



ARTS-DANCE - NEWSLETTER

APRIL 2024

Message From Our Chair (Erin Byars)

Successful communication can mean different things. In a square/round/folk dance setting, there are several different lines of communication and they are all essential to club relations and, ultimately, happy dancers!

Club to Dancer communication

The club's responsibilities include informing members about dance traditions and etiquette, club rules/regulations, class schedules, upcoming dances and special events. They should also educate members about the caller's place as leader during dancing. It is usually the club's job to meet with individuals/couples about sensitive situations, like avoiding excessive use of alcohol.

Club to Caller (And Caller to Club) Communication

First of all, the club should make sure they hire an instructor who teaches in a way which fits in with the club's goals. If they are smart, they will audition possible candidates, asking them to teach a few calls and evaluate their style and success. They should discuss what the club's expectations are and make sure this new employee will keep those lines of communication open.

The caller needs to know what dance programs the club expects him/her to teach and call. He/she also should be kept abreast of schedule changes, dark nights, etc.

The club counts on the caller to keep the club updated on changes that organizations like CALLERLAB and ROUNDALAB make to the dance programs as they affect the education and entertainment of the dancers.

Caller to Dancer communication

Adding new dancers to our ranks is more important than ever right now. It is imperative that students received the best, clearest, and most comprehensive instruction possible.

When it comes to teaching dancers, and leading the dance, the caller's voice should be the only one heard. It can be very confusing to the students to hear instructions coming from more than one person – especially if that information is conflicting!

Sometimes instructors approach the teaching of a move along a path more experienced dancers don't understand. Or the long-time club members become impatient and think they can speed things up by coaching new folks themselves. What they may not see is that a good instructor has a plan – a careful, “step-by-step” system for teaching each move.

Let me be blunt – at no time should a dancer “correct” the caller from the dance floor, or tell the dancers what to do. Dancers need one voice, and only one, giving commands. Any thing else causes confusion. This is especially important during intro sessions or party dances. It is not a crisis if each dancer doesn't get all the moves perfectly – the goal is to get them into a regular class where they will get more in-depth lessons.

If you believe the caller has misspoken, wait until a break and approach him/her quietly. I have heard callers accidentally replace “right” with “left” and not realize it. It is best (but not urgent) to let them know, so they can pass that on during the next tip or session.

Two methods I have personally used to support the dancers without spoiling the flow of the lessons:

1. Raising my hand and, when called upon, say “Could you please explain/demonstrate that one more time? I didn't understand.” The caller knows I know (wink, wink).
2. When new dancers approach me during a break and ask questions, I say “Let's go ask the caller! I know he/she would love to explain,” and I walk them up to the stage.

In closing...

Social events within the club can help everyone to feel comfortable with each other, which makes communication easier. Let's get together and communicate!

Erin Byars
ARTS Chair



Live Lively - Dance

2024 ARTS MEETING

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

Historically this meeting has been held on the Sunday immediately following the NSDC. There is always an open invitation to ALL dancers and dance leaders to attend our meeting.

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

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

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

*“Good judgment comes from experience,
and a lot of that comes
from bad judgment”*

Will Rogers

NEWS FROM BOARD MEMBER (IAGSDC)

The International Association of Gay Square Dance Clubs (IAGSDC) will hold its 41st Convention in Durham, NC, July 4-7, 2024.

Starting Monday, July 1st, the convention will have a callers school featuring Betsy Gotta as the Accredited Caller Coach with three days of intensive instruction. Also featuring Patty Green as a Caller Coach and Allan Hurst as a teaching assistant.

Thursday night, July 4th, will be the Trial In Dance featuring Jerry Butler and Tony Oxendine.

Starting Friday, July 5th, the convention offers a full program of dancing from SSD thru C4 and featured an Internationally acclaimed calling staff including:
Barry Clasper Betsy Gotta Dayle Hodge
Ett McAtee Geo Jedlicka Justin Russell
Michael Kellogg Patty Greene Sandie Bryant
Ted Lizotte Vic Ceder

Many exciting tours and events are being offered!!
For more information visit:
www.carolinatwirl2024.com

Looking to the future, the 42nd IAGSDC Convention, will travel to San Francisco, CA in July 2025. The convention will also feature a calling school and a full program of dancing. The host hotel will be the San Francisco Marriott Marquis with dancing beginning on July 3, 2025. Featured calling staff of Sandie Bryant, Vic Ceder, Bill Eyler, Darren Gallina, Eric Henerlau, Geo Jedlicka, Kris Jensen, Michael Kellogg, Harlan Kerr, and more to be announced. For more information visit www.hitchhikeacrossthegalaxy.com

NEWS FROM BOARD MEMBER (All Join Hands)

During 2023, All Join Hands (AJH) continued to help clubs rebuild. AJH provided approximately \$32,000 in support for ongoing projects/programs including future convention seed money through 2028, new dancers program, club meeting space program, and club directed funds. With the success of the 40th IAGSDC Convention in Ottawa, Canada in 2023, AJH provided approximately \$8,300 in support to All Join Hands Canada and the Ottawa Convention.

All Join Hands is committed to rebuilding our square dance community with a rebirth and rebuild in 2024!

