



# ARTS-DANCE - NEWSLETTER

May- 2012

## Message From Our Chairman -

Hard to believe that the year is almost half over and we start to embark on Nationals. It seems like yesterday we were in Oklahoma City!

Thanks to all who attended the ARTS Board Meeting in OKC. We accomplished a lot at our meeting and I look forward to our future!

The you2candance.com website continues to grow and get the message out to the world. With the age of technology, we embarked on a world wide web presence. We will continue to market ourselves in as many forums as possible bringing square dancing, round dancing, and contra dancing to the world wide web!

With the 61<sup>st</sup> National Square Dance Convention about a month away, I want to thank those people who have volunteered their time to participate in the Showcase of Ideas and the seminars that ARTS is hosting at this Convention. There are several members of our group that will not be in Spokane as we will be in Vancouver at the 29<sup>th</sup> IAGSDC Convention, I encourage those who are going to Spokane to lend a hand to help promote ARTS. Contact ARTS Executive Director, Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org), to see how you can get involved in Spokane or with the ARTS in any other way..

ARTS continues its current programs: ARTS Add-A-Buck, ARTS Dance Travel, ARTS Grant Programs and many others. For more information on any of these programs, please contact Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org).

We're profoundly grateful to all of the members and contributors to the ARTS! You help to make everything we do possible.

Gordon Macaw – Chairman of the Governing Board Alliance of Round Traditional and Square Dance, Inc.  
[chairman@arts-dance.org](mailto:chairman@arts-dance.org)

## 2012/2013 Officers -

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

## 2012 Annual ARTS Meeting -

The 2012 ARTS meeting was held Sunday, March 4, 2012 immediately following the 62nd NSDC Pre-Convention in Oklahoma, OK. Minutes of the meeting are posted on the ARTS web site: [www.arts-dance.org](http://www.arts-dance.org)

There is an open invitation to all interested persons to attend any of the ARTS meeting. If you would like to get more information -- Copies of the minutes of all past ARTS meetings are available on the web site: [www.arts-dance.org](http://www.arts-dance.org)

## Square Dance History Project (SDHP) - Grant

One of the goals of the ARTS is to promote and publicize the history of our activity.

In 2011 a Grant request from the SDHP was approved in the amount of \$2,500.00. SDHP is working toward completion of their work and has created a web site, please visit to see the progress: <http://SquareDanceHistory.org>

In time, this site will provide access to a rich collection of information about the history of American square dancing and its many forms. Eventually, this will include moving images, audio clips, text, interviews, and photographs.

In addition to the financial support the group has already received, they are also seeking major grant support. Obtaining the rights to old footage can be expensive, let alone the cost of digitizing the images on film.

Square dancing has been an integral part of American social life for centuries. Traditional square dance was vital for generations of Americans, especially in rural communities; in the post-World War II era, modern square dance similarly enjoyed participants numbering in the millions.

Despite its popularity, the history of square dance has not been well documented. Scores of books explain specific figures and calls, but there is no current source that offers a detailed discussion of the development of this form of American social dance.

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The project will assemble many sources of information in one well-organized digital library with a robust web porta. In addition to helping us appreciate our rich square dance heritage, the site will include ample resources to inspire current callers, musicians, and dancers, in order to serve the living tradition.

The project is a collaboration between organizations and a group of dance historians representing both traditional and modern square dance. The individuals will act as informed curators. In turn, the Square Dance Foundation of New England will contribute items from its vast library of square dance materials. The group has also been working closely with the University of New Hampshire Special Collections, home of arguably the world's largest collection of square dance materials, they have offered useful technical and archival assistance.

From dance callers seeking information about particular calls to social dance historians, from casual viewers to dance enthusiasts, the Square Dance History Project will serve many users. The rich story of North American square dance will finally have a home in the digital age.

#### **ARTS-DANCE - Education Grant Program-**

Our Educational Grant Program was established, to encourage various dance organizations to conduct Educational Seminars to help inform and educate attendees about various topics related to the activity and help promote ARTS-Dance. In addition to the other topics, the seminars MUST also cover who and what ARTS is and its goals and accomplishments. Any square, round, contra, clogging, or folk dance organization willing to present a program which includes explaining ARTS and its function in the dance community may apply for a grant.

