

**CHAT FILE FROM USDA'S BEYOND THE DANCE FLOOR  
SOCIAL SQUARE DANCING (SSD) – WHAT IS IT AND HOW DOES IT WORK?**

- 00:46:30 Greg G, Martinez Swingers: Were the Clubs in this area mostly Mainstream or Plus?
- 00:52:23 Ann Shores Tam Twirlers: I hope you will speak about the impact on retention of existing Plus dancers.
- 00:55:44 Lonnye/San Diego: Have clubs in California tried this program and if so, how do they feel about it? Do they feel it was successful in expanding the club?
- 00:56:50 Greg G, Martinez Swingers: Are new dancer/members mostly from the 'new empty nest/recent retire" demographic?
- 00:58:05 Scott Pearce- Folsom, CA: You have talked about increased success in students becoming club members. What programs are the clubs dancing when the students migrate to the club? SSD. MS, Plus?
- 00:58:38 Greg G, Martinez Swingers: Lonnye, there are Clubs/Callers in the South Bay (San Jose-ish) adopting it and running well attended Party Dances successfully.
- 00:59:50 Jay Aldrich: ASDSC: Would we see SSD hall at major festivals? Would this take the place of the mainstream hall or have a separate hall?
- 00:59:52 Karen Harry Davis Northern Calif: When do these SSD dancers go to Mainstream and Plus etc?
- 01:04:03 Greg G, Martinez Swingers: Many will choose not too adopt more complexity; but if we include an SSD Hall at Festivals then those that might want to have a good opportunity to observe/try it. Marketing opportunity to bring lots of new dancers into the activity and have them see the opportunity to move on.
- 01:04:42 Ann Shores Tam Twirlers: Greg, that makes sense to me.
- 01:09:04 Greg G, Martinez Swingers: Ann, I can follow up; my sense is Tork & Kurt G are using it, not sure which Clubs. Our VP Greg La Framboise mentioned earlier this week that he and his wife drive down to Santa Clara for SSD Dances
- 01:20:24 Greg G, Martinez Swingers: As a proof point for simplification - those of you who attended our Black & White in January of 2020 may remember that Buddy Weaver used very few of the more complex Plus calls during the evening but his flowing choreography made it one of the most enjoyable evening we've hosted in the past few years
- 01:27:46 Greg G, Martinez Swingers: At Roundup it might make sense to run a 2 SSD:1 Full MS rotation if we have Clubs adopt SSD. Last time Jan & I danced in that hall probably half the Dancers were not confident at Full Mainstream anyway
- 01:34:27 Karen Harry Davis Northern Calif: When do clubs offer club membership to new dancers?
- 01:37:04 Ann Shores Tam Twirlers: Will the slide deck be shared?
- 01:39:03 Bonnie Abramson, No CA VP: YEs, we will share the slides and hopefully the full presentation on the CA Square Dace Council webiste

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- 01:39:21 Bonnie Abramson, No CA VP: [www.squaredance.org](http://www.squaredance.org)
- 01:48:48 Carl McLaren: How often are there schedules SSD dances once you graduate?
- 01:51:15 Karen Harry Davis Northern Calif: And how many new dancers are traveling to festivals?
- 01:52:36 Greg G, Martinez Swingers: My take away is that Social Square Dance is not correctly understood as just a new call list or program. It can be deployed as an innovative Business Strategy for Square Dance Callers who want to operate a vital, growing Dance Entertainment Business. If no Association aligned Clubs adopt it we should anticipate Callers may choose to open Caller led Clubs to grow their market and get to profitability instead of loosing money on a Calling hobby.
- 01:54:16 Shirley: The largest National Convention was in 1976 (40,000). At that time there were still no levels. It was SQUARE DANCING. After the levels were introduced square dancing began to decline. Russ Foster - San Luis Obispo, CA
- 01:55:16 Greg G, Martinez Swingers: and in 1976 there were only about 50 calls
- 01:56:42 Shirley: Yep!
- 01:58:35 Karen Harry Davis Northern Calif: We believe that new dancers should be offered club membership after a short period of time - for our club, Clutch Busters, it is 10 weeks.
- 02:05:32 Shirley: Has anyone introduced the program into a school system?
- 02:09:45 Carl McLaren: Does SSD rely on other clubs to transition dancers to other levels?
- 02:10:42 Ann Shores Tam Twirlers: Steve always has his friend Froggy with him.
- 02:11:48 Jay Aldrich: ASDSC: Has SSD been done with a weekend blast-class format?
- 02:12:48 Carl McLaren: What other workshops are offered in SSD?
- 02:15:34 Ann Shores Tam Twirlers: Tam Twirlers is considering whether to change to SSD - we had one board meeting to discuss and will discuss further. No decision yet.
- 02:18:00 Greg G, Martinez Swingers: I've launched a board level introduction of SSD, will broaden that to the Club after we restart. Possible for us to run SSD on Wednesdays and combine Plus and Advanced on Tuesdays since we already operate two night per week.
- 02:18:12 Jim Maczko & Patty Wilcox: Our Mind Set Needs to Be - Its Not Important What We Dance - Its More Important that we are Dancing.
- 02:18:24 Greg G, Martinez Swingers: YES
- 02:19:06 Jim Osborne: How much does Barry pay for a hall? Cost of halls in SF Bay Area can easily become a \$ hole without significant paying students & dancers.
- 02:19:48 Lonnye/San Diego: Bonnie, I've had my hand raised for a while....
- 02:24:39 Eric Whitaker: ill come back later

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02:25:04 Linda M - Orange County, CA: Thank you for this great presentation today!

02:39:23 Linda M - Orange County, CA: Thank you Barry! This was great!

02:40:26 iPhone: What was said about membership. I missed that part.

02:42:09 Greg G, Martinez Swingers: Page 11 FAQs: Designed to be taught in 18 - 22 hours

02:42:25 Greg G, Martinez Swingers: Class sessions dependent on how you block it in

02:42:26 Linda M - Orange County, CA: Thank you very much, Bonnie!

02:44:20 Jim Maczko & Patty Wilcox: USDA will have a National Webinar to discuss SSD -  
Bonnie will provide details.

02:53:49 Shirley: Thank you, Bonnie.