
<b>Total CD's</b>	<u>\$15,728.12</u>	
<b>Total Funds Available</b>	<u><u>\$18,560.81</u></u>	



ARTS Governing Board and Officers Actions  
March 2012 Thru June 2013

ARTS LOG 12-0220-001 (IRS Group Exemption Status)

Action completed as of 03-10-2012. The purpose of this ARTS LOG is for the ARTS LOG to review and comment on information regarding The ARTS applying to the IRS for status as a "central organization" with the authority to have affiliated groups under an 501(c)(3) IRS umbrella. The result of this ARTS LOG was that this item was added to the agenda for the 2012 ARTS Board meeting held in Oklahoma City, OK on March 4, 2012. The Board agreed that The ARTS will not pursue this issue at this time.

ARTS LOG 12-0309-001 (Ex DIR - Term Of Service)

Action completed as of 04-22-2012. The purpose of this ARTS LOG is for the ARTS Board to review, discuss, and vote on a MOTION to approve Jerry Reed as The ARTS Executive Director for the period of July 1, 2012, thru June 30, 2013.

The Board approved the following MOTION:

MOTION: Be It Resolved That: Jerry Reed be approved as the ARTS Executive Director for the period of July 1, 2012, through June 30, 2013. (APPROVED)

ARTS LOG 12-0319-001 (62nd NSDC Seminars)

Action completed as of 04-22-2012. The purpose of this LOG is for the ARTS Officers to discuss, review, and vote on the Education Seminars we will present during the 62nd NSDC in Oklahoma City, OK in June 2013. The Seminar Vice Chairman has approved our request to present Education Seminars in Oklahoma City.

The ARTS Officers approved the following MOTION:

MOTION: Be IT Resolved That: The ARTS schedule and staff two Education Seminars during the 62nd NSDC in Oklahoma City, OK as follows: 1) "You2candance.com - Promoting Dancing Through The ARTS Website" to provide information and publicity regarding the web site and videos and 2) "Potential & Perspective - the Future of Our Activity": to provide information regarding the goals, mission, and accomplishments of The ARTS. (APPROVED)

ARTS LOG 12-0322-001 (Fund Raiser - Polo Shirts)

Action completed as of 05-01-2012. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on a Proposal From Gordon Macaw that the ARTS sell polo shirts as a Fund Raising project. If the Board approves this proposal arrangements will be need to made for the design, purchase, and marketing of the shirts.

The Board APPROVED the following MOTION:

MOTION: Be It Resolved That: The ARTS design and purchase polo shirts for sale as a fund raining project. (APPROVED)

ARTS LOG 12-0325-001 (2012 ARTS Mtg Minutes)

Action completed as of 04-22-2012. The purpose of this ARTS LOG is for the ARTS Board to review, discuss, and vote on a MOTION to approve the minutes of the 2012 ARTS meeting held March 4, 2012, in Oklahoma City, OK.

The Board approved the following MOTION:

MOTION: Be It Resolved That: The minutes of the 2012 ARTS meeting held March 4, 2012, in Oklahoma City, OK be approved. (APPROVED)

ARTS LOG 12-0327-001 (K\_Rowe Project & ARTS)

Action completed as of 04-14-2012. The purpose of this ARTS LOG is for the Board to review and provide comments or suggestions regarding the project to teach blind and hard of hearing people to square dance proposed by Ken Rowe. The result of this ARTS LOG was a decision by the Board that no further action on this issue be taken at this time.

ARTS LOG 12-0329-001 (62nd NSDC & ARTS Seminars)

Action completed as of 04-22-2012. The purpose of this ARTS LOG is for the ARTS Officers to review, discuss, and vote on the descriptions of the Seminars the ARTS will present in Oklahoma City, OK during the 62nd NSDC in June 2013.

The issue has already been approved by the ARTS Officers in ARTS LOG 12-0319-001 (62nd NSDC Seminars)

**ARTS LOG 12-0414-001 (Cost of National Ads - Proposal)**

Action completed as of 05-21-2012. The purpose of this LOG is for the ARTS Board and other interested persons to review and provide input and comments regarding information and proposal for the cost of National Ads for the dance activity. The purpose of this VOTE message is for the Board to determine what action, if any The ARTS should take at this time.

