



# ARTS-DANCE - NEWSLETTER

September - 2015

## Message From Our Chairman -

### ARTS RE-IMAGE PROGRAM UPDATE! WE WANT YOU! WE NEED YOU!

The ARTS Re-Image Program is progressing through the various steps of the "5-Year Plan" under the leadership of Jim and Judy Taylor. Real progress in acceptance of the logo and slogan have been endorsed and are being used by many organizations. At the 64th National Square Dance Convention, there were several venues where promotional clothing items, shirts, jackets, etc. could be bought that promoted the new logo, slogan and slogo that showed general acceptance by dancers in large numbers. When I wear the shirt out and about, folks have asked me what the shirt was promoting and of course I told them - "Square Dancing!" The seminars at the 64th NSDC were well attended and everyone showed positive enthusiasm towards the logo, slogan and SLOGO.

We are now in the phase of continuing the activities of the "5-Year Plan" and actually establishing an organizational structure for continuation and actualization of our ARTS Re-Imaging Program:

- developing commercial versions of the promotional items that have been developed by Jim and Judy
- establishing a National Advertising Committee that will determine what and how to advertise
- establishing a fund-raising committee and start advertising for bequests
- establishing our own marketing material committee (continuously creating or finding new material)
- looking for a national organization to partner with such as health, physicians, Participation, Silver Sneakers, etc

This is where you, the readers of this document, come into play. WE NEED YOU!! WE WANT YOU!! WON'T YOU VOLUNTEER YOUR SPECIAL TALENTS TO HELP SAVE OUR BELOVED ACTIVITY OF SQUARE DANCING!!

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

### Re-Imaging Project - An Update

Rebranding or "Re-Imaging" is a process where the positive perception of an activity or product is improved. The process has been used successfully numerous times for a wide variety of products and activities. As we all know, square dancing is a fun, healthy, social activity, and a good image needs to be marketed to non-dancers if the activity is to grow.

During the past year The ARTS has been actively promoting the new Square Dance logo and the slogan "Live Lively - Square Dance." The logo, slogan, and the combined logo/slogan have been featured in various promotion products, including pins, car window stickers, bolo ties, shirts and large banners. In addition to the promotion by The ARTS many clubs and large square dance events have included the logo and slogan in their promotion materials. A "Live Lively" web site and Face Book page have been created and are getting lots of hits.

The Jim & Judy Taylor (Re-Image Project Leaders) have presented Re-Imaging seminars at four different conventions: CALLERLAB in Missouri, Iowa's 65<sup>th</sup> NSDC Pre-Convention, The 64<sup>th</sup> NSDC in Massachusetts, and usaWEST in Montana. At these events and other dances, individual packages of over 7000 "slogo" pins and 4000 window stickers have been distributed to interested dancers. Mailings of requested items have been sent to many of the states, including Alaska and Hawaii, Canada, Germany, Netherlands, soon to be in Japan. The next phase of Re-Imaging will be to get marketing material to clubs to help in their recruiting and retaining efforts. We believe the visual image of Square Dancing as a lively activity is getting spread throughout the world.

If you would like to make donation to help cover the costs associated with the Re-Image project, please see the "Donations Are Welcome" article below.

SLOGAN - *"Live Lively - Square Dance"*

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LOGO -



Both are available at: <http://www.arts-dance.org/>

Various color schemes and sizes for the logo may be chosen. The various color schemes are available at: [http://www.squaredance.bc.ca/Clip\\_Art/logos.shtml](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)

***Use this to promote Square Dancing***



**Publicity Efforts -**

We are asking you to help "spread the word" to all corners of the square dance activity. A concerted effort by all of us will help establish this new vision as the symbols of the square dance brand. All clubs, associations, festivals, and other organizations are encouraged to use the new slogan and logo in all advertizing and promotion. Marketing experts agree that consistent and repeated use of a logo and slogan will help to establish the new "Square Dance Brand."

If you are interested in helping or learning more, please contact Executive Director, Jerry Reed at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

**GRANT PROGRAM  
EQUALS  
FREE \$ \$ \$ \$ \$ \$ \$ \$ \$ \$**  
Contact Jerry Reed  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

**Dancing Fact Sheet -**

Looking for information to help you promote our dance activity? The focus of the FACT SHEET is to help those who deal with the media to inform them dancers know full well - this is a terrific activity with multiple benefits.

Please take a look at the Fact Sheet. Click on "Dance Fact Sheet" on the ARTS Web Site: <http://www.arts-dance.org/>

**2015/2016 Officers**

During the 2015 ARTS meeting in Springfield, MA the Board elected the following Officers.

**Congratulations to the new Officers and we look forward to another year.**

- Chairman - Arbell Thompson
- Vice Chairman - Betsy Gotta
- Secretary - Cathy Smith
- Treasurer - Edythe Weber
- Executive Director - Jerry Reed

**2016 ARTS Trail End Dance -**

We will be hosting a Trail End Dance on Wednesday, June 22, 2016, prior to the 65<sup>th</sup> NSDC in Des Moines, IA. Betsy & Roy Gotta will coordinate the callers and cuers and will serve as MC. This dance will offer both squares and rounds and promises to be one of the best of the Pre-Convention dances.

**ARTS Email Tree -**

The ARTS has established an electronic system to disseminate information to dancers in the activity. Email tree representatives have agreed to serve as contact points for the ARTS Email Tree.

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

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

**Donations Are Welcome**

The ARTS has invested over \$1,000.00 in the Re-Image Project. We have distributed Live Lively pins and window stickers at no charge. We always welcome donations to help with this project and other ARTS activities. If you would like to help, please send donations to **ARTS Treasurer, Edythe Weber: 1316 Middlebrook Drive, Liberty, MO 64068-1941.** Please make checks payable to: "The ARTS."