NEXT ARTS BOARD MEETING
Sunday, June 30, 2024
Milwaukee, WI

All Are Invited
Contact - Jerry Reed
[**DirectorARTS@aol.com**](mailto:DirectorARTS@aol.com)

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

If you are looking for a video resource to help you recruit or retain dancers we can help! The ARTS has created videos with information about the many benefits of dancing. Links to the videos are intended to be posted and shared throughout the dancing community. As the videos become available links will be posted, shared and publicized. All clubs are encouraged to help publicize these videos.

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

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

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

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

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

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

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

(NEW!) In the fifth video, Dr Douglas Lee discusses the very valuable social aspects dancing, including many activities outside of the actual square dance. These activities include picnics, day trips, celebrations such as the 4th of July, and many other. This type “outside” gatherings helps build what has been named “social capital.”

The videos are posted on the ARTS web site under “Promotion Videos”: www.ARTS-Dance.org

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

Square Dancing may look complex to non-dancers. However, new dancers learn one move at a time, practice that move, then learn another and another. After a series of lessons, new dancers blend in with experienced dancers.

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

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

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"

The PDF version of this presentation is posted on the ARTS web site under “Documents”. We encourage everyone to take a look at this striking presentation. You may also request a copy by contacting: ExecutiveDirector@arts-dance.org

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, including information and forms are available on the ARTS web site:

www.ARTS-Dance.Org

Please visit the site and click on "ARTS Add A Buck Program" If you have questions or concerns, please contact our Executive Director, **Jerry Reed**:

ExecutiveDirector@arts-dance.org

ARTS BOARD

The ARTS brings together the major dance organizations in the USA. Our goal is to revitalize our activity and educate the public on the multiple benefits of dancing. Quite simply, we have this wonderful, healthful, and fun activity, but with so much competition with other leisure pursuits, we need to figure out the best way to bring more people into it.

The Member organizations maintain their independence and concentrate on their individual goals and missions. Each member has an equal voice in the decisions of The ARTS and is encouraged to provide the views and input from their organization. The true beauty of the alliance is its ability to increase cooperation among Member organizations. The ARTS has been able to bring together the varied dance forms to work toward the common goal of increasing the public's awareness of the activity and to increase the number of dancers.

There are currently nine Members of the ARTS Board. These organizations include:

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

A complete list of Officers & Board Members is available on the ARTS Web site:

www.arts-dance.org

If you have questions or concerns you believe the Board should discuss, please contact your representative or our Executive Director, **Jerry Reed** at: ExecutiveDirector@arts-dance.org

DANCE FACT SHEET

The DANCE FACT SHEET is designed to help those who deal with the media to inform them of what the dancers know full well - this is a terrific activity with multiple benefits. Included is a time line of major events in the dance activity from the 1400s-1500s to 2021. The Fact Sheet was recently updated.

Please take a look at the Fact Sheet. Click on "Dance Fact Sheet" on the ARTS Web Site:

<http://www.arts-dance.org/>

2023/2024 ARTS OFFICERS

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

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/>

"FREE MONEY!!!"

ARTS EDUCATION GRANT PROGRAM

Our Educational Grant Program encourages dance organizations to conduct Educational Seminars. In addition to the other topics, the seminars MUST include information about The ARTS. A Grant of up to \$200.00 (or up to 50% of the costs, whichever is less) is available to cover the costs to present a seminar.

To apply for a grant, download and complete the Educational Grant Application, available at www.arts-dance.org send the completed form to ARTS Executive Director, **Jerry Reed** 4461 Stack Blvd, Apt D-231, Melbourne, FL 32901 OR Email - ExecutiveDirector@arts-dance.org

PROMOTION/MARKETING MATERIALS

The goal of The ARTS is to bring information about our activity to non-dancers and to help increase the number of dancers. One way we do this is to provide dance clubs and others with promotion materials they can use in their marketing efforts. Several sample ads are available. Please contact **Jerry Reed** and request the materials for use by your club as you determine is best to publicize new classes. These ads are available to ANY group free of charge ExecutiveDirector@arts-dance.org

We thank **Erin Byars** for her work to create these ads. She used a formula for advertising that was sent out by **Nasser Shukayr**. He has reviewed these ads and approves.

There are several versions of each of four ads:

1. Email version (sample) -- the sample version gives an example of how the groups information could be placed on the ad.
2. JPEGs. This version is also suitable for posting on social networks such as FaceBook
3. Print version (sample) -- this version is designed to print two half-size flyers on 8.5 x 11
4. Print version -- the 2-up print version with space for individual group information
5. Print version BW (sample) -- same as #3 in black and white
6. Print version BW -- same as #4 in black and white

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.

ARTS MEMBER ORGANIZATION EVENTS IN 2024

- For Information for a Specific event
Please Contact the Board Representative
- 66th NSDCA International Camporee**
Fund du Lac, WI - June 18-20-2024
- 2024 CONTRALAB Convention**
No Information
- 73rd NSDC**
Milwaukee, WI - June 26-29, 2024
- 48th ROUNDALAB Convention**
Milwaukee, WI - June 22-26, 2024
- 2024 USAWest Convention**
Dark - No Convention
- 43rd USDA Meeting**
Milwaukee, WI - June 26, 2024
- 2024 ARTS Meeting**
Milwaukee, WI - June 30, 2024
- 2024 IAGSDC Convention**
Durham, NC - July 4-7, 2024

ARTS Board and Officers 2023-2024 OFFICERS -

- 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)

BOARD MEMBERS

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