Associations, organizations, or dance promoters may apply for an Educational Grant of up to \$200.00 (or up to 50% of the costs, whichever is less) to cover the costs to present a seminar. The seminar must include a session explaining the ARTS, its history, accomplishments, and current and future programs. This session can be a method to introduce ARTS to the dancing community, and further familiarize others with ARTS accomplishments and programs. A sign-in list of attendees must be circulated at the session, and if 10 or more attend, the session would qualify for a grant. If there are less than 10 attendees, the organization would not qualify for funds. Any consideration would be subject to availability of funds.

The leaders must complete the Educational Grant Form, which can be obtained from any ARTS officer or can be printed from the ARTS-Dance web site: [www.arts-dance.org](http://www.arts-dance.org). The application must be submitted to the ARTS Executive Director at 943 Tamarind, Rockledge FL 32955, or Email: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org) and must be received at least 60 days prior to the event. An estimate of expenses must be completed on the application. After review, ARTS will notify the applicant if they qualify for the grant. No organization may receive more than one grant in any one calender year.

#### **Facebook Account -**

The ARTS has established a Facebook account at: <http://www.facebook.com/groups/139097599434143/>. For more information contact Jim Weber at: [webmaster@arts-dance.org](mailto:webmaster@arts-dance.org)

The ARTS-Dance is a non-profit organization and is operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, Traditional, Contra, Clog, Line & Folk Dancing..

#### **ARTS Email Tree -**

The ARTS has established an electronic system to help disseminate information directly to all dancers in the USA. Email tree representatives for over 28 states have agreed to serve as contact points for the ARTS Email Tree. The system will work 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. If you would like to help, please contact the Executive Director, Jerry Reed at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org) We welcome and value your comments.

#### **BackGrounder -**

During the ARTS-Dance Public Relations Seminars held at the National Square Dance Convention® in Portland, Oregon in 2005, the national public relations firm of Weber Shandwick proposed to ARTS that they develop a Square Dancing BACKGROUNDER. What is a backgrounder? Well, that is what we learned during these Portland ARTS Public Relations Seminars.

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A Backgrounder is simply a single document detailing the basic facts explaining the significant physical, mental and social benefits of Square Dancing. It also summarizes our history, provides definitions for Round Dancing, Square Dancing, Contra/Traditional Dancing, and a historical time line showing the development and growth of these dance activities, including a brief listing of the major dance organizations that have joined together to create the Alliance of Round, Traditional and Square-Dance, INC (ARTS-Dance).

The Backgrounder is not just a listing of information, it also provides interesting "Factoids about Square Dancing" adding short facts of where our activity has been, how the activity has been portrayed in the media, television and the movies, and identifying some of the more prominent Americans who have been involved with its development. To more readily show and represent our movement, the Backgrounder includes multiple photos depicting the fun and its colorful aspects.

The focus of the Backgrounder is to facilitate dancers who have the opportunity to deal with the media to inform them of what we dancers know full well - this is a terrific activity that is more than fun, it has multiple benefits. By providing a Backgrounder to any representative of the media we can be assured that the news article developed by any reporter equipped with the Backgrounder will have useful and ACCURATE facts that they may incorporate into their article or news report when they cover a dancing event.

This Backgrounder has been created in such a way that a local club or association has the ability to customize certain portions, such as contact information to identify the local club or area association's point of contact.

These Backgrounders are available to be downloaded from the ARTS-Dance.org website ([www.ARTS-Dance.org](http://www.ARTS-Dance.org)) and will be available during the annual National Square Dance Conventions at their Showcase of Ideas.

As a tool to encourage others to try our dance activities, a supply of Backgrounders may be left in Doctor's offices waiting rooms for their patients to read and understand the health benefits of Dance. Everyone is welcome to utilize these Backgrounders to promote our Round, Traditional and Square Dance.

