

# USA Dance, Inc Annual General Meeting

Restructuring & Retrenchment

# Meeting Schedule

|                                |  |
|--------------------------------|--|
| <b>Schedule (CDT): 1:00 pm</b> | <b>Call to Order – Gary Stroick</b>          |
| <b>1:00 pm</b>                 | <b>Review AGM 2019 Minutes – Greg Warner</b> |
| <b>1:05 pm</b>                 | <b>Gary Stroick - President</b>              |
| <b>1:15 pm</b>                 | <b>Greg Warner – Senior VP</b>               |
| <b>1:25 pm</b>                 | <b>Spencer Chang – Treasurer</b>             |
| <b>1:35 pm</b>                 | <b>Leland Whitney - Social Dance VP</b>      |
| <b>1:45 pm</b>                 | <b>Giacomo Steccaglia - DanceSport VP</b>    |
| <b>1:55 pm</b>                 | <b>Melissa Dexter - Professional VP</b>      |
| <b>2:05 pm</b>                 | <b>Gary Stroick - College Network</b>        |
| <b>2:10 pm</b>                 | <b>Herb McGurk – Membership Director</b>     |
| <b>2:20 pm</b>                 | <b>Questions and Answers – Specific Area</b> |
| <b>2:30 pm</b>                 | <b>Adjourn Meeting</b>                       |

# Board of Directors

- President – Gary Stroick
- Senior VP – Greg Warner
- Treasurer – Spencer Chang
- Secretary – Fiorenza Todaro
- Social VP – Leland Whitney
- DanceSport VP – Giacomo Steccaglia
- Professional VP – Melissa Dexter
- DS Delegates – Inna Brayer, Roger Greenawalt, Michael Murphy, Damian Pataluna
- Directors – Don Davenport, Herb McGurk, Ross Pearce

# 2109 AGM Review

- Organizational Improvements
- National Collegiate Championships
- SafeSport Policy
- Challenges
  - Membership
  - Financials
  - Volunteers
- DanceSport
- Professional Division
- Social Division
- Reviewed USA Dance Policy and Virginia Law and review of books and records.

# Strategic Vision

- Rebuild our community
  - Attracting and integrating members
- Community and program driven growth
  - Collegiate Programs
- Inorganic growth via scope expansion
  - Other dance forms
- Olympic Committee Alignment

# Year in Review

- Accomplishments
  - Restructuring
    - Business Transition
      - Reducing Size of Governing Council
      - Moving Functional Responsibilities to Committees
    - Cost Reductions
      - Eliminated Face to Face Meeting Requirement
      - Transition from Employees & Contractors to Association Mgmt
      - Insurance
      - Transitioning to Contracting Nationals with Oversight
      - Athlete Travel Stipend Reduction

# Year in Review

- Accomplishments (cont.)
  - In Process
    - Inorganic Growth Opportunities
      - Breakin, Special Olympics, Para DanceSport, Gender Neutral
    - Improving Social Media Communications
    - Business Processes
      - Social Link
      - Web Sites
      - Online Sanctioning Forms
      - Automated Proficiency Point System

# Year in Review

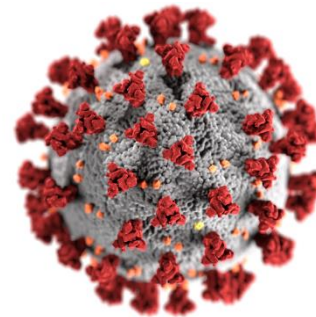
- But we are facing significant Challenges
  - Social and DanceSport membership decline
  - At risk Chapters
    - Small Size implies High Risk
  - Financial Risks
    - Reduced Revenue and Increasing Costs
  - Limited communication between national and local levels
  - Lack of community within and across membership

***Need Member Commitment and Support***



# Year in Review

- Challenges
  - COVID-19
    - Social Distancing
    - Membership Impacts
    - Event Impacts
    - Guidelines



# Association Management Transition

- Provides consistent transitions and back-ups
  - Administrative activities
  - Financial Services
  - Provides institutional history beyond one employee
- Converts fixed administrative costs to variable costs
- Provides the option for access to expertise when affordable

# Special Olympics

- DanceSport approved for Special Olympics
- Partnering with Special Olympics North America
- Working with chapters and states
- Each state has its own Special Olympic not for profit
  - They decide which sports to support
  - No athlete has expenses associated with competing