The results of this ARTS LOG was agreement that we will ask Michael Streby to provide a detailed proposal for this issue, with costs.

**ARTS LOG 12-0513-001 (2012 May Newsletter)**

Action completed as of 05-31-2012. The purpose of this ARTS LOG is for the ARTS Officers to review and VOTE on the 2012 May ARTS Newsletter. The result of this log was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: The 2012 May ARTS Newsletter be approved. (APPROVED)

**ARTS LOG 12-0526-001 (\$100,000 Club Action)**

Action completed as of 06-20-2012. The purpose of this ARTS LOG is for the Board to review, discuss, and vote on a MOTION regarding the \$100,000 Club. The result of this LOG was that the Board DID NOT approve the following:

MOTION: Be It Resolved That: The donations to the \$100,000 club be returned along with a letter explaining the current situation. (NOT APPROVED)

**ARTS LOG 12-0704-001 (National Ads - Video)**

Action completed as of 08-09-2012. The purpose of this LOG is for the ARTS Board and others to review and provide input regarding the issue of expenditure of ARTS funds for video commercials for use in national ads. The Board voted on two MOTIONS:

1) First MOTION: Video Production -

MOTION: Be It Resolved That: The ARTS invest \$16,000 to contract with Michael Streby to create three 30 second videos (commercials). (NOT APPROVED)

2) Second MOTION: National Ad Promotion -

MOTION: Be It Resolved That: The ARTS invest \$16,000 to contract with Michael Streby to create three 30 second videos (commercials). (This MOTION was determined to be moot because the MOTION to create the videos was not approved) (NOT APPROVED)

**ARTS LOG 12-0708-001 (2013 ARTS Mtg - Location)**

Action completed as of 08-09-2012. The purpose of this LOG is for the Board to review, discuss, and vote on a proposal from Chairman Gordon Macaw that the 2013 ARTS meeting be held immediately following the 63rd NSDC Pre-Convention in Little Rock, AL.

The result of this LOG was:

MOTION: Be It Resolved That: The 2012 ARTS meeting will be held on the Sunday immediately following the 63rd NSDC in Little Rock, AL. (NOT APPROVED)

**ARTS LOG 12-0716-001 (Tail End Dance - Flyer).**

Action completed as of 11-11-2012. The purpose of this LOG is for Bonnie and Jim M to review the attached flyer (Draft 1) of the initial flyer for the 2013 ARTS Trail End Dance. They are also requested to "spice up" the flyer as they believe is needed. The flyer will be used to help publicize the dance, including inclusion in the National Squares E-Bulletin from the NEC.

**ARTS LOG 12-0805-001 (Additional 2013 ARTS Mtg)**

Action completed 08-31-2012. The purpose of this ARTS LOG is for the Board to review, discuss, and vote on a proposal to schedule and hold an additional Board meeting in 2013. The result of this LOG was that the Board voted to not have an additional meeting in 2013. The 2013 ARTS Board meeting will be held in Oklahoma City, OK on Sunday 30 June 2013.

ARTS LOG 12-0817-001 (Grant Req 19th Nebraska Conclave)

Action completed as of 09-05-2012. The purpose of this ARTS LOG is for the ARTS Officers to review, discuss, and vote on a grant application from the 19th Biannual Prairie Conclave. The ARTS Officers Approved the following MOTION:

MOTION: Be It Resolved That: The application for an Educational Grant from the 19th Nebraska Conclave be approved. (APPROVED)

ARTS LOG 12-0903-001 (Aux Board-Comm Promote SD)

Action completed as of 04-08-2013. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on a proposal to invite the Committee To Promote Square Dancing to join The ARTS as an Auxiliary Board Member. The ARTS Board approved the following

MOTION: Be It Resolved That: The Committee to Promote Square Dancing in Northern California be asked to join The ARTS as an Auxiliary Board Member.. (APPROVED)

**(NOTE -The CPSD has declined our invitation)**

ARTS LOG 12-0926-001 (2012 October Newsletter)

Action completed as of 10-11-2-12. The purpose of this ARTS LOG is for the ARTS Officers to review and VOTE on the 2012 October ARTS Newsletter.. The ARTS Officer approved the following MOTION.

