



# ARTS-DANCE - NEWSLETTER

February - 2012

## Message From The Chairman -

As we embark on another year, we reflect on our past accomplishments.

Our major project for the past few years has been very successful. The you2candance.com website was launched in 2010 and it continues to be a work in progress. Special thanks to Roy Gotta for all his hard work in getting this website launched and bringing square dancing, round dancing, and contra dancing to the world wide web!

ARTS Tri-Fold Brochures were updated in 2010 and a downloadable PDF copy has been posted on the ARTS web site ([www.arts-dance.org](http://www.arts-dance.org)) These brochures continue to be a great marketing tool. If you need some, either download from the web site or contact the Executive Director Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

During the June 2011 ARTS Board meeting the Governing Board designated the week of February 26 thru March 3, 2012, as "ARTS Benefit Dance Week." The Governing Board has requested that during this time all ARTS Board Member organizations be encouraged to promote and sponsor ARTS Benefit Dances.

ARTS continues its current programs: ARTS Add-A-Buck, ARTS Dance Travel, ARTS \$100,000 Club, ARTS Grant Programs and many others. For more information on any of these programs, please contact Executive Director contact Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

We have lost some of our dear friends this past year, had some with medical issues and we have gained others new friends along the way. As we continue through 2012, we are thankful for those that have touched our lives and look forward to those that we have not yet met! May God continue to bless us.

I would personally like to thank Jim Weber for his services to ARTS as Chairman and Ron Holland for his services as Vice-Chair.

We're profoundly grateful to all of the members and contributors to the ARTS! It is because of You that we 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)

## 2011/2012 Officers -

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

## 2012 Annual ARTS Meetings -

The 2012 ARTS meeting will be held Sunday, March 4, 2012 immediately following the 62nd NSDC Pre-Convention in Oklahoma, OK.

There is an open invitation to all interested persons to attend any of the ARTS meeting. If you would like to get more information, including details of the meeting date, time, and location or a copy of the meeting agenda, contact Jerry Reed, Executive Director, at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

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 - Grant -

One of the goals of the ARTS is to promote and publicize the history of our activity. Various requests for financial assistance have been approved by the ARTS Board.

A group of long time participants in the great American folk dance, to be called square dancing, is working to tell the story of that dance to a wider audience. This group plans to build a comprehensive web site that will make available historic and current information about square dancing to anyone with an interest or a question. They already have support and participation from the CDSS (Country Dance & Song Society), the SDFNE (Square Dance Foundation of New England), the Milne Special Collections Library, and they are reaching out to other organizations. The project has become known as the Square Dance History Project (SDHP).

The plan is to create a robust website to include manner of media, with the focus on a rich collection of moving images, both historic and contemporary. However, simply having a vast digital collection in and of itself does not meet the goal of making information widely available. In addition to square dancers, the SDHP will be working with digital

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librarians and web site designers to make sure the site is both comprehensive and accessible to users with many different interests. In addition to providing its own materials -- film and video, photographs, text, audio clips -- the Square Dance History site will also link to websites of other organizations.

In 2011 a Grant request from the SDHPT, which had been submitted by Jim Mayo, was approved in the amount of \$2,500.00 to be used to provide financial support to the SDHP. SDHP is working toward completion of their work and has created a web site, please visit: <http://SquareDanceHistory.org>

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

ARTS-Dance has created an Educational Grant Program, to encourage various dance organizations to conduct Educational Seminars which would 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 can apply.

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 which includes a session explaining 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 calendar year.

#### **Facebook Account -**

The ARTS has established a Facebook account – it's just called ARTS. For more information contact Jim Weber at: [webmaster@arts-dance.org](mailto:webmaster@arts-dance.org)

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

#### **BackGrounder -**

Another project of The ARTS is the Information and History BACKGROUNDER this outstanding document provides descriptions of our dancing, historical details, and some of the health benefits of dancing, This document is available on the ARTS web site. We invite you to print copies to help publicize our activity. A PDF file of the Backgrounder with an editable space for adding local information has been posted on the ARTS web site [www.arts-dance.org](http://www.arts-dance.org)..

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

The ARTS has developed a system to help disseminate information directly to all dancers. Email tree representatives for over 22 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.

#### **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 which can be viewed at [www.you2candance.com](http://www.you2candance.com) is up and operational. Launched at the National Square Dance Convention in Louisville, KY in June 2010, all three videos are there for the viewing, as well as detailed explanations of the three dance forms, Squares, Rounds, and Contras. The find a caller section has been completed, with over 2,000 caller's information available. The Cues and Club listings are next. The callers were added first because a database with most of the known callers in North America was available. Unfortunately, the same cannot be said for cues or clubs. If State square dance organizations have their club information available in an Excel database, please send that database to Roy Gotta at [info@you2candance.com](mailto:info@you2candance.com). This will get your club's info added to the site much quicker. The same goes for any round dance leader associations. 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 to Roy Gotta.

### 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.
3. Make sure you are listed on the web site, whether you are a caller, cue, 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, 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://www.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.

Next ARTS Meeting  
9:00 AM - Sunday, March 4, 2012  
Immediately Following the  
61<sup>st</sup> NSDC  
Pre-Convention - Oklahoma City, OK

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

The ARTS has supported the National Square Dance Conventions and the USAWest Conventions since its inception. 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 cues 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 Detroit, MI, 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 Board Members, accomplishments, and plans. Copies of the Backgrounder brochure and You2CanDance will also be available.

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 it before making your travel plans [www.arts-dancetravel.com](http://www.arts-dancetravel.com) for all your travel needs and help The ARTS by using this service.

Some of our member organizations include articles about The ARTS or the "Ask ARTS" press releases in their publications. The ARTS recognizes this need to educate the entire dance community and to get the news about ARTS and its goals out to all dancers. Use of the Internet and Email is being investigated.

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

**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 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)

ARTS Governing Board Organizations  
The following organizations have agreed to support The ARTS

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)

**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 Members of the 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)

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 will offer a forum for idea sharing and discussion of projects currently