# Para DanceSport

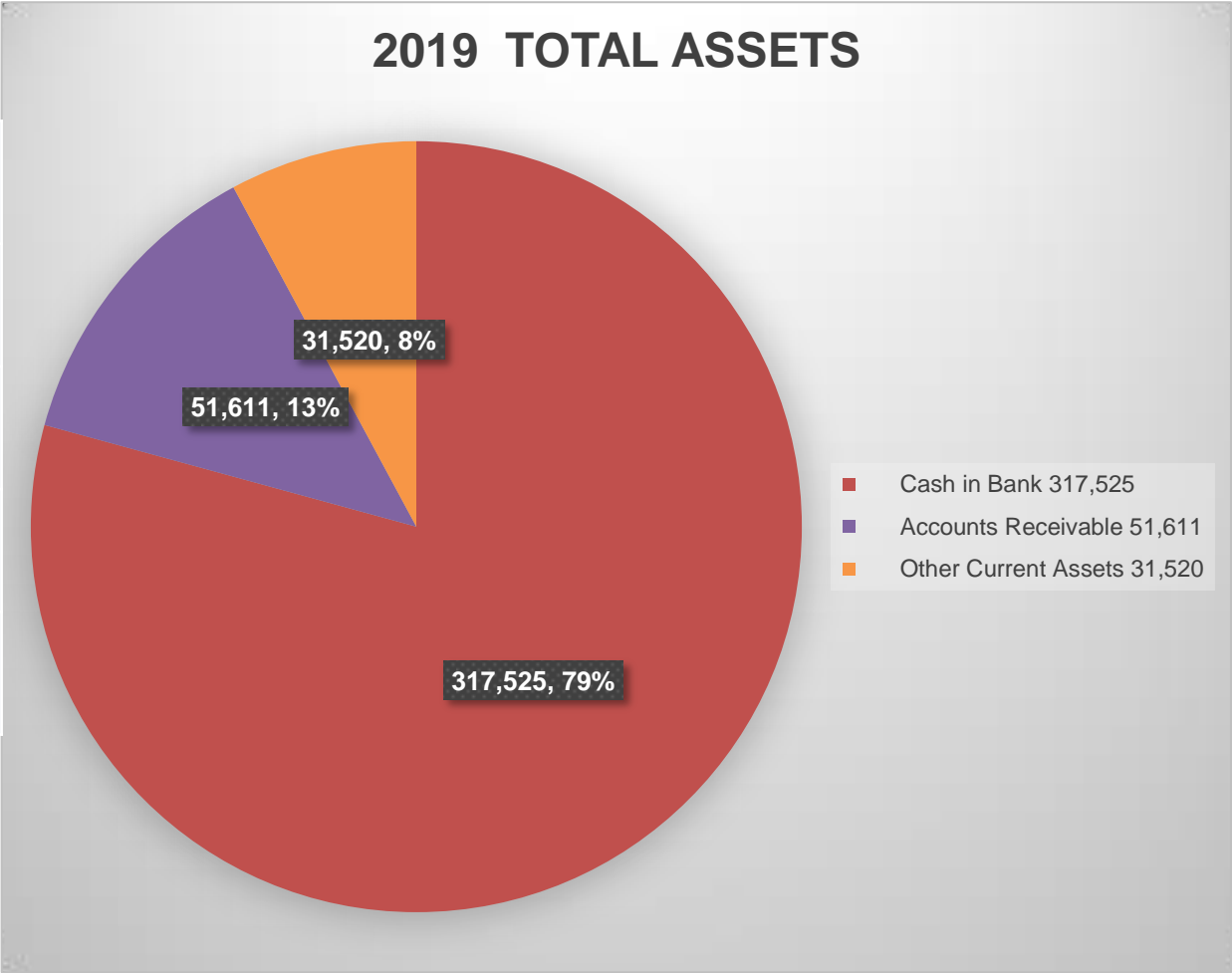
- Referred to USA Dance by USOPC
- Goal to qualify for Paralympics
- Challenges
  - Competitors
  - Syllabus
  - Certified classifiers
  - Judges

# Treasurer

- 2019 INCOME AND EXPENSES VS 2020 BUDGET (Cash Basis)
- 2019 TOTAL ASSETS VS APRIL 30, 2020

# 2019 NATIONAL TOTAL CURRENT ASSETS

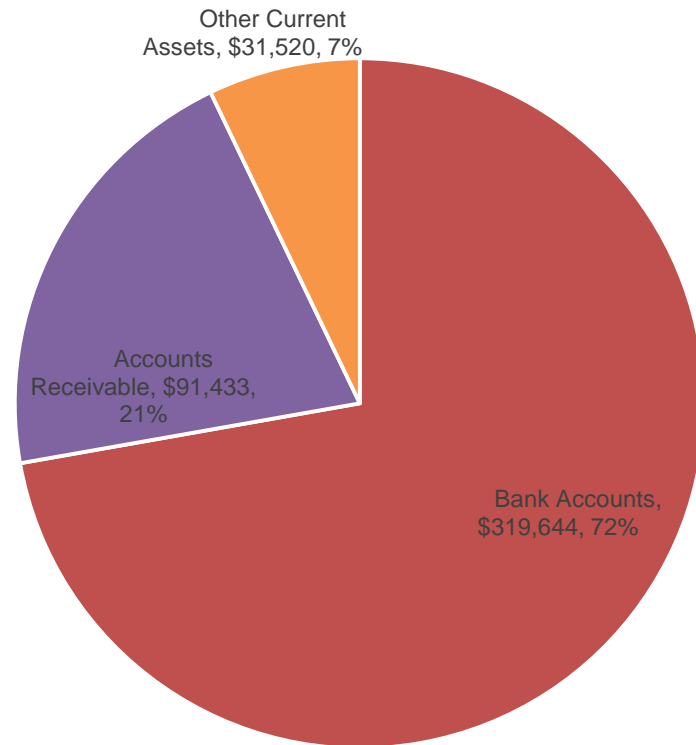
| 2019 ASSETS                 |                  |
|-----------------------------|------------------|
| Cash in Bank                | \$317,525        |
| Accounts Receivable         | \$51,611         |
| Other Current Assets        | \$31,520         |
| <b>Total Current Assets</b> | <b>\$400,655</b> |