MOTION: Be It Resolved That: The 2012 October ARTS Newsletter be approved. (APPROVED)

ARTS LOG 13-0114-001 (Bylaws Review - Chair & Vice Chair)

Action completed as of 03-21-2013. The purpose of this ARTS LOG was for the ARTS Officers to DISCUSS and VOTE on a proposal that the Board Review, Discuss, and, if needed, Vote on a proposal to change the Bylaws regarding the term limits for the Chairman. There was no DISCUSSION and no VOTE on this issue. The result of this LOG is that the following MOTION will be submitted to the Board during the 2013 ARTS meeting:

*MOTION: Be It Resolved That: The ARTS Board review and consider a change to the Bylaws regarding the Term Limits for the Chairman and Vice Chairman with the purpose to eliminate the current term limit of not more than two consecutive terms in the same office.*

ARTS LOG 13-0401-001 (Bylaws Review - Chair & Vice Chair)

Action completed as of 04-16-2013. The purpose of this ARTS LOG was for the ARTS Board to review the issue of Term Limits for the Chairman and Vice Chairman and to be ready to discuss this issue during the 2013 ARTS meeting. The result of this LOG was that the following MOTION will presented for review and discussion during the 2013 ARTS meeting:

*MOTION: Be It Resolved That: Article IV, Section 3, Paragraph F of the ARTS Bylaws be deleted to remove the Term Limits for the Chairman and Vice Chairman.*

ARTS LOG 13-0408-001(62nd NSDC Seminars - Staff)

Action completed as of 04-18-2013. The purpose of this ARTS LOG is for the Board to review the information regarding the Education Seminar we are presenting in Oklahoma City and to provide a response regarding their willingness to help staff the seminars. The results of this LOG are:

- 1) Thursday, June 27 - -10:30am - Staff - Jim Maczko and Edythe & Jim Weber
- 2) Friday, June 28 - - 10:30am - Staff - Roy Gotta, Jim Maczko and Edythe & Jim Weber

ARTS LOG 13-0409-001(Clip Arts Samples).

Action completed 06-30-2013 (2013 ARTS meeting.) The purpose of this ARTS LOG is for the Board and Officers to review information and samples of "modernized": Clip Art. This item will be on the agenda for the 2013 ARTS meeting in Oklahoma City. The agenda information and samples of "modernized" clip were sent to the Board and officers for review. There was no response required nor is any expected for this ARTS LOG until the 2013 ARTS meeting June 30, 2013, in Oklahoma City.

ARTS LOG 13-0412-001 (May 2013 Newsletter)

Action completed as of 05-12-2013. The purpose of the LOG is for the ARTS Officers to review, discuss, and vote on the May 2013 ARTS Newsletter. The Officers (Approved) the following MOTION:

MOTION: Be It Resolved That: The May 2013 ARTS Newsletter be approved. (APPROVED)

ARTS LOG 13-0416-001 (ARTS Tri-Fold & 62nd NSDC)

Action completed as of 05-01-2013. The purpose of this LOG is for the ARTS Officers, Jim Maczko & Jim Weber to provide input for questions regarding the ARTS Tri-Fold brochure and the 62nd NSDC in Oklahoma City, OK in June 2013. The result of this LOG is a decision to NOT revise the Tri-Fold brochure at this time. We plan to use the copies we have on hand (Jim Maczko and Jim Weber) for distribution in Oklahoma City as follows:

- A) We take all the copies we have to the convention
- B) We DO NOT ask the 62 NSDC staff to stuff into packets
- C) We distribute the Tri-Folds by hand as follows:
  - 1) Put copies on our table at the Showcase Of Ideas
  - 2) We have copies available at the Trail End Dance
  - 3) Each day of the convention we distribute them on the tables in the food court/area
  - 4) We place copies through out the other public areas in the convention center.

