



ARTS-DANCE - NEWSLETTER

APRIL 2025

Message From Our Chair (Erin Byars)

Facing Challenges From A Positive Perspective

Challenges – we all experience them. Small inconveniences, large failures – each require unique solutions. Do you realize that the way you approach them can dictate not only the final outcome, but whether those involved come out confident and satisfied, or disgruntled and resentful.

Challenge #1

Hours before your club's dance, the scheduled caller lets you know he is ill. After many phone inquiries, the only caller available recently called for the club. How do you approach this situation?

This actually happened several years ago to a club we were involved with. Instead of approaching this problem with a defeated attitude, we turned it into an opportunity. Remember an entertainer known as "The Unknown Comic," who performed with a paper grocery sack over his head? Each tip a different "caller" appeared on stage with a bag over their head. Some of them actually were callers, some were dancers! When dancers were under a bag, they held a mic to their mouth while the actual caller hid behind the stage curtain and the dancers loved it all! They laughed, yelled out encouragements and jibes, making it one of the craziest and fun dances ever!

Remember, the "leaders" approach will guide the others toward a positive mien and outcome.

Challenge #2

One member of a new class keeps making the same mistakes. Both the club leaders and caller find they must constantly correct the dancer, making the dancer feel defeated, and tempt them to quit.

"Bill, you turned the wrong way again! Why can't you remember your 'right' from your 'left'?"

How do we bolster this dancer's confidence? Why not start each conversation with something the dancer has done correctly? It might be praise for doing a figure as taught, or the way they greet others and bring them together as a team.

"Bill, we appreciate so much that you stay behind every night to sweep the floor and empty the trash. We need more dancers as dedicated as you are! Now, if we can only figure out how to help you remember which hand is which..."

Making each dancer gain a sense of belonging and accomplishment can and will make a huge difference. Again, as leaders, we must set the example and educate others using positive examples.

Challenge #3

The club's new class doesn't start for three weeks, but an entire family showed up tonight hoping to learn how to dance.

"Sorry, folks, you need to come back in three weeks. We can't start teaching you until then."

Or, we can look at this situation from the other side – the positive one.

"Welcome, folks! We are so excited to meet you tonight! Technically our class doesn't start for three weeks, but let's get you on the floor for an introductory session. Our more experienced dancers are going to bring you all out here and help you along."

Almost every situation can be seen in a more positive light. It may take a moment to see it, but it's there if you look for it!

NEXT ARTS BOARD MEETING Sunday, June 29, 2025 Shreveport, LA

Hilton Hotel Shreveport
104 Market Street
Shreveport, LA 71101

All Are Invited
Contact - Jerry Reed
DirectorARTS@aol.com

2025 ARTS MEETING

The 2025 ARTS meeting will be held Sunday, June 29, 2025 in Shreveport, LA immediately following the 74th 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.

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. Additionally, 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 meeting. Contact **Jerry Reed** at DirectorARTS@aol.com.

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

NEWS FROM BOARD MEMBER (IAGSDC)

The International Association of Gay Square Dance Clubs (IAGSDC) hosted its 41st convention in Durham, NC, from July 4-7, 2024. The event featured a three-day callers' school led by **Betsy Gotta** and **Patty Greene**, providing intensive instruction to 13 students. The Trial In Dance, featuring **Jerry Butler** and **Tony Oxendine**, raised \$1,000 for the All Join Hands Foundation, which sponsored the event.

The convention offered a full program of dancing, from SSD through C4, for 600 participants. An internationally acclaimed calling staff contributed to the event, including **Barry Clasper, Betsy Gotta, Dayle Hodge, Ett McAtee, Geo Jedlicka, Justin Russell, Michael Kellogg, Patty Greene, Sandie Bryant, Ted Lizotte, and Vic Ceder**.

Looking ahead, the 42nd IAGSDC convention will take place in San Francisco, CA, in July 2025. The event will feature a callers' school and a full dance program at the San Francisco Marriott Marquis, with dancing beginning on July 3, 2025. Featured callers include **Sandie Bryant, Vic Ceder, Bill Eyler, Darren Gallina, Eric Henerlau, Geo Jedlicka, Kris Jensen, Michael Kellogg, Harlan Kerr**, and more to be announced. For details, visit www.hitchhikeacrossthegalaxy.com.

Future IAGSDC conventions are scheduled as follows:

- 1) **43rd Convention – Montreal, Ontario, CA, July 2026** (www.montrealmix2026.com)
- 2) **44th Convention – Albuquerque, NM, July 2027**
- 3) **45th Convention – Denver, CO, July 2028**

Mark your calendars and get ready for more fantastic dancing in the years to come!

NEWS FROM BOARD MEMBER (All Join Hands)

In 2024, All Join Hands (AJH) remained dedicated to helping clubs rebuild by providing approximately \$40,000 in support for various projects and programs. This included funding for future convention seed money through 2028, new dancer initiatives, club meeting space assistance, and club-directed funds.

Thanks to the success of the 41st IAGSDC Convention in Durham, NC, AJH will pay it forward by contributing approximately \$30,000 to support the next five conventions.

All Join Hands is committed to revitalizing and strengthening our square dance community, with a focus on rebirth and rebuilding in 2025!

THE 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 September 11, 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

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

Thomas Edison

NEWS ABOUT RE-IMAGING SQUARE DANCE

We feel we are reaching the end of this program's introductory effectiveness. Since the start of the re-branding of our "sport", and the new creative "Slogo", back in 2016, many products and much literature have been labeled with the new modern look of square dancing. We feel these new ideas have been widely accepted, and that maybe now is the time to investigate more outlets for publicizing "Modern Square Dance". The callers are doing a good job of using newer popular music, and the graphics, On line videos and printed literature are showing a more modern look. It just takes time, and now people are starting to get away from what they did back in the 70's.