### **ARTS-Dance Publicity -**

In spite of the efforts of many over the years, ARTS-Dance is still a relatively unknown entity to many dancers. To help explain who we are and some of our goals and accomplishments we present Educational Seminars during the NSDCs and USAWest conventions.

The ARTS administers a Grant Program to help dancer groups finance educational seminars or gatherings.

For more information visit:

[www.arts-dance.org](http://www.arts-dance.org)

### **You2CanDance.com -**

The You 2 Can Dance web site was launched at the National Square Dance Convention in Louisville KY in June 2010. The site is up and operational at [www.you2candance.com](http://www.you2candance.com). There are three videos showing Modern Square Dancing, Round Dancing, and Contra Dancing, as well as detailed explanations of the three dance forms, Squares, Rounds, and Contras. Each section has a resource page for locating a caller, cuer, or club near you. The site is designed for those not already in the activity.

### **WE NOW NEED YOUR HELP!!**

The problem we are having now is getting ALL of the known square, round, and contra clubs listed on the web site, as well as all of the callers and cuers that want to be listed. It is easy to get your club's info listed. Simply go to your state's "find a club" page and click on the line that says, "To add or update your club's listing" and fill in the requested information. The same goes for callers and cuers. We are asking you to check your own information and to pass the word along to everyone you know.

Listed below are ways to use the new web site to help promote dancing in your area. If you have any additional ideas, please send them also via the "contact us" button at the bottom of the home page.

### **How to Use You 2 Can Dance**

1. Make you2candance.com your home page. Every time you go on line, you will register a "hit" to the site. This helps it move to the earlier pages when someone does a search.
2. If you have a web site, be sure to add a link to this site. The number of links to a web site is a major factor in moving it to the first few pages of search engines.

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3. Make sure you are listed on the web site, whether you are a caller, cuer, or club.
  - If you have a web site, we will put a link to your site.
  - If you have an email address, we will put a link to it for immediate contact by a visitor to the site.
  - Send data to [info@you2candance.com](mailto:info@you2candance.com)
4. Everywhere you can we ask you to advertise "you2candance.com". It is a non-threatening, no pressure way to get people to check us out, and no one will bother you unless you choose to be a contact.
  - Put a little sign in one of your car's rear windows. Just [you2candance.com](http://you2candance.com), nothing else. You don't have to put your phone number or any explanation. If enough people do this, eventually people will visit the site, just to see what it's all about.
  - Print up business cards that just say [www.you2candance.com](http://www.you2candance.com). Leave them laying around in waiting rooms, libraries, on supermarket bulletin board, anywhere someone might just pick it up and say "What the heck is this?"
  - Make up a banner and hang it outside where you dance, or when you do a demo.
5. Use this web site on your flyers for open houses or other recruiting literature. People unfamiliar with the dance activity can watch a video of actual dancers and listen to a description of the activity given by a professional voice-over artist.
6. This web site isn't by any means the only tool you will need to help our activities grow. It is, however, another weapon to put in your arsenal. ARTS-Dance has created this to help you educate the public about what it is that we enjoy so much.

Remember, the more times someone sees something, hears something, comes into contact with something, the more likely they are to at least give it a try. After all, that's all we're asking, just give us a try.

**Plan to attend the 61<sup>st</sup> NSDC in  
Spokane, WA - June 28 - 30, 2012**

Next ARTS Meeting  
9:00 AM - Sunday, June 30, 2013  
Immediately Following the  
62<sup>nd</sup> NSDC  
Oklahoma City, OK

#### **ARTS-Dance and NEC -**

For many years the National Executive Committee (NEC) published the National Squares magazine to provide the dance community with information about the upcoming National Square Dance Convention (NSDC).

Recently the NEC decided to stop the publication of National Squares as a hard copy (paper) document. This action was taken for several reasons including low subscription numbers, the high cost of printing, and the ease of electronic distribution. The NEC is a Member of the ARTS Board and had requested approval for the ARTS to help with distribution of the National Squares E-Bulletin through the ARTS Email Tree. The Board has approved this request.

