

The United Square Dancers of America's Social Media Committee



Proudly Introduces Our New *Zoom* Series *Beyond the Dance Floor*

Dancing — We all miss dancing! The great news is, as a community we've been adapting to "the new normal". It's been wonderful to see callers and cuers set up virtual dance events. Online groups have been set up to discuss returning to dancing and what precautions need to be taken. IAGSDC even transitioned their International Convention into a "home edition" with virtual dancing and live online activities. Happily, in some areas of the country, clubs are cautiously and carefully beginning to dance again, but there is still more to do.

The **United Square Dancers of America** — USDA — your National dancers' organization, is excited to introduce a monthly series of web-based programs via *Zoom* to support clubs on the business and marketing end of our activity. The programs will be used 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 aren't able to get together on the dance floor.

Beyond The Dance Floor – 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.

Workshops are scheduled to last 90-minutes to allow plenty of time for questions & answers, plus we will welcome input from participants. Our first workshop launches on Saturday, October 10th and our complete schedule is listed on the subsequent pages.

Watch your email, our website and Facebook for links to the actual, **FREE** workshops.



For more information or to check on scheduling updates, please contact us at:

USDA Social Media Directors: Milene McCall—mm101@msn.com;

Bonnie Abramson—bjabramson@gmail.com

Or visit our Facebook page and join our Facebook group

<https://www.facebook.com/groups/314405916617> (United Square Dancers of America—USDA)



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Proudly Presents

Beyond the Dance Floor

PROPOSED WORKSHOP SCHEDULE

All Programs will begin at 2:00 p.m. Eastern; 1:00 p.m. Central; 12:00 noon Mountain;
11:00 a.m. Pacific; 8:00 a.m. Hawaii; 90-minute duration

Program #1 — Saturday, October 10, 2020

Title: Who Is USDA and What Do We Have to Offer?

Faculty: Tony & Diana Rock, USDA Presidents; LPaul & Sally Schmidt, USDA Information Officers; Bonnie Abramson, Moderator

Program Description: This opening webinar in the series, **Beyond the Dance Floor**, being presented by the United Square Dancers of America (USDA) is a brief overview of who USDA is, what is offered by USDA, how to become a member, and benefits of membership. Because USDA offers extensive benefits and services, the purpose of this particular webinar is to provide a brief overview as well as provide a sneak peek of future webinar topics to be offered during the next several months. You are invited to join in and find out how much USDA has to offer Beyond the Dance Floor!

Program #2 — Saturday, November 14, 2020

Title: USDA's 501(c)3 Group Exemption Program

Faculty: Jim Maczko & Patty Wilcox, 501(c)3 Group Administrators; Pat Inglis, 501(c)3 Group Renewals; Bonnie Abramson, Moderator; Milene McCall, Moderator

Program Description: Discussion and overview of the new 501(c)3 Group Exemption program, including how to apply, what are the requirements, what are the benefits and why should groups apply. Once in the group, what are the requirements to maintain your status. Session will also cover USDA's new Associate Member category which allows individual clubs to join USDA and take advantage of the program.

Program #3 — Saturday, December 12, 2020

Title: USDA's Youth Dancer Programs & Founders' Memorial Youth Fund Scholarship

Faculty: Dan Reedy, USDA Youth Advisor; Bonnie Abramson, Former USDA Youth Advisor & Member of California Youth Advisory Committee; Milene McCall, Moderator

Program Description: This program will give an overview of the Youth dancer programs sponsored by USDA, including the Founders' Memorial Youth Fund Scholarship – the application process and how the scholarship is funded. We will also discuss programs offered for youth dancers at the National Square Dance Conventions and brochures offered regarding youth programs. We will welcome input from organizers of successful youth programs across the country—let's share!





Beyond the Dance Floor

PROPOSED WORKSHOP SCHEDULE — Continued

Program #4 — Saturday, January 16, 2021

Title: Do You Hear What I Hear? Using Newsletters and Other Forms of Social Media to Get The Word Out

Faculty: Larry Dunkel, Editor, USDA News; Milene McCall and Bonnie Abramson, USDA Social Media Directors; USDA Webmaster; Sally Schmidt, Moderator



Program #5 — Saturday, February 13, 2021

Title: Promoting Square Dancing During the Most Challenging of Times

Faculty: Mike Hogan, National Square Dance Caller and Marketing Executive for IHeart Media

Program #6 — Saturday, March 13, 2021

Title: USDA's Educational Materials

Faculty: Tony & Diana Rock, USDA President; Dale & Kathy Worthington, USDA Leadership Education Chairmen; Bonnie Abramson, Moderator; Milene McCall, Moderator

Program #7 — Saturday, April 10, 2021

Title: National Convention – Here We Come! Showcasing USDA's Involvement on the National Stage

Faculty: Tony & Diana Rock, USDA Presidents; Gilbert & Sharon Leon, Eastern Region VP; Ed & Lynda Willis, Central Region VP; Mark & Bina Krebsbach, Plains Region VP; LPaul & Sally Schmidt, Western Region VP; Milene McCall, Moderator

Program #8 — Saturday, May 15, 2021

Title: USDA's Handicapable Program

Faculty: Alicia Becker, Handicapable Program Chair; Milene McCall, Moderator

Program #9 — Saturday, June 12, 2021

Title: USDA's Specialty Programs and Honors

Faculty: Joy Vaccari, Prescription Card/Hearing Aid; Larry Dunkel, Centennial Award; Jerry & Donna Robey, USDA Traveler's Program; Jim & Judy Taylor, Amazon Smile; Bonnie Abramson, Moderator; Milene McCall, Moderator