We still have license plate frames and stickers. The little round stickers (1") are great for putting on a computer or phone, and they are free. The 4" stickers are good for putting on car back windows.

We need someone who has new ideas about how to increase awareness of the multiple dance formats (like Round Dancing, Contra and even "Modern Square Dancing"). Please give us your ideas and suggestions, and be ready to help promote this wonderful activity of dancing; we want it to continue for many generations.

Volunteers are needed to manage the <http://ReimagingSquareDance.com> website and the Facebook page. If there are a few people who would like to write a monthly article (blog) about dancing or anything relevant, contact **Jim & Judy Taylor** at: phone (303) 795-3278; or email jimta1@msn.com

VIDEO PROMOTION PROJECT Project

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. Links are available on the ARTS web site. 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.

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

We are pleased to report the first five of six 90-second videos is available online. The videos are posted on the ARTS web site under "Promotion

Videos": www.ARTS-Dance.org

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.



"FREE MONEY!!!"

ARTS EDUCATION GRANT PROGRAM

Our Educational Grant Program encourages dance organizations to conduct Educational Seminars. 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 Application, at www.arts-dance.org send completed form to ARTS Executive Director, **Jerry Reed** 4461 Stack Blvd, Apt D-231, Melbourne, FL 32901 OR Email - ExecutiveDirector@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, 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

Life is like riding a bicycle.
To keep your balance, you must keep moving.

Albert Einstein

ARTS BOARD

The ARTS brings together the major related 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 ten Members of the ARTS Board. These organizations include:

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

A complete list of Officers & Board Members is in newsletter and 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/>

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/>

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 2025

For Information for a Specific Event
Please Contact the Appropriate
Board Representative
(Listed in This Newsletter)

- 67th NSDCA International Camporee**
Shreveport, LA - June 19-21, 2025
- 2024 CONTRALAB Convention**
No Information
- 49th ROUNDALAB Convention**
Little Rock, AR - June 21-25, 2025
- 74th NSDC**
Shreveport, LA - June 25-28, 2025
- 43rd USDA Meeting**
Shreveport, LA - June 25, 2025
- 2025 ARTS Meeting**
Shreveport, LA - June 29, 2025
- 42nd IAGSDC Convention**
San Francisco, CA - July 3-6, 2025
- 2025 ICBDA Convention**
Springdale, AR - July 9-12, 2025
- 2025 USAWest Convention**
Spokane, WA - July 23-26, 2025

CALLERLAB MARKETING WEBSITE

This marketing website with free promotional videos is now live: www.livelivelysquaredance.com. The CALLERLAB Marketing Committee teamed up with Sleight Advertising of Omaha, NE to create a new professional web site and series of videos available to callers, clubs and local associations in an effort to aid the promotion of square dancing. Working alongside several members of the CALLERLAB Marketing Committee, Sleight developed a professional, well thought out web site representing marketing insights to the non-dancing public. The site includes the promotional videos that were launched at the 2022 CALLERLAB Convention.

ICBDA MARKETING PLAN

The International Choreographed Ballroom Dance Association recognizes membership for dance clubs has been declining, especially for square and round dancing. They know it would be helpful to collaborate on strategies for increasing membership. All aspects of the dance community face similar obstacles, ie. ageing population, competing activities, health issues, lack of public awareness, and others.

The ICBDA is encouraging all related dance associations to work together to share information and change the trajectory of collective memberships:

The ICBDA Marketing Plan is aimed at increasing membership of the local dance clubs. This Marketing Plan is applicable to all related dance organizations. The plan is available from The ARTS - contact Jerry Reed at DirectorARTS@aol.com The plan will also be posted on the ARTS web site.

ARTS MARKETING COMMITTEE

Plans are being formulated to create an "ARTS Marketing Committee". The goal of this committee will be for ALL related dance organizations to work together to exchange ideas and collect & report activities and results. If you are interested in helping, contact ARTS Executive Director, Jerry Reed at DirectorARTS@aol.com

A COUPLE OF THINGS WE NO LONGER DO

3. Park your used car on the street with a sign that says it's for sale

Selling your car on your own is a pretty risky business. True, you stand to profit more, because you'll avoid a dealership's fees. But unless you're selling your vehicle to someone you know and trust, these transactions can get sticky and dangerous without someone to oversee it. Craigslist started up more than 20 years ago, and it's still going strong.

4. Figure out math in your head

Calculators have been around for a long time now, but few of us ever carried calculators with us to the grocery store. In contrast, pretty much everyone with a smartphone has it available to do double-digit multiplication, no matter where or when we need it. In fact, there's even an app called PhotoMath that can solve any equation just by taking a picture with your smartphone's camera

"You don't have to be great to start, but you have to start to be great."

Author Unknown

ARTS Officers and Board Members 2024-2025

(July 1, 2024 thru June 30, 2025)

<u>OFFICERS</u>		
Position	Name	Email
Chair –	Erin Byars	cuer4dance@yahoo.com
Vice Chair	Barbara Connelly	BLC614@juno.com
Treasurer	Edythe Weber	eweber10@kc.rr.com
Secretary	Jim & Judy Taylor	jimta1@msn.com
Executive Director	Jerry Reed	DirectorARTS@aol.com
<u>BOARD MEMBERS</u>		
Organization	Name	Email
All Join Hands	Gordon Macaw	gordon@gordonmacaw.com
CALLERLAB	Betsy Gotta	gottahavearts@optonline.net
NSDC (Campers)	Barbara Connelly	BLC614@juno.com
CONTRALAB	Dottie Welch	dwelch@eastlink.ca
IAGSDC	Gordon Macaw	gordon@gordonmacaw.com
ICBDA	Bob Nolen	Bnolen79@outlook.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