ARTS LOG 13-0424-001 (ARTS and The Nest)

Action Completed as of 05-11-2013. The purpose of this LOG is for the ARTS board to review and be prepared to discuss a new recruiting/marketing proposal and proposed lesson system for Square Dancing. The result of this LOG was review of information regarding the proposal from The Nest for the agenda for the 2013 ARTS meeting.

ARTS LOG 13-0501-001 (2013 Meeting Agenda)

Action Completed as of 05-31-2013. The purpose of this LOG is for the ARTS Board and Other Interested persons to submit items they believe the Board should consider during the 2013 ARTS meeting. The result of this LOG was input for the agenda for the 2013 ARTS meeting.

To: Rima Dael, Country Dance and Song Society <Rima@cdss.org>  
Dana Schimer, CALLERLAB <info@callerlab.org>  
Jerry Reed, The ARTS <DirectorARTS@aol.com>  
Bob Tomlinson, Lloyd Shaw Foundation <bobtomoh@earthlink.net>  
From: David Millstone, coordinator, Square Dance History Project  
Re: Progress update  
January 7, 2013

Dear dance colleagues,

I'd like to bring you an update on the [Square Dance History Project](#) this past year.

Enclosed is a financial statement from the CDSS Business Manager, Bob Blondin. Each supporting organization's contribution went into a fund administered by CDSS; this has greatly simplified our accounting. You will note that the largest expenses to date—and still quite reasonable ones—have been for web design. We have also made small payments to cover video expenses, along with a \$500 contribution to the University of New Hampshire to support the work they (along with volunteer Gardner Patton in New Jersey) are doing to digitize *American Squares* magazine. With this and the already-digitized copies of *Sets in Order / Square Dancing* and *The American Dance Circle*, square dance enthusiasts will have electronic access to all these valuable publications.

We launched our website in September of 2012. Our web designer, Barb Ackemann, also provided valuable expertise from her earlier career as a librarian in helping organize our digital collection. We currently have about 800 items online: 419 moving images, 174 audio files, and numerous text documents, photographs, links to other websites, and so on. The website has been accessed by more than 6,000 unique visitors; most of them come from the United States, followed in order by Denmark, Great Britain, Japan, Canada, and Germany. One indicator of the value of the site can be found in a simple Google search for **square dance history**. Of the 95 million suggested items, our site is high on the list, second only to Dosado.com, and this after only four months.

Among the special items included in our collection:

- Silent black and white footage of the Cheyenne Mountain Dancers, newly synchronized to the appropriate audio with Lloyd Shaw calling
- Film documenting square dancing in Central City, Colorado in the mid-1950s
- Footage (in color, with sound) from early 1950s, of Mildred Buhler's demonstration team, Redwood City, California
- Live audio recordings of dances and caller workshops from the 1950s and 1960s, featuring such important figures as Arnie Kronenberger, Les Gotcher, Ed Gilmore, Marvin Shilling, Jim York, and Don Armstrong
- 100 dance high-definition videos recorded at Brasstown Dare To Be Square
- 11 high-definition videos of traditional West Virginia caller Bill Ohse
- A half-hour documentary commissioned by the project, looking at the world of Challenge dancing, recorded at a C-4 weekend in Lenox, MA
- 130 singing squares, half as moving images and the other half as audio clips, with callers from Maine to California

Our website runs smoothly, built on the open source Omeka content management software. We will upgrade from our current version 1.5 to recently-released version 2. In addition to streamlining behind-the-scenes administrative functions, this upgrade will provide visitors with a more robust search engine to explore the site's contents.

Now we can turn to obtaining additional valuable resources. This month, we begin the progress of contracting for a formal copyright search of useful films we have identified. This must be completed by authorized researchers before institutions such as the Library of Congress and the National Archives will create digital copies for us of materials in their collections. Obviously, there will be expenses involved in the search, the digitization process, and, in some cases, the rights to use certain materials.

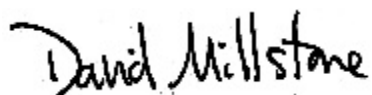
As we move into making certain pieces of film footage available, we may also need to provide more secure web hosting alternatives. Most of our moving images currently are stored at YouTube, with relatively little control over the material. We are looking at establishing a Vimeo Pro account (at a cost of \$199/year) for selected videos, which would limit the ability of viewers to embed those clips on their own pages and would, we hope, reassure copyright holders that we are providing sufficient security for their films.

