

Beyond The Dance Floor Webinar Series

When the Covid-19 pandemic took hold all over the world many of our favorite activities, like square dancing, came to a screeching halt. As time wore on we saw that we were losing touch with our dance community. The United Square Dancers of America, Inc. (USDA), your national dancers' organization, decided we needed to do something.

In October of 2020 USDA introduced our monthly series of web-based programs via *Zoom* to support clubs on the business and marketing end of our activity. Initially the programs were designed to introduce more dancers across the country to who/what USDA is, the programs and services we provide, and a way to keep square and round dancing in the forefront of people's thoughts even if they weren't able to get together on the dance floor.

We know it takes a lot of effort and organizational skills to keep our favorite activity alive and USDA is here to help. From bylaws to event planning, club officer duties, promotion, communications, newsletters, youth and handicapable programs — this series is designed to help groups across the country build and grow your clubs.

Since the series started we've had participants from all across the US, Canada and around the World. We encourage you to join us soon!

Some Of Our Topics

- ◆ Marketing Square Dancing During Challenging Times
- ◆ USDA's 501(c)(3) Group Exemption Program
- ◆ SSD—Social Square Dancing
- ◆ Using Social Media to Promote Square Dancing
- ◆ USDA's Insurance Program
- ◆ Bringing Back the "Sociability" of Square Dancing
- ◆ USDA's Involvement at the National Square Dance Convention®
- ◆ Youth Dancer Programs and Youth Scholarship Programs
- ◆ Handicapable Dancer Programs
- ◆ Club Administration—Bylaws, Standing Rules, Contracts, etc.
- ◆ USDA's Educational Materials

More to come! Send your topic suggestions to us at OnlineEducation@usda.org

Here's What People Are Saying ...

"This Webinar series is a great idea" ... Orange Co, CA

"So looking forward to future webinars—and it was great seeing all the smiling faces" ... Colorado

"Enjoyed the presentation" ... Arlington, TX

"Thank you very much for making these sessions available!" ... British Columbia, Canada

"Best analysis of the situation I've seen—and more importantly—a realistic and actual workable solution" ... comment regarding Mike Hogan's marketing webinar

"Mike Hogan's session was the best session yet! More on this topic" ... Space Coast, FL

"Great Presentation!" ... Ontario, Canada

"Thank you for the wonderful reminder how to keep square dancing alive" ... Colorado#

Here's How It Works

- ◆ All webinars use the *Zoom* video conferencing platform.
- ◆ Webinars held the second Saturday of the month, unless otherwise announced.
- ◆ Webinar times:
 - 2:00 pm Eastern
 - 1:00 pm Central
 - Noon Mountain
 - 11:00 am Pacific
- ◆ Webinar duration: 90-minutes, but may run over if pre-approved by presenter.
- ◆ All sessions recorded. Audio recording posted one month following presentation.
- ◆ Presenter handouts posted to, www.USDA.org, within five days following presentation.
- ◆ Login information posted on Facebook and the USDA website, www.USDA.org.

Find Out More

For More Information and a Complete Schedule of Future Webinars visit the USDA Website: <http://www.USDA.org>

The website also has audio recordings and handout materials from previous programs.

To be added to our direct notification mailing list of upcoming webinars, send us your name, club/association affiliation and your email address to: OnlineEducation@USDA.org

**Questions??: Contact us at
OnlineEducation@USDA.org#**



40
And Fabulous!
1981-2021

BEYOND THE DANCE FLOOR

USDA's Online Webinar Series



The United Square Dancers of America's monthly online webinar series focusing on the behind-the-scenes aspects of keeping square dancing alive.

For additional information about USDA or any of its programs, please visit our website www.usda.org or email the Education/Publications Committee at usda.education.publications@usda.org

USDA web page - www.usda.org
E-mail address - OnlineEducation@usda.org

IS-042

Created 04/21