

USDA Webinar – February 17, 2024

The ARTS-Dance Foundation:

Jim & Judy Taylor are currently USDA Treasurer, ARTS Secretary and Chairmen of the Re-Imaging Square Dance Program. Live in Colorado.

Tech Soup

- Tech Soup is a 501(C)3 company that makes discounted software and refurbished hardware available to other 501(c)3 companies. If you are a member or maybe even a member of a 501(c)3 company, you can contact them at www.techsoup.org. If you are affiliated with ARTS or USDA, you can contact Edythe Weber, ARTS Treasurer or Jim & Judy Taylor.
- Software used to be purchased. Now, most software is sold on an annual subscription basis, so the discount applies to the first year.

How ARTS Promotes Square Dancing Through Live Lively Square Dance!

- The objective is to help rebuild square dance clubs (or at least slow down the decline).
- Promote an existing modernized logo, created by a British Columbia couple named Nick and Mary Anne Turner, and a slogan provided by the CALLERLAB Marketing Committee.

Live Lively -



Square Dance!

- Created Pins, Bolos and note pads with the logo and slogan.
- Purchased and sold license plate frames and car window stickers and still have many to sell.



- We have 200+ License Plate Frames and will bring some to the Milwaukee 73rd NSDC.

Purchased 1 ½ inch round logo stickers and iron-on patches.



We have 1000 stickers; 200 Car window stickers and 100 patches.

- Square dancing was declining for years before this program was begun and was, unfortunately, still declining when Covid hit in 2020. Most square dancing was stopped for 2 years and is still trying to recover from a nearly 50% decline. More effort is placed on recruiting now and maybe the new logo and slogan and videos will help with the recruiting. 2013 44,000; 2024 23,000
- In addition to healthy exercise, square dancing is good for the brain and is a great socializer – be active, get out and meet others. Live Lively – Square Dance.

Websites & Links

ARTS - <https://arts-dance.org/>

Re-Imaging - <http://ReimagingSquareDance.com>

CALLERLAB - <https://LiveLivelySquareDance.com>

USDA – <https://usda.org>

Questions