We have regional styles that are not yet well documented on the SDHP site; for example, we need footage from Cape Breton's rich dance tradition, from the upper Midwest, and more from Quebec. We also want to strengthen our collection of moving images showing cotillions and quadrilles, those important historical antecedents to today's squares. We also have additional interviews to film, edit, and make available.

This year will see the creation of more exhibits to showcase materials already in our collection. In the works are exhibits on Women Callers (modern square dance), Great Callers (mostly traditional square dance), and the recent surge—beginning in Portland, Oregon, and spreading to other cities—of new square dance series focusing on traditional southern Appalachian dances. Tony Parkes and I will present a workshop on Square Dance History at the New England Folk Festival in April, which will highlight the SDHP site; you can be certain that we will thank our sponsoring organizations. I have also been discussing similar presentations with the Education Committee planning the National Square Dance Convention in Springfield, MA, in June 2015.

In short, we are off to a fine start. The financial support your organizations have provided is making possible this rich collection of materials about our shared interest in the many forms of square dance. If you have any questions about any aspect of this project, please don't hesitate to get in touch.

Yours truly,

A handwritten signature in black ink that reads "David Millstone". The signature is written in a cursive, slightly slanted style.

Type	Date	Num	Name	Memo	Split	Amnt	Balance
Journal	1/31/2012	12-MMX-0023	LSF Cmbldnc Dnc Wk	LSF fiscal agency	1101	2,000.00	2,000.00
Bill	2/2/2012	Inv#: 557	Ackemann, Barb	Project-Mtg /Web Devt	2001	-690.00	1,310.00
Bill...	5/10/2012		Seng-Wheeler, John Michael	Dare to be Square Project	2001	-310.09	999.91
Journal	5/18/2012	12-MMX-0107	Callerlab	SD History	1011	4,500.00	5,499.91
Bill	5/24/2012		Teten, Carol	Perm use footage - Lancers Quadrille	2001	-100.00	5,399.91
Journal	6/1/2012	12-MMX-0151		SD Hist- ARTS	1011	2,500.00	7,899.91
Journal	6/5/2012	12-JE-119	CDSS admin fee -	Agent SD Hist	SPLIT	-90.00	7,809.91
Journal	6/5/2012	12-JE-119	CDSS Admi Fee Fiscal Agent Proj		SPLIT	-90.00	7,719.91
Bill	6/29/2012	614	Ackemann, Barb	SWeb dev May-June	2001	-120.00	7,599.91
Bill	6/29/2012	595	Ackemann, Barb	Feb. & Mar. web dev	2001	-300.00	7,299.91
Bill	8/16/2012		The UNH	digitization of ASD	2001	-500.00	6,799.91
Bill	8/31/2012		Ackemann, Barb	August'12 Web Development	2001	-75.00	6,724.91
Journal	8/31/2012	12-JE-176 ,	Rev 12-JE-119	Agent fees - 06/05/12	4500	90.00	6,814.91
Grants	9/25/2012	12-JE-199	SD Project CDSS	2012 SD Prjct	6551	5,000.00	11,814.91
Bill.	9/28/2012		Sebold, Ray	video - Lenox MWSD C-4 dance	2001	-150.00	11,664.91
Bill	9/28/2012		Plummer, Doug	video Dare To Be Square, Seattle	2001	-350.00	11,314.91
Bill	9/30/2012		Ackemann, Barb	09/12 web dev	2001	-606.00	10,708.91
Journal	9/30/2012	12-JE-207	CDSS admin fee	\$5K donation	4500	-50.00	10,658.91
Journal	10/2/2012	12-JE-206	J Mayo Reclass	B Heyman	4500	-218.94	10,439.97
Bill	12/28/2012		Ackemann, Barb	domain reg	2001	-75.98	10,363.99
Total		2310	Fiscal Agent	SD Hist			10,363.99
<b>TOT</b>							<b>10,363.99</b>

**Dear Square Dancers and Callers:**

Allow me to introduce myself. My name is Dale Bennett with **THE NEST**.

