



# ARTS-DANCE - NEWSLETTER

June 2016

## Message From Our Chairman - (Arbell Thompson)

**CALLERLAB Life (Gold Card) Membership -**  
Betsy Gotta was honored at the 2016 CALLERLAB Convention in Norfolk, VA when she was presented with a Life (Gold Card) Membership. Betsy has served many years on the ARTS Board and has once again volunteered to serve as our ARTS President for 2016-2017. Additional information is printed later in this newsletter. CONGRATULATIONS BETSY!!!

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

### Re-Image & Live Lively (Products/Ideas/Activities) -

**Jim & Judy Taylor**, Re-Image Committee, have been very active promoting the Re-Image and Live Lively Logo and Slogan that have been embraced worldwide in our dance community. They continue to look for new methods and products to help promote this important effort. The logo and slogan have caught hold of dancers' imaginations and several organizations have developed products using them. I can hardly wait to see what they come up with next! Thank you for the hours you have spent developing these.

### Future Events -

There are several national events sponsored or hosted by ARTS Board organizations. Please see details later in this issue. These events include: ROUNDALAB Convention, Ames, IA - June 19-22, 2016; 65th NSDC - Des Moines, IA - June 22-25, 2016; IAGSDC Convention - Toronto, Ottawa, Canada - July 1-4, 2016; USAWest Convention-Pocatello, ID - August 17-20, 2016; and SSDUSA Dance-A-Rama, Alexandria, VA - September 1-4, 2016.

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

### Betsy Gotta Honored -

**Betsy Gotta**, ARTS Vice Chairman, was honored at the 2016 CALLERLAB Convention in Norfolk, VA when she was presented a CALLERLAB Life (Gold Card) Membership. The Gold Card Membership was created to recognize Members who have served

CALLERLAB in an outstanding way. This is a VERY high honor and the number of recipients is very small. There have been less than 20 Life Members since CALLERLAB was established over 40 years ago.

Presentation of the Life (Gold Card) recognized Betsy's many years of outstanding and continuous support and service to CALLERLAB. She and her husband, Roy, have donated thousands of dollars to the CALLERLAB Foundation from the sale of their dancing videos. She has served numerous terms on the Board of Governors and the Executive Committee, including Vice Chairman. She is one of very small number of female CALLERLAB Accredited Caller Coaches. She was instrumental in the updating of the Caller Coach manual as Chairman of the Caller Training Committee. Her many accomplishments are much too numerous to list them all here.

Betsy has served on the ARTS Board for several years as the CALLERLAB representative. She has also served as the ARTS Chairman and Vice Chairman. Her dedication and support of our dance activity is evidenced by all her accomplishments and honors, including presentation of CALLERLAB's highest award, the Milestone Award several years ago.

We are honored to know Betsy and Roy and very pleased to recognize her many - many years support to The ARTS and the dance activity.

### 2016 Annual ARTS Meeting -

The 2016 ARTS meeting will be held Sunday, June 26 immediately following the 65<sup>th</sup> NSDC in Des Moines, IA. **YOU** are invited to attend. For information: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

### 2016 ARTS Trail End Dance -

Unfortunately, The ARTS will not be hosting a Trail End Dance this year.

### 2017 ARTS Trail End Dance -

We will be hosting a Trail End dance prior to the 66<sup>th</sup> NSDC. The dance will be held on the Wednesday, June 21, 2017. This dance will be in Exhibit Hall C from 8:00 to 10:00 PM and will be a Plus dance and offer both squares and rounds and promises to be one of the best of the Pre-Convention dances.

**2016 ROUNDALAB Convention -**

The 2016 ROUNDALAB Convention will be held June 19-22, 2016. The convention will be in the Gateway Hotel & Convention Center, Iowa State University, 2100 Green Hills Dr. Ames Iowa, 50014. ROUNDALAB welcomes non-Members and Dancers to the Annual Convention. Attendees will be provided a syllabus for the convention, Syllabus will be will be delivered electronically, unless otherwise requested.

For information contact:

Email - [roundalab@roundalab.org](mailto:roundalab@roundalab.org)

Phone 877-943-2623 or 360-423-7423.

**65th NSDC -**

The 65th NSDC will be held in Des Moines, IA, June 22 - 25, 2016. This four day event is much more than just a big dance.

This is a phenomenal event – First and foremost, there is a plethora of callers and cuers from around the world that provide some great dancing opportunities for 4 days and nights.

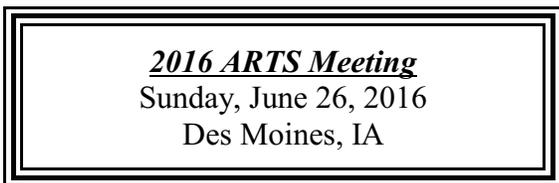
Secondly, there are numerous panels, seminars and clinics which includes leadership seminars, marketing and recruiting ideas which are very relevant in our dwindling numbers of dancers.

Thirdly, there will be six different Exhibition groups that will perform multiple times throughout the convention so when you are worn out from dancing, you could go see one or more of these groups perform.

Fourth, check out the Sew and Save Workroom and Seminar Room in the Vendor area in Hall A. Note, each time you enter the Workroom, you will receive tickets to deposit in containers in front of prizes on the Ticket Raffle Tables. If you want more information on any of the happenings at the 65th NSDC, please visit:

<http://66nsdc.com/additional-links>

We encourage you to register and attend this convention.



