



# ARTS-DANCE - NEWSLETTER

Winter - 2010

## Message From The Chairman -

ARTS (the Alliance of Round, Traditional and Square-Dance, Inc.) continues to develop programs to fulfill the ARTS mission - to generate public awareness and promote growth and acceptance of Square, Round and Traditional Folk Dance. The completion of the new marketing website [www.you2candance.com](http://www.you2candance.com) broadens our search area for new dancers. If you haven't visited the site, please do. While there check to see if your club and caller is listed; if not please forward the information to Roy Gotta at [Info@you2candance.com](mailto:Info@you2candance.com). To help keep the site up-to-date you must keep us informed of any changes. YOU2CANDANCE promotional material is available on the ARTS website [www.arts-dance.org](http://www.arts-dance.org); click on you2candance and print them and pass them out.

This ARTS program and others will provide leadership and resources necessary to create an achievable marketing program to increase the number of dancers. To accomplish these goals requires financial assistance of the dance community. The monetary support can take many different forms, from individual and associate memberships to voluntary contributions through the ARTS "Add-A-Buck" program.

A number of clubs and groups, including State Convention organizers, have sponsored a benefit dance where proceeds are donated to the ARTS. As an IRS recognized tax-exempt non-profit 501 © (3) corporation, all donations to ARTS Foundation are tax deductible. Please consider holding a ARTS Benefit Dance in your area.

Through working together, the ten ARTS Governing Board member organizations have achieved many accomplishments that are further detailed in this issue of the ARTS NEWSLETTER. As with any major undertaking, it is more readily achievable through a combined effort of all those involved. Please join us in the ARTS efforts to further expand our dance community.

Jim Weber - Chairman [Chairman@arts-dance.org](mailto:Chairman@arts-dance.org)

## 2010 June ARTS Meetings -

There were two meetings held Sunday, 27, 2010 in Louisville, KY. First the regular Summer meeting and then a Special meeting. The Summer meeting was very busy with Board Members gathering from all parts of the country. This dedicated group of dance leaders is committed to helping bring a greater awareness among the non-dancing public of the many benefits of the activity. Minutes of this and all ARTS meetings are available on the ARTS-Dance web site: [www.arts-dance.org](http://www.arts-dance.org). Please visit our site to learn more about The ARTS. During the Summer meeting the Board received a report from Roy & Betsy Gotta with information about the latest ARTS initiative, the You2CanDance project. Please read Roy's article in this issue of the ARTS Newsletter. We are excited about this project and are expecting it will help publicize the activity more effectively.

During the Summer meeting Treasurer Edythe Weber reported the ARTS has total assets of nearly \$32,000. The You2Can Dance project is nearly paid for and the Board says Thank You to all who donated to this major and important project. The Board wishes to remind clubs and other organizations that financial assistance is available through the ARTS Grant Program. If you are interested in helping The ARTS spread the word, please consider submitting an application. See more information in this issue of the Newsletter.

There was much discussion regarding the number of meetings the Board will have each year. Considerable debate during the Special meeting resulted in approval of a Motion to reduce the number of meetings to one each year. This meeting will be held immediately after the NSDC in June. The election of officers will be conducted at this meeting.

The Board also voted to disconnect the toll free telephone number. The number of incoming calls was less than two a month, so the decision was made to disconnect.

The Board also approved a Motion that The ARTS schedule and advertise the 2<sup>nd</sup> Nationwide ARTS Benefit Dance to be held Wednesday, February 29, 2012.

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The Board also discussed donations through stocks & bonds. The ARTS has established a stock account to accept such donations. For some donors it's a tax advantage to give high capital gain stock to a 501 C (3) to avoid heavy taxes while also providing financial support to a group or cause they believe in. The Board thanks Scott Philips for his generous donation. Anyone interested in making a donation of this kind, should contact the ARTS Executive Director for the broker and tax identification information. Please contact the Executive Director at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

#### **2010-2011 ARTS Officers -**

The following were elected to serve: Jim Weber, Chairman; Ron Holland, Vice Chairman, Jerry Reed, Secretary, and Edythe Weber, Treasurer.

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..

#### **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)

#### **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)..

As required by the Bylaws the election of ARTS Officers was conducted during this meeting. The following were elected: Chairman - Jim Weber, Vice Chairman - Ron Holland, Treasurer - Edythe Weber, and Secretary - Jerry Reed.

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 Cuer 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 cuers 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, 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, 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.

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- 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, June 26, 2011  
Immediately Following the  
60<sup>th</sup> NSDC - Detroit, MI  
For More Information Contact  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

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

In spite of the efforts of many, 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 will present three seminars during the 59<sup>th</sup> NSDC: 1) The Race is On (ARTS and the Future of Our Activity) and 2) Ready, Set, Go (Tell Us What You Expect from ARTS).

#### **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 cuers to attend these events. When thousands of dancers get together, you cannot help but have fun

#### **ARTS-Dance at 60th NSDC in Detroit, MI-**

The 60th NSDC will be held in Detroit, MI, June 22 - 25, 2011. This promises to be another fun-filled convention. For information visit: [www.60nsdc.com](http://www.60nsdc.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.

#### **ARTS-Dance at 2011 USAWest, Longview, WA -**

The 11<sup>th</sup> USAWest convention will be held in Longview, WA, August 18 - 20, 2011. This also promises to be another fun-filled convention. For information visit: [www.usawestwa.com](http://www.usawestwa.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 information about You2Can Dance will also be available.

#### **\$100,000 Club -**

A very interesting idea for fund raising has been suggested by Jim Wass. The idea is to establish a “\$100,000 Club”. The idea is that a “club” of 1,000 Members would each donate \$100.00. Obviously this would result in \$100,000 being donated to The ARTS. The money would be used to support The ARTS in its goal of raising awareness of the benefits and joy of dancing. The ARTS Board has established the club and encourages all dancers, callers, cuers, and other dance leaders to consider donating \$100 and joining the \$100,000 Club

#### **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/>

### **Recent Generous Donations -**

Recent donations include: \$500 from the USDA; a very donation of \$775 from the D.C .Diamond Circulate earmarked for the web project in memory of Mike Jacobs; and a donation of \$100.00 from Bill Flick in memory of F. Joan Flick, this is the third donation to the \$100,000 Club.

### **Charlie Holley (In Memory) -**

The dance community received some very sad news in September 2010 when we learned of the passing of Charlie Holley. Montgomery, AL. Charlie and Kitty were very active in the local and national square dance activity. They served as President of The United Square Dancers of America, President of the Alabama Square Dance Association and President of the Montgomery Area Square Dance Association. They were also very active and supportive of the ARTS. They served on the ARTS Board for several years and always provided a steady guiding influence to the ARTS Board discussions. Charlie's passing has left a very hole in the square dance community and he will be missed.

### **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 - Education Grant Program-**

ARTS-Dance has created a 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 who are not aware of ARTS, 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.

How to apply for the grant: 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.

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

### **ARTS Meetings -**

The next ARTS Meeting will be held immediately following the 60<sup>th</sup> NSDC Detroit, MI. The meeting will start at 9:00 AM on Sunday, June 26, 2011.

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)