#### **ARTS-Dance and NSDC and USAWest -**

Since its inception, the ARTS has supported the National Square Dance Conventions (NSDCs) and the USAWest Conventions. We provide information seminars as part of the convention education program and we have a display in the Showcase Of Ideas. The Board encourages all dancers, callers, and cuers to attend these events. When thousands of dancers get together, you cannot help but have fun

#### **ARTS-Dance at 61<sup>st</sup> NSDC -**

The 61<sup>st</sup> NSDC will be held in Spokane, WA June 27 - 30, 2012. This promises to be another fun-filled convention. For information visit: [www.61nsdc.com](http://www.61nsdc.com)

The ARTS will exhibit our high-quality information Tri-Fold. This brochure provides information about The ARTS including a list of Board Members, accomplishments, and plans. Copies of the Tri-Fold will be in the convention packages. Copies of the Backgrounder brochure and You2CanDance will also be available in the Showcase Of Ideas.

The ARTS will also present Educational Seminars:  
- You2candance.com - Promoting Dancing Through The ARTS Website  
- Potential & Perspective - the Future of Our Activity

#### **ARTS & TRAVEL -**

The ARTS-Dance online TRAVEL SITE has been activated for a number of years. Our agreement with YTB Travel has been extended indefinitely. Please visit [www.arts-dancetravel.com](http://www.arts-dancetravel.com) before making your travel plans. You will enjoy the same savings as other online travel sites and help The ARTS by using this service.

**ARTS Meetings -**

The ARTS Bylaws require the Board to meet at least once a year. Normally this annual meeting is held immediately following the NSDC.

The Board may change the date and location of the meeting as needed. ALL interested persons are invited to attend any ARTS meeting. The Board welcomes participation and additional input. The ARTS Board Members are working to help increase the number of dancers and the Board is always looking for new ideas to help this effort. Please consider attending a future meeting.

Copies of the minutes of past meetings are posted on the ARTS web site. Please take a look to see the work we have done and are planning.

For More Information Contact  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

Looking For Financial Assistance For An Educational Gathering?  
The ARTS Education Grant Program:  
<http://www.arts-dance.org/>

**Volunteers & Helpers -**

The ARTS-Dance is dedicated to promoting our activity and to raising awareness of the activity among the non-dancing public.

We are always looking for new ideas and volunteers to assist in our mission. The Governing Board represent all the major dance organizations in the USA. These dedicated dance leaders work hard for the ARTS and for the dance activity.

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](mailto:ExecutiveDirector@arts-dance.org)

Do you have non-dancing friends? Do you want them to learn more about our activity?  
Have them visit the You2Can Dance web site to learn more about activity  
[www.you2candance.com](http://www.you2candance.com)

**ARTS Governing Board Organizations**

The following organizations have agreed to support The ARTS

- > All Join Hands
- > 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
- > United Square Dancers of America (USDA)

Please Plan to attend the 61<sup>st</sup> NSDC in Spokane, WA and the ARTS Education Seminars

1st Seminar - 1:30 PM on Thursday  
3rd Seminar - 11:45 AM on Saturday  
"You2candance.com - Promoting Dancing Through The ARTS Website"  
Staff - Roy Gotta, Jim Maczko and Jim Weber  
The ARTS has created a new web site and three videos (DVDs) dedicated to attracting new dancers. This seminar will provide information regarding the following main points of this project: 1) Establish a dedicated web site, 2) Create professional, upbeat videos of approximately two minutes for each segment of the activity, and 3) The videos may be accessed through the web site and copies are available. Come join us to learn more about this project and how the ARTS is using technology to help increase the number of dancers

2nd Seminar - 11:00 AM on Friday  
"Potential & Perspective - the Future of Our Activity":  
Staff - Jim Maczko and Jim Weber  
Description - The ARTS has been evaluating the state of our dance activity for several years now. In this seminar, results of our research will be presented, along with projects being explored to increase participation in our dance activity. We will also discuss ARTS resources available to YOU to help YOU and your club to promote dancing, including financial assistance. The ARTS wants YOUR input on projects we can pursue to help increase participation in our dance activity This session