



UNITED SQUARE DANCERS OF AMERICA

SQUARE DANCE – AMERICAN FOLK DANCE



USDA – Beyond the Dance Floor

Presented by:

Tony & Diana Rock, USDA President

LPaul & Sally Schmidt, USDA Information Officer

What is USDA?

- Who? Formed By Dancers, For Dancers, Under the Control Of Dancers
- When? Formed on June 26, 1981
- Why?
 - Promote The Total Square Dance Movement
 - Establish Communication For Decision Making On A National Level
 - Provide Education
 - Encourage Cooperation Between Dancers and Dance Organizations At All Levels
 - Provide Benefits For The Entire Square Dance Community

USDA Website

usda.org

- Created By Jim Weber, Maintained by USDA Webmaster
- A Tour of the Website
 - 5 Direct Links
 - 7 Dropdowns Each With Multiple Links
- An In Depth Look Into The Website In An Upcoming Social Media Webinar.

Educational Materials

- Quality Educational Materials For Club Leaders and Dancers
- A Variety of Topics
- Free Download From the Website
<http://www.usda.org/educ.htm>

Time to Talk

- In your Breakout Room, discuss:
 - Share one new fact you learned about the purpose of USDA.
 - What can USDA do to help you get the word out about our many benefits to dancers in your area?

USDA News

- National Newsletter Published Quarterly
 - USDA Updates
 - Regional News
 - Informative Articles
 - Dance Event Calendar and Fliers
 - Photos, Photos, Photos!
- Reasonable Advertising Rates: Promote Your Regional or State Festival!
- Subscribe now!
<http://www.usda.org/usdanews.htm>

Dancers Insurance Program

1. Liability Insurance
2. Accident and Medical Insurance
(Supplemental)

<http://www.usda.org/insuranc.htm>

Connections With Other Organizations

- Live Lively - Square Dance
- ARTS-Dance
- National Executive Committee / National Square Dance Conventions
- CALLERLAB and ROUNDALAB
- Other National Dance Organizations

Time to Talk (Again)

- In your Breakout Room, discuss:
 - Share one new thing you have learned during this webinar
 - Identify a USDA program or a topic you would like to learn more about

Future USDA Webinar Topics

- ▶ 501(c)(3) Group Exemption Program
- ▶ USDA Youth Program and Youth Scholarship
- ▶ Do You Hear What I Hear: Getting the Word Out
- ▶ Promoting Square Dancing During the Most Challenging of Times
- ▶ USDA Educational Materials
- ▶ USDA at the National Convention
- ▶ USDA Handicapable Program
- ▶ USDA Specialty Programs and Honors



Your Turn: Q & A