In any event, I am an avid square dancer with a deep desire to promote our activity and reverse its unfortunate decline. Over the next few years, we will be developing various tools and curriculums as well as online applications that will allow square dance clubs and callers to operate more efficiently and effectively.

Because square dance clubs work so independently, and due to our aging demographic; the technical skills needed to compete in today's world are frequently lacking at the club and association levels. Consequently, most are functioning as if it were still 1983 and are unable to compete in the modern world.

Our mission at "The Nest" is to close this technological gap and provide a plethora of resources, tools and online applications that will help bring square dancing into the 21st century.

Don't forget the old adage: "If we continue to do what we've always done, we'll continue to get what we've always got." In other words; change requires change.

Square dancing has been in severe decline for nearly three decades. We are going to reverse that trend and we will not be deterred.

**Disclaimer:** You can be assured...

1. We will **not** be modifying any calls or definitions (this is CALLERLAB's domain)
2. We will **not** be engaging in the ongoing discussions between CALLERLAB and the ACA regarding calls and levels.
3. We will **not** be taking sides in the **Mainstream** vs. **Plus** debate. In time we hope to demonstrate this is an unnecessary dichotomy.

Below is a list of the various initiatives we will be undertaking. We are going to:

- Launch blogs that will provide a national forum for various, needed discussions
- Form a marketing and advertising co-op of the country's most successful and knowledgeable square dance promoters.
- If you or your club has been successful in promoting square dancing, please step forward.
- Develop an online resource of the most effective promotional methods.
- Provide an online application to help clubs manage themselves more effectively and efficiently in every aspect of their operation.
- Provide a curriculum that will facilitate **year-round enrollment of new student dancers**.
- This was our first initiative (over the past eight months) and, although we are continually tweaking; with the expertise of callers, Sharon Murphy and Jim Cox, we have developed a prototype that is working very effectively.
- We are able to integrate new dancers into our class ANY WEEK OF THE YEAR without slowing down the rest of the students.
- **This has been a super hard nut to crack - but all of our programs and initiatives are tied to and dependent on this one key component. YEAR-ROUND recruitment and assimilation is the cornerstone of why we exist.**
- The entire curriculum will be released later this year. However, if you're interested in being a beta test club, please let us know.
- Our one and two couple curriculum (2860 lines, 106 pages) is recorded and in print and consists of 389 modules with an average of 8 calls per module (Basic – Mainstream – Plus).
- Using one and two couple sequences is fundamental to the success of the new-student integration process. (callers, don't be too hasty to judge)
- The printed version of our full square curriculum is currently in development.
- Provide training videos of each call from both an overhead and floor level view.
- All 80 two couple calls (Basic thru Plus) have already been filmed and are currently being edited – due for release in April.



