



# ARTS-DANCE - NEWSLETTER

May - 2013

## Message From Our Chairman -

Wow, where has the year gone? In just a few short months we will be attending the 62nd National Square Dance Convention will be held at the Cox Convention Center in Oklahoma City, June 26-29, 2013.

There is a lot of chatter in the square dance community about how our square dance numbers are declining. I have seen the decline in my own club as well as other clubs across the world. We need to explore initiatives that will help rekindle square dancing. As a very dear friend once told me, "Square Dancing is friendship set to music". I, like you, have many close friendships around the world as a result of square dancing. Let's put our heads together and figure out how we can get more friends!

Speaking of friends, the IAGSDC will celebrate their 30th IAGSDC Convention in San Francisco right after the 62nd Nationals. If you have never attended an IAGSDC Convention, this is one for the record books and should not be missed.

As a reminder, the ARTS Board Meeting will be held on Sunday, June 30, 2013.

The you2candance.com website continues to grow and get the message out to the world. We continue to market ourselves in as many forums as possible bringing square dancing, round dancing, and contra dancing to the world wide web!

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 our Executive Director - - 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! 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)

**Strangers Are Merely Friends  
We Have Not Yet Met!**

## ARTS-Dance at 62<sup>nd</sup> NSDC -

The 62<sup>nd</sup> NSDC will be held in Oklahoma City, OK June 26-29, 2013. 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 FACT SHEET will be available in the Showcase Of Ideas.

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

## 2013 ARTS Trail End Dance -

We hope you are planning to attend the 62<sup>nd</sup> NSDC in Oklahoma City, OK Jun 26-29, 2013. We invite you to join us for some OUTSTANDING dancing at our Trail End Dance on Wednesday, June 26 in the Cox Center. Come enjoy the dancing and learn what The ARTS is all about.

## 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 30 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.

**NEED MONEY TO HELP WITH AN  
EDUCATIONAL MEETING OR  
CLINIC?**

CONTACT JERRY REED AT:  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### Minutes Copies Of Past Meetings -

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. We have provided a grant in the amount of \$2,500.00 to help the SDHP. They are working toward completion of their work. As described later in this issue.

### 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)

### Square Dance History Project Update -

by David Millstone

The [Square Dance History Project](#) continues to add items to the website, with our collection now approaching 900 items. Although our primary focus is collecting moving images—about half of the collection, we also include audio clips, photographs, and text.

The site continues to include examples of modern squares along with traditional squares from all parts of North America. For example, recent additions have included two dances from Kentucky (a four-couple square and a big set), filmed in the early 1960s, and additional big set footage from 1991. We have also made a special effort to collect examples of singing squares; the collection now hosts 150 examples, half of them video footage and the other half audio only, many of those from live recordings.

Other items that might be of interest include:

[Hinky Dinky Parlez Vous](#), called by Benjamin Lovett, with music by the Henry Ford Orchestra (audio)

[Jessie Square Polka](#), called by Red Warrick (video)

[Black Hawk Waltz](#) (video)

[Lazy H](#), called by Ed Gilmore (audio)

[Lazy H](#), called by Tony Parkes (video)

[Ninepin](#), called by Bob Dalsemer (video)

[Women Callers in Modern Square Dance](#) (exhibit with text and audio)

The website has good Search and Advanced Search capabilities, enabling users to look for material of particular interest. We continue to add materials to

the site, and welcome all to get in touch with suggested resources we should know about.

### 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 NEC -

The ARTS helps distribute the electronic National Squares magazine which provides the dance community with information about the upcoming National Square Dance Convention (NSDC).

### 2013 Annual ARTS Meeting -

The 2013 ARTS meeting will be held at 9:00 AM on Sunday, June 30, 2013 immediately following the 62nd NSDC in Oklahoma city, OK. All dancers are invited to attend. For more information contact [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### 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)

**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.**

June 26-29, 2013  
62<sup>nd</sup> NSDC - - Oklahoma City , OK

-----  
July 4-7, 2013  
IAGSDC Convention - - San Francisco, CA

-----  
August 8-10, 2013  
USAWest Convention - - Boise, ID

-----  
October 11 - 13, 2013  
West Coast Gay A & C Weekend - - Seattle, WA

-----  
February 14 - 16, 2014  
East Coast Gay A & C Weekend  
Washington, DC

#### **ARTS FACT SHEET -**

Are you looking for an excellent way to introduce your friends to our wonderful activity? Well, we have just the thing - - the ARTS FACT SHEET which was previously known as the DANCING BACKGROUNDER.

The FACT SHEET details basic facts explaining physical, mental, and social benefits of the activity. It also summarizes our history and provides definitions for Round, Square, and Contra - Traditional Dancing. A historical time line showing the development and growth of these dance activities is included. There is a listing of major dance organizations which have joined to create the ARTS-Dance.

The FACT SHEET is not just a listing of information, it also provides interesting "Factoids about dancing" with short facts of where our activity has been. It reports on how the activity has been portrayed in the media, including television and movies. Also included is identification of some of the more prominent Americans who have been involved with its development. To more readily show and represent our movement, the FACT SHEET includes multiple photos depicting the fun and its colorful aspects.

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. The FACT SHEET provides representatives of the media useful and ACCURATE facts to incorporate into their article or news report when they cover a dancing event.

This FACT SHEET may be customized to include information to identify local contacts.

FACT SHEETS are available for download from the ARTS-Dance.org website ([www.ARTS-Dance.org](http://www.ARTS-Dance.org)) and will be available during National Square Dance Conventions and USAWest conventions.

All dancers are encouraged to provide the FACT SHEET to non-dancing friends.

#### **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.

ARTS-Dance administers a Grant Program to help dance groups finance educational seminars or gatherings.

For more information visit:

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

#### **You2CanDance.com -**

The You2Can Dance web site was launched 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. 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 web site to help promote dancing in your area. If you have any additional ideas, please send them also via the "contact us" button on the home page.

(Continued on page 4)

How to Use You 2 Can Dance

1. Make [you2candance.com](http://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, 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 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 contact you unless you choose to be a contact.
  - Put a 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 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, or 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.

**THE ONLY THING WE CAN BE SURE ABOUT  
FUTURE DEVELOPMENTS IS THAT THEY  
WILL DEVELOP!!**

**Next ARTS Meeting  
9:00 AM - Sunday, June 30, 2013  
Immediately Following the**

**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 represents 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)

**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.

**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.