**2016 IAGSDC Convention -**

The 2016 IAGSDC Convention will be held in Toronto, Canada July 1 - 4, 2016. Every year, dancers from clubs in Canada, the USA, and Japan gather together for a wonderful weekend of dancing,

parties, and fun as only a gay organization can provide!

This year the convention theme is "Maple Leafs Regroup" and will be held over the first week end of July in Toronto. In addition to the dancing there are numerous other activities in the Toronto area.

If you want more information, please visit: <http://www.toronto2016.com/toronto.html>

We encourage you to register and attend this convention and visit Toronto and the many tourist attractions there.

**2016 USAWEST Convention -**

The 2016 USAWest Convention will be held in Pocatello, ID, August 17-20, 2016. The theme for the 2016 USA West Convention is "Scootback to Pocatello" and will be held in the Red Lion in Pocatello, ID from August 17 - 20, 2016.

In addition to the fabulous dancing with some of the finest callers and cuers there will be a wealth of education opportunities. These include leadership seminars, marketing and recruiting ideas, and information about association and club administration. These sessions allow you to share your experiences with other dancers and learn new things! There will also be many other activities to enjoy.

There will be vendors including badge maker, embroiderer, clothing and other dance related supplies.

Come to Pocatello and enjoy some of the finest tourist attraction in the Northwest.

For registration and other information visit: <http://www.idaho.usawest.net/index.html>

We encourage you to register and attend this convention and visit the many tourist attractions.

**46TH DANCE-A-RAMA - (SSDUSA) -**

The 2016 Dance-A-Rama, hosted by the Single Square Dancers, USA (SSDUSA) will be held September 1 - 4, 2016 (Labor Day Week End) at the Hilton Alexandria Mark Center, Alexandria, VA. The theme this year is "MONUMENTAL MOMENTS IN DC". This is an annual event sponsored by the Single Square Dancers USA. Actually this year SSDUSA are is hosting the 4-day event.

Dancing will be 7:30 – 10:30 pm on Thursday, Sep 1; dance from 10:00 am to 10:00 pm on Friday, Saturday and Sunday.

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Callers: Mike Callahan, Skip Cleland, Eric Henerlau, John Marshall, Tom Miller & Matt Worley Cuers: Dom & Joan Filardo, Peg & John Kincaid and Chris Jopek & Steve Davis and Lines: Doug & Donna Riley – VA.

This great event will include “Party” dancing with a “DJ” on Friday and Saturday nights from 10:30 pm to 1:00 am. Tours are scheduled on Wednesday, Thursday, Friday & Saturday with a Mystery Dangle Dance on Sunday.

Couples are also welcome and actually invited to attend this annual event that is held in different cities each year.

**Re-Image & Live Lively Activities -**

**Jim & Judy Taylor**, Re-Image Project Leaders, continue to investigate new ways to publicize our efforts to Re-Image Square Dancing. They are always looking for new methods and products to help "spread the word" about this important effort. They will have new products in addition to our tried & true goodies at both the 65th NSDC and the 2016 USA West convention.

During the past couple of years 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 numerous promotion products, including pins, car window stickers, bolo ties, shirts, not pads, and large banners. In addition to the promotion by The ARTS there have been a great number of 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.

Jim & Judy have presented Re-Imaging seminars at several national, regional, and state conventions. At these events and other dances over 8,000 “slogo” pins and 5,000 window stickers have been distributed. Mailings of requested items have been sent to states throughout the USA, including Alaska and Hawaii. Also to Canada, Germany, Netherlands, and Japan. The next phase of Re-Imaging has begun by providing marketing and recruiting ideas and suggestions to clubs all around the dance community. We believe the visual image of Square Dancing as a lively activity is getting spread throughout the world

The wide spread use of the new logo and Live Lively slogan has been truly amazing. We very much appreciate the support the Re-Image efforts have received through out the activity world wide.

Jim & Judy are looking for interested volunteers who can help with this important project. If you are interested please contact Executive Director, Jerry Reed at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

A VERY BIG Thank You to Jim & Judy and the dozens of dancers who have helped them.

LOGO -



Available at:

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

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**\$ THE ARTS**  
**GRANT**  
**PROGRAM**  
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/>

### **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. If you do not receive ARTS Email Tree messages and would like to serve as an Email contact person, please email our Executive Director. 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 well over \$1,000.00 in the Re-Image Project. We have distributed Live Lively pins, window stickers, and note pads 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)

### **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 <https://smile.amazon.com>

### **2015/2016 Officers**

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

**Election of 2016/2017 officers will be held during the 2016 ARTS meeting in Des Moines, IA, June 29, 2016.**

### **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 forms 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.

Complete the Educational Grant Form, available from the ARTS-Dance web site: [www.arts-dance.org](http://www.arts-dance.org) submit to the ARTS Executive Director, Email: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org) and must be received at least 60 days prior to the event.

### 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.

### 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, USAWest conventions, and regional and state 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)**

### 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)

**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.

### 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.

**FUTURE EVENTS**

June 19 - 22, 2016  
ROUNDALAB Convention  
Ames, IA  
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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 17 - 20, 2016  
USAWest Convention- Pocatello, ID  
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September 1 - 4, 2016  
SSDUSA Dance-A-Rama  
Alexandria, VA

**LIFE IS A DANCE  
YOU LEARN AS YOU GO!**