



Alliance of Round, Traditional and Square-Dance





Alliance of Round, Traditional and Square-Dance

The ALLIANCE of ROUND, TRADITIONAL and SQUARE-DANCE, INC. (ARTS-Dance) is a cohesive group of nine National Dance Organizations representing all facets of our Dance activities. Leaders from these groups have come together to generate public awareness and promote the growth and acceptance of contemporary Square, Round and Traditional Folk Dance.



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GOVERNING BOARD MEMBER ORGANIZATIONS

All Join Hands Foundation, Ltd

International Association of Gay Square Dance Clubs – (IAGSDC)

National Executive Committee of the National Square Dance Convention® - (NEC)

National Square Dance Campers Association - (NSDCA)

The International Association of Round Dance Teachers – (ROUNDALAB)

The International Association of Square Dance Callers – (CALLERLAB)

The International Organization of Contra Dance Leaders - (CONTRALAB)

United Square Dancers of America – (USDA)

USAWest Square Dance Convention® Policy Board – (USAWest)



Alliance of Round, Traditional and Square-Dance

ARTS OFFICERS

2022-2023

Chair

Erin Byars

chairman@arts-dance.org

Vice Chair

Barbara Connelly

vicechairman@arts-dance.org

Secretary

Jim/Judy Taylor

secretary@arts-dance.org

Treasurer

Edythe Weber

treasurer@arts-dance.org

ARTS Executive Director

Jerry Reed

ExecutiveDirector@arts-dance.org



Alliance of Round, Traditional and Square-Dance

ARTS has been established as a 501(c)(3) tax exempt, non profit organization recognized for its educational benefits. ARTS has participated in several workshops at local and state levels as well as conducting seminars at National Square Dance Conventions®. ARTS is gathering the leadership and resources needed for an achievable marketing plan.



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ARTS State Representatives

A network of ARTS State Representatives and Dance publications has been established to facilitate communication among member and non-member groups. This electronic network is used to distribute ARTS press releases and other news worthy information throughout the Dance community as well as generating ideas. The ultimate goal is to expand this network to every dancer with e-mail capabilities giving ARTS direct contact with all Dancers making it possible to unite these Dancers for the benefit of the activity. An ARTS website has been created at www.arts-dance.org showcasing all the activities and work being generated.



Dancers Internet Communication Network (Email Tree)

INTRODUCTION

THE KEY TO COMMUNICATIONS

Is to keep everyone informed on what is happening in their dance activity.

The main purpose of the Dancers Internet Communication Network (Email Tree) is to pass along information to all dancers from the State, Federation and National dance organizations. Keeping dancers informed is the Plan.

This will be accomplished by each State appointing an Email coordinator that will receive Email from National organizations, State or Local Federations and forwards or sends them to their Email tree.



Dancers Internet Communication Network (Email Tree)

The email tree is established without a large list that is hard to maintain and keep current, and no one has to give their Email address to someone they don't know.

- The ARTS Executive Director maintains the master list of State/Region coordinators and sends email information to them.**
- The State/Region Coordinators maintain addresses of dancers in their region.**
- The State/Region Coordinators forward email information to their part of the tree.**



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ARTS ACCOMPLISHMENTS

Surveys -

Demographic surveys have been done at two National Square Dance Conventions® and several Festivals across the country to gather demographic statistics that will help in the development and promotion of a workable marketing plan. You too can help by being sure to fill out a survey each and every time you are given one, no matter whether you have filled out a survey at a previous event or not, as each participant is a part of the demographics for that event – let your survey be counted.

All survey results are on the ARTS web site www.arts-dance.org



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ARTS ACCOMPLISHMENTS

Square Dance 101 –

To help educate the public and promote an understanding and enhance the image of the multiple forms of historical Dance activities, ARTS has given assistance, along with a \$1,000 grant to the California Square Dance Council, Inc. Youth Advisory Committee to develop an instructional package that can be used by education teachers, scout leaders, recreation departments, church groups and anyone else interested in setting up their own introductory square dance program.