For additional information contact Jerry Reed: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### **Patron Of The ARTS Award -**

The ARTS Board has approved creation of the Patron Of The ARTS Award to recognize people in the dance activity who have provided outstanding or continuing support of the ARTS or the activity. More information and nomination form are available on the ARTS web site: [www.arts-dance.org](http://www.arts-dance.org)

Please take a look and nominate someone you believe is deserving this high honor. For more information, please contact the Executive Director, Jerry Reed at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

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

Our Educational Grant Program was established, to encourage any of the 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. 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. This can be a method to introduce ARTS to the dancing community, and further familiarize others with ARTS accomplishments and programs.

Applicants will complete the Educational Grant Form, available 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.

### **ARTS-Dance and National Conventions -**

The ARTS supports the annual NSDC, the USAWest convention, we ask that you support them also.

### **2016 Annual ARTS Meeting -**

The 2016 ARTS meeting will be held on Sunday, June 26, 2016 immediately following the 65<sup>th</sup> NSDC in Des Moines, IA. Minutes of past meetings are posted on the ARTS web site. All dancers are invited to attend. For information about future meetings contact [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### **Facebook Account -**

The ARTS has established a Facebook account at: <https://www.facebook.com/pages/ARTS-Dance/133446550028310?ref=ts&fref=ts> For more information contact Jim Weber at: [webmaster@arts-dance.org](mailto:webmaster@arts-dance.org)

### **Become A Member -**

Please consider joining as a Member. Individual Membership \$25.00.

### **Amazon Smile - Easy Way to Donate!**

A major source of operating funds for non-profit organizations is donations. The ARTS is no different. We have been fortunate over the years to have received donations from many concerned dancers and dance organizations. There is a continuing need for financial assistance.

The vast majority of work by the ARTS is done by volunteers. This reduces overall operating costs, however, there are some expenses which must be covered by donations. These expenses consist primarily of Education Grants and other grants to worthy projects which have been reviewed and determined to be of substantial benefit to the dance activity.

The ARTS has been approved to receive donations through the Amazon Smile web site. The following are features of this donation program:

#### ***You shop and Amazon Donates -***

Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.

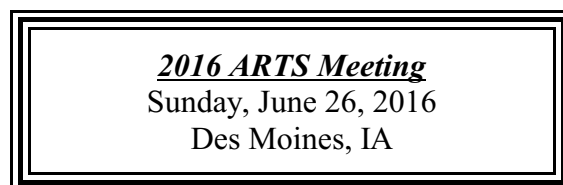
AmazonSmile is the same Amazon you know. Same products, same prices, same service.

Support The ARTS by doing your shopping at [smile.amazon.com](http://smile.amazon.com)

To sign up to begin having your Amazon purchases qualify for donations to the ARTS simply take the following steps:

- 1) Go to the AmazonSmile web site: <https://smile.amazon.com/>
- 2) Enter your email address
- 3) If you do not have an AmazonSmile account - create an account
- 4) If you have an AmazonSmile account Enter password
- 5) Sign in to your AmazonSmile account
- 6) Verify the "Supporting" organization is: "Alliance Of Round Traditional and Square - Dance Inc"
- 7) Purchase products as you normally do

We thank you for your support.



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

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

**Do you have ideas to help promote our activity?  
Contact Jerry Reed, Executive Director at:  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)**

### **You2CanDance.com -**

The web site [www.you2candance.com](http://www.you2candance.com) includes three videos showing Square Dancing, Round Dancing, and Contra Dancing and detailed explanations of the three dance forms. The site is designed for those not already in the activity.

### **Volunteers & Helpers -**

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

### **Square Dance History Project (SDHP) - Grant**

The ARTS made a donation of \$2,500 to help fund the SDHP. They are doing very important and informative work to help preserve our dance history. For more information visit the web site: <http://squaredancehistory.org/>

### **2016 ARTS Trail End Dance -**

We hope you are planning to attend the 65th NSDC in Des Moines, IA. We invite you to join us for some OUTSTANDING dancing at our Trail End Dance on Wednesday, June 22. Come enjoy the dancing and learn what The ARTS is all about.

**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.**

### **Do You Travel? (Why Not help The ARTS) -**

You can save money and help The ARTS when you travel! Simply visit the ARTS-Dance online TRAVEL SITE. Our agreement with YTB Travel includes a provision that they send us a small donation from each transaction. 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.

**FUTURE EVENTS**

June 22 - 25, 2016  
65<sup>th</sup> NSDC - Des Moines, IA

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July 1 - 4, 2016  
IAGSDC Convention - Toronto, Ottawa,  
Canada

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August 2016  
USAWest Convention- Pocatello, ID

### **Ask ARTS Information Q & A -**

Periodically we receive questions about the dance activity. We welcome questions about any aspect of this GREAT activity. We provide answers in an information forum we call "Ask ARTS." We provide these articles to dance related publications.

If you have a question, please send to Jerry Reed at [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org) We will do our best to provide a reasonable and timely answer.

If you know of a dance related publication which would like to receive our Ask ARTS articles, please let us know.

### **Add A Buck Project -**

A project that has been used by several organizations and clubs - that of adding an additional fee placed on the admission fee for a dance with that extra charge being a donation to The ARTS. A committee has been formed to provide a packet of material to anyone who wants to carry out this project.

### **Become A Member -**

Please consider joining as a Member. Individual Membership is \$25.00.