- Each call was shot from two vantage points – overhead and floor level
- The dancers are NOT wearing square dance attire (this decision was not made lightly)
- The videos will be temporarily posted on YouTube. Stay tuned.
- Develop an online application that will allow callers (in real time) to know the calls they should and should not use at a Hi-Low or student dance, based on the specific students in attendance.
- Develop an online application so students can automatically be sent (via email each week) the video links illustrating the calls they will be learning at their next club lesson.
- The same downloadable videos can also be used during class time
- Implement and encourage the use of various social media. (Facebook, Twitter, YouTube, etc.)
- Develop a 12' by 12' modular, LED lighted dance floor that will assist students by showing them step-by-step, in real time, where to go for each call. It can also be used in a phantom dance scenario.
- An 8' by 8' version will also be available for two couple squares
- These floors will be an outlandish experiment down the road and not at all crucial to our primary objectives. It does illustrate, however, we are capable of thinking outside the box. *f°*
- Initiate and administer a nationwide "5-Club-Sign Co-op".
- **This will be our next initiative and is ready for immediate release.** As a matter of fact, it is one of three attachments received in this email.
- Hosting live webinars (teleconferencing and video conferencing) on a variety of square dance subjects.
- These will be led by experts in their field
- Anyone with a telephone or computer will be able to attend at no cost
- Provide online registration for state conventions and other "weekend dances".
- Provide very low-cost manpower to assist clubs in fund-raising.
- This will involve club members selling their used/unwanted "stuff" on Craigslist and Ebay
- Your members will not have to be computer savvy or able to post the items themselves
- We have a team in place that can facilitate the entire process
- If embraced by local clubs, these will be fundraisers on steroids.
- A detailed description of this program can be found in one of the attached PDF files.
- Provide a website tool that will allow every club and association to create a professional looking website.
- Establish a national toll free number for new student inquiries. You will be able to advertise anywhere using a common vanity phone number (1-855-FUN DANCE). After the prospective student enters their Zip Code; their call will be transferred to a designated member of your club. (Zip Codes will be allocated on a first come first serve basis.)
- Participating clubs will be asked to donate \$10.00 per year to help defray the cost
- Clubs participating in the "5-Club-Sign Co-op" will be given preference
- We will make available "one size fits all" square dance business cards to advertise your club's lessons.
- Full color two sided business cards with a Nationwide phone number. Inquiries will automatically be forwarded to a designated person in your club.
- Your club's zip code will be used to forward the calls directly to you. It happened
- The "one size fits all" business cards will be available for approximately \$10.00 per 500
- Clubs that store their prospect's contact information in our national online database will be able to take advantage of our professional follow-up program. TMA (top of mind awareness) is the goal of all advertising.
- Emails, YouTube links, Facebook, Twitter, SMS texting, webinars, teleconferencing, links to clubs websites, schedules of demos and dance parties, etc. can all be used to constantly promote square dancing so that it becomes more than a mere fleeting thought in the minds of your prospects.
- **HEAR THIS:** The gadgets and electronics that drew people away from the square dance halls can now be used to bring them back. Join us as we help you do this.
- **For those using The Nest curriculum that allows new dancers to begin taking lessons any week of the year; constant, unstoppable growth is within reach.**

**THE MORE THE MERRIER...**

We have already amassed an international list of nearly 11,000 e-mail addresses of dancers and callers. If you want to help promote the above initiatives; without violating ethics, please provide any and all e-mail addresses of your local dancers and callers. If you haven't already, you will receive a follow-up survey that will allow you to add e-mail addresses of those that need to be on our mailing list. Stay tuned.

- Of course, anyone may unsubscribe at any time if they are not interested in receiving the content.
- If you're an association or club leader, encourage your organization to modify its policy about the use of its club roster. Be bold! Changes are needed!
- Short of that; forward this email to the members of your club, club leaders or your association.

**In conclusion;** as you are well aware, square dance clubs are dying every week – and it's so unnecessary. We are living in a world that facilitates working collaboratively which can absolutely keep this from happening - but we must act now. The future of square dancing depends on the decisions YOU make.

**Please support our initiatives; they are only intended to help. An encouraging reply will not go unnoticed!**

P.S. If you would like to assume a leadership role in any of the above initiatives, please let me know. If I do not get back to you right away, please understand. I am inundated with dozens of emails every day.

*Postscript: A few of you have expressed concern that you cannot find my web site. It is in development and not ready for public consumption. Our initial efforts (since March, 2012) were focused on the curriculum mentioned above. Web sites were not necessary at that point. Furthermore, time & financial resources are limited. But be assured; we are going as fast as we can!*

Comments regarding Re-Branding of Square Dancing  
By Jim Taylor dated June 30, 2013

Appoint an independent committee of interested national organizations (ARTS, CALLERLAB, USDA, ROUNDALAB) who will commit to communicating and cooperating in a master plan to establish an acceptable, recognizable brand of square dancing and a means of promoting square dancing nationally.

Plan:

Work with a professional Rebranding company:

Define who we are as an organization (*activity*).

How do we want to portray square dancing to the public?

Create mission statement for the committee such as:

“Increase square dance awareness and participation by 15% in 5 years”.

Create a Logo

Create/decide on an on-line tag such as: “Square Dance for the Health of it”.

Create a national promotion campaign.

Create a fund raising program.

Create a 5 year plan.

Suggestions for thought by  
Jim Taylor  
Treasurer - USDA