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ARTS ACCOMPLISHMENTS

Square Dance 101 –

This project is now complete and was presented, and well received by attending teachers and recreational leaders at the 2005 and 2006 California Association of Health, Physical Education, Recreation and Dance (CAHPERD) Conferences. This instructional package, including 4 CD's utilizing upbeat music and incorporating introductory square dance lessons may be obtained through the ARTS www.arts-dance.org In the future ARTS plans to expand this project with similar instructional modules to encompass other facets of our Dance programs through the creation of presentations introducing Contra and Round.



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ARTS ACCOMPLISHMENTS

Contra Dance 101 –

To help educate the public and promote an understanding and enhance the image of the multiple forms of historical Dance activities, ARTS has given assistance, along with a \$500 grant to the CONTRALAB, to develop an instructional package that can be used by education teachers, scout leaders, recreation departments, church groups and anyone else interested in setting up their own introductory contra dance program.



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ARTS ACCOMPLISHMENTS

Contra Dance 101 –

This project is now complete and is available to teachers, recreational leaders, Callers and Clubs who would like to learn to Contra Dancing. This instructional package, including CD's utilizing music and incorporating introductory contra dance lessons. Contra Dance 101 may be obtained through the ARTS www.arts-dance.org for a minimal fee. In the future ARTS plans to expand this project with similar instructional modules to encompass other facets of our Dance programs through the creation of presentations introducing Round Dancing.



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ARTS ACCOMPLISHMENTS Travel Web Site

In cooperation with YTB travel ARTS has embarked on an innovative program that will provide ARTS with a way to raise substantial funds. This website www.arts-dancetravel.com has been customized specifically for ARTS. Dancers, their families and friends, are encouraged to turn their travel and vacations into donations for ARTS. By booking Dance, personal and business travel on this new ARTS travel website funds are generated to benefit ARTS. Every time the ARTS-Dance travel web site is used to purchase travel, airline tickets, hotels, rental cars or cruises, ARTS will receive a portion of the travel commissions. Those using the www.arts-dancetravel.com website will receive the same low rates as those available from other travel websites and will help generate \$1,000's for ARTS-Dance.



Alliance of Round, Traditional and Square-Dance

ARTS ACCOMPLISHMENTS

ARTS NEWSLETTER

An informative ARTS Newsletter is published after each of the ARTS meetings - held in the Spring – immediately following the National Square Dance Convention – Pre-Convention, Summer – after the National Square Dance Convention – and in the Fall. This ARTS Newsletter is distributed electronically and is available from the ARTS website: www.arts-dance.org



Alliance of Round, Traditional and Square-Dance

ARTS PROJECTS

ARTS “Add A Buck” Plan

The ARTS “Add A Buck” plan is another project to help ARTS by generating funds to implement future programs through State Conventions, Festivals and Special Dances right on down to Club Dances. The “Add A Buck” program asks that you add an additional amount (example \$1.00) to your door donation and then send those funds on to ARTS. Initially packets will be sent to State Representatives hoping they will pass the information on down to local levels. If you have not received this information or would like additional copies, you can download this program from the ARTS website: www.arts-dance.orgm



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Phoenix Plan

The Phoenix Plan
(A New Beginning)
April 16, 2000

The Plan is a program to market square dancing. It is a recommended plan of action based on research findings arising from a brief market study. The public image of square dancing has become less attractive. At the same time, competition for the consumer's leisure and recreation time has noticeably increased. Understanding those factors, the Plan will identify the problem areas and offer solutions that would again present square dancing as an attractive product or service. The Plan consists of three phases and recommends incremental steps to realize its potential.

