



The United Square Dancers of America's *Zoom Series*

Beyond the Dance Floor

Dancing! — While we are so excited to be back dancing after the Covid epidemic, we lost many of our dancers, clubs, callers, and cuers during that time. The great news that came from the pandemic is how well the square dance community all over the World has adapted to and benefitted from the challenges we've been facing and continue to face. How have we benefitted? Remote networking platforms such as Microsoft Teams and Zoom have introduced us to new friends and dance experiences we might never have enjoyed before — from Zoom dance sessions with international participation to opportunities to participate in State, National and International dance events, conventions and workshops.

In October of 2020 the **United Square Dancers of America — USDA**

— your National dancers' organization, introduced a monthly series of web-based programs via *Zoom* to support clubs on the business and marketing end of our activity. The programs were 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 weren't able to get together on the dance floor. Since the introduction of the initial workshops, topics have evolved to include Marketing & Promotions, the SSD dance program, square dance resources, promotional information about our National Square Dance Conventions, Social Connections and the recruitment and retention of callers. We've been lucky enough to partner with CALLERLAB, ROUNDALAB and ARTS on several of these programs and look forward to partnering with other national organizations for future program offerings. We've had participation from dancers, callers cuers from all over the world, sharing ideas, program guidelines and coping strategies.



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 handicapped programs – this series is designed to help groups across the country and across the World build and grow your clubs.

Want Direct Notification of the Next Session? Watch your email, our website and Facebook for links to the actual, **FREE** workshops. If you would like to be added to our email notification list send us your name and email address to Education@usda.org or [Click Here](#).



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

USDA Online Education: Bonnie Abramson — Education@usda.org

Or visit our Facebook page and join our Facebook group

www.Facebook.usda.org (United Square Dancers of America—USDA)