A copy of the Phoenix Plan can be obtained for the ARTS Web Site www.arts-dance.org



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ARTS ACCOMPLISHMENTS

ARTS Recruiting Plan

The CALLERLAB RPM (Recruit – Promote – Maintain) Ad-Hoc Committee has developed a comprehensive ARTS-Dance Recruiting Plan. This Recruiting Plan provides a detailed, systematic process to attract the desired demographic to become active participants of our Dance activities. The ARTS Governing Board approved this Plan. It is available to Dance Clubs, Associations, Federations, or any other organizations. This plan may be modified for use by any Dance organizations for Marketing and Promoting the Dance forms represented by The ARTS. Copies of this plan are available through the ARTS: www.arts-dance.org



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ARTS ACCOMPLISHMENTS

EDUCATION GRANT PROGRAM
(Approved - August 16, 2008)

Description:

A grant program , funded by ARTS-Dance (ARTS), to encourage various dance associations and organizations to conduct Educational Seminars which would inform and educate their members and 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, its purposes, goals, and accomplishments**

Who would be eligible:

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.



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ARTS ACCOMPLISHMENTS

EDUCATION GRANT PROGRAM

Terms:

The associations, organizations, or dance promoters can apply for an educational grant for 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 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.

What can the money be used for:

Convention center or meeting room costs, Presenter or leader expenses and costs, Promotion or advertising of session, and General promotion of ARTS.

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 .



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ARTS ACCOMPLISHMENTS

- ARTS has produced a information background sheet on Square, Round, Contra & Traditional Dancing to be used by Federations, Associations, clubs and others to Promote Dancing and attract new dancers.
- This is available on the ARTS Web Site: www.arts-dance.org



Alliance of Round, Traditional and Square-Dance

ARTS PROJECTS

Web Site & Video Project

You 2 can dance

You2candance.com

You 2 Can Dance

A BRAND NEW MARKETING WEB SITE
PROMOTING
SQUARE, ROUND, AND CONTRA DANCING

*High Definition Video Clip of Each Dance Form
with professional voice-overs*

- ⚙ Detailed Descriptions of Each Dance Form
- ⚙ Find a Caller, Find a Cuer, and Find a Club sections
- ⚙ High Definition Pictures

This site was created by ARTS-Dance to be a tool for promoting Square Dancing, Round Dancing, and Contra Dancing. Rather than trying to describe each activity on a flyer posted on a bulletin board, you can direct the *potential dancer* to this site to **show them**. They can watch video, read detailed descriptions and then find a leader or club in their area using either the resources page of the web site, or the contact info you have provided on your advertising

check it out

↙ <http://www.you2candance.com>

To learn more about using this web site as part of a nation-wide marketing plan go to the Facebook page (You 2 Can Dance) or the ARTS-Dance web site (arts-dance.org). It doesn't cost you a thing and is there for you to use to help promote our dance forms.

LEADERS and CLUBS

Email info@you2candance.com to have your info included in the site.

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[Square Dancing](#)[Round Dancing](#)[Contra Dancing](#)

Search Site



You²Can Dance

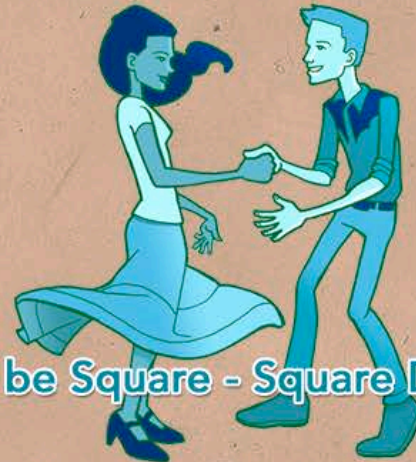
America's Best Resource for Recreational Dancers

▼ *Welcome,* Get Started by selecting a dance style from below. ▼

Round Out Your Life - Round Dancing



Hip to be Square - Square Dancing



Tradition Revisited - Contra Dancing



Modern Square Dancing is the perfect escape. Exercise the body, stimulate the mind, and make new friends, all while forgetting the day's troubles and remembering how much fun dancing can be. To see how square dancing has evolved, click on the illustration above.

[▶ Get Dancin'](#)[▶ View Video](#)

do-sa-do

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Find A Caller In Your Area

[1](#)[2](#)[3](#)

Use the Resources Page to help you Find a Caller!



Square Dancing

Square Dancing has changed a lot since Colonial times. Gone are the fiddlers and live bands, replaced by sophisticated sound systems and recorded music. The barns and fields have given way to modern air-conditioned halls, with larger dances being held in Hotel Ballrooms and major municipal convention centers. Weekly dances at local Square Dance clubs average 50 to 150 dancers, with special weekend dances being attended by **500 to 3000 dancers**. A "National" festival is held in a different city each June, and is usually attended by **10,000 to 20,000 dancers**.



10 Reasons to Dance



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Square Dancing



Get Started

Learn a lot more about the dance form that puts 4 couples together as a team. They dance intricate, yet easy to learn, movements together, moving from partner to partner until the music ends and they magically return to their original partner and original place on the dance floor.



Whether you are looking to find a square dance club to join, find a caller to hold a fun evening of dancing and socializing, visit a local club to see first hand, or you would just like to speak with someone in your area, this site will help you do that.

"Dancers are the athletes of God." – Albert Einstein

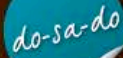
To find a club near you, click on **"Find a Club"**.

10 Reasons to Dance



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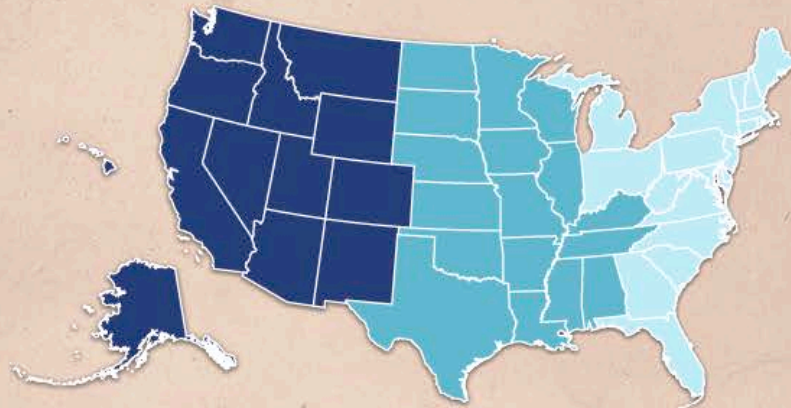
Square Dancing



Resources

Whether you are looking to find a square dance club to join, find a caller to hold a fun evening of dancing and socializing, visit a local club to see first hand, or you would just like to speak with someone in your area, this site will help you do that. You can use this Resources page to help you Find A Teacher or to help you Find A Caller. Please check back regularly for updates in your area.

Find A Caller



To find a caller in the Western Region [click here](#).

To find a caller in the Central Region [click here](#).

To find a caller in the Eastern Region [click here](#).

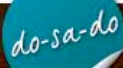
In This Section

[Find A Caller](#)[Western Region](#)[Central Region](#)[Eastern Region](#)[Canada](#)[Find A Club](#)

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[Home](#)[Square Dancing](#)[Round Dancing](#)[Contra Dancing](#)

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Square Dancing



Associations

Listed below are some association that greatly contribute to the Dancing Community. Please take the time to research these associations – you might discover opportunities within your local community as well.

ARTS-Dance

Alliance of Round, Traditional, and Square Dance

Website: www.arts-dance.org

CALLERLAB

Descriptions: International Association of Square Dance Callers

Website: www.callerlab.org

USDA

Descriptions: United Square Dancers of America

Website: www.usda.org

In This Section

[ARTS-Dance](#)[CALLERLAB](#)[USDA](#)

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Square Dancing



Square Dancing Blog

5.19.10

10 Reasons to Dance

- 1. Cardiovascular Fitness** – Dancing is a safe way to exercise. The level of exertion is up to each participant. You can rev it up for a high intensity workout or take it easy for a relaxing, yet beneficial workout. Dancing regularly can lead to a slower heart rate, lower blood pressure, and an improved cholesterol profile.
- 2. Healthy Environment** – Square Dance, Round Dance & Contra Dance clubs are smoke and alcohol free.
- 3. Body & Brain Boost** – Square, Round, & Contra dancers react to calls as they are given. This forces the body and brain to be tightly coordinated. A number of the calls are memorized which keeps the brain sharp.
- 4. Calorie Burn** – Dancing burns between 200 and 400 calories every 30 minutes of dancing. That's equivalent to walking or riding a bike.
- 5. Distance** – The President's Council on Physical Fitness and Sports recommends 10,000 steps per day to maintain physical fitness. It is estimated that a typical square dancer can expect to clock 9,000 to 10,000 steps per dance.
- 6. Sturdy Bones** – The side to side movements of dancing strengthen weight-bearing bones, tibia, fibula, and femur, and help prevent the slow loss of bone mass.
- 7. Rehabilitation** – Dancing is a way to get back in the swing of things if you are recovering from an injury. Dancing keeps your joints moving, and is nice alternative to jogging or other high-intensity activities.
- 8. Social Aspects** – Square Dancing & Contra Dancing are great ways to

Recent Posts

10 Reasons to Dance

Not-so-square dance: Teens blend old, new for fun, competition

Dancing will add ten years to your life!

Teen Square Dancer Calls His First Dance

10 Reasons to Dance



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Web Site & Video Project

You 2 can dance

Video Project:

- Three separate “introduction to square/Round/Contra Dancing” videos.
- Videos will be a mix videos and motion graphics that match developed branding.
- CVP will provide scriptwriting, voice over, shooting, editing & encoding.
- Each video running time shall not exceed 2 minutes.
- 10 DVD's with the option to watch all 3 videos.
- ARTS will reproduce these CD's/DVD's and make available to dance organizations and Clubs.



How to use You 2 Can Dance – pg 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.
- 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.
- 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 web 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
- 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.



How to use You 2 Can Dance – pg 2

- Put a little sign in one of your car's rear windows. Just 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. Leave them laying around in waiting rooms, libraries, on supermarket bulletin boards, 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.
- 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 dances and listen to a description of the activity given by a professional voice-over artist.
- 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, 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.



Alliance of Round, Traditional and Square-Dance

You Can Help by Making A Donation to ARTS-Dance

ARTS-Dance Inc., is registered with the United States Internal Revenue Service as a 501(c)(3) tax-exempt corporation. Donations to ARTS-Dance are deductible to the extent provided by the law for those who itemize their deductions on United States federal and state income tax returns. If you live in Canada or another country, please contact a tax professional about whether your donation is deductible.

There are many ways to donate

- Make a cash donation.
- Become an ARTS Member (\$25.00 Per Person Per Year)
- Add \$1.00 to the admission fee for dances, festivals, and weekends.
- Hold an ARTS Benefit Dance
- Add a standard codicil to your last will and testament, bequeathing funds to ARTS-Dance.
- Make a donation of stock. If you have stock that has appreciated in value, a stock donation has very attractive tax consequences. You can deduct the full current value from your taxes, and you do not have to pay taxes on the gain. Contact us for information you'll need to transfer your shares.
- Many employers have matching gifts programs that will match charitable donations of cash and stock. Some match gifts from retirees and employee spouses, and some even offer double and triple matches. There are some that do not have formal programs, but will still match donations. Be sure to ask your employer for a matching gift!



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ANY QUESTION?

THANK YOU FOR YOUR
ATTENDANCE