# TOTAL NATIONAL ASSETS 04/30/2020

| 2020 ASSETS                 |                  |
|-----------------------------|------------------|
| Cash in Bank                | \$319,644        |
| Accounts Receivable         | \$91,433         |
| Other Current Assets        | \$31,520         |
| <b>Total Current Assets</b> | <b>\$442,597</b> |

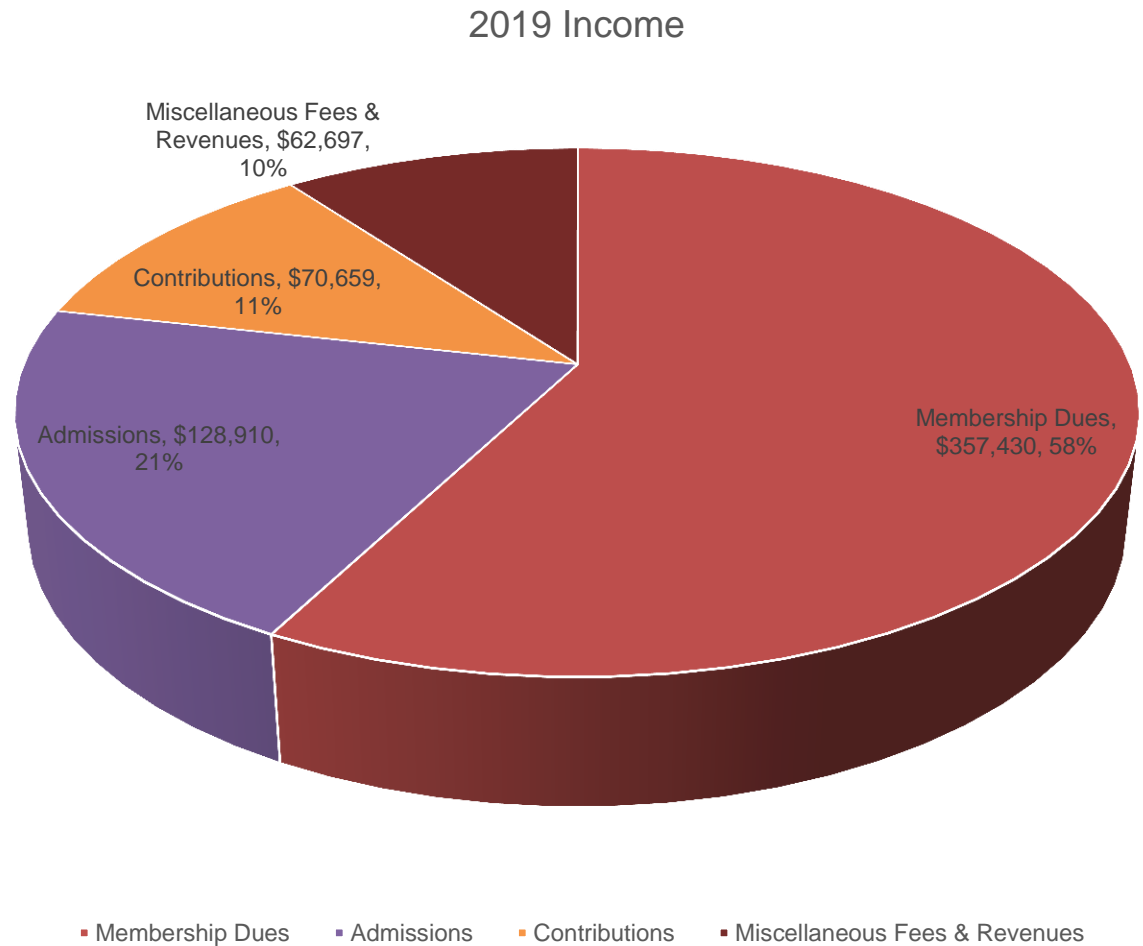
04/30/2020 TOTAL ASSETS



■ Bank Accounts    ■ Accounts Receivable    ■ Other Current Assets

# 2019 NATIONAL INCOME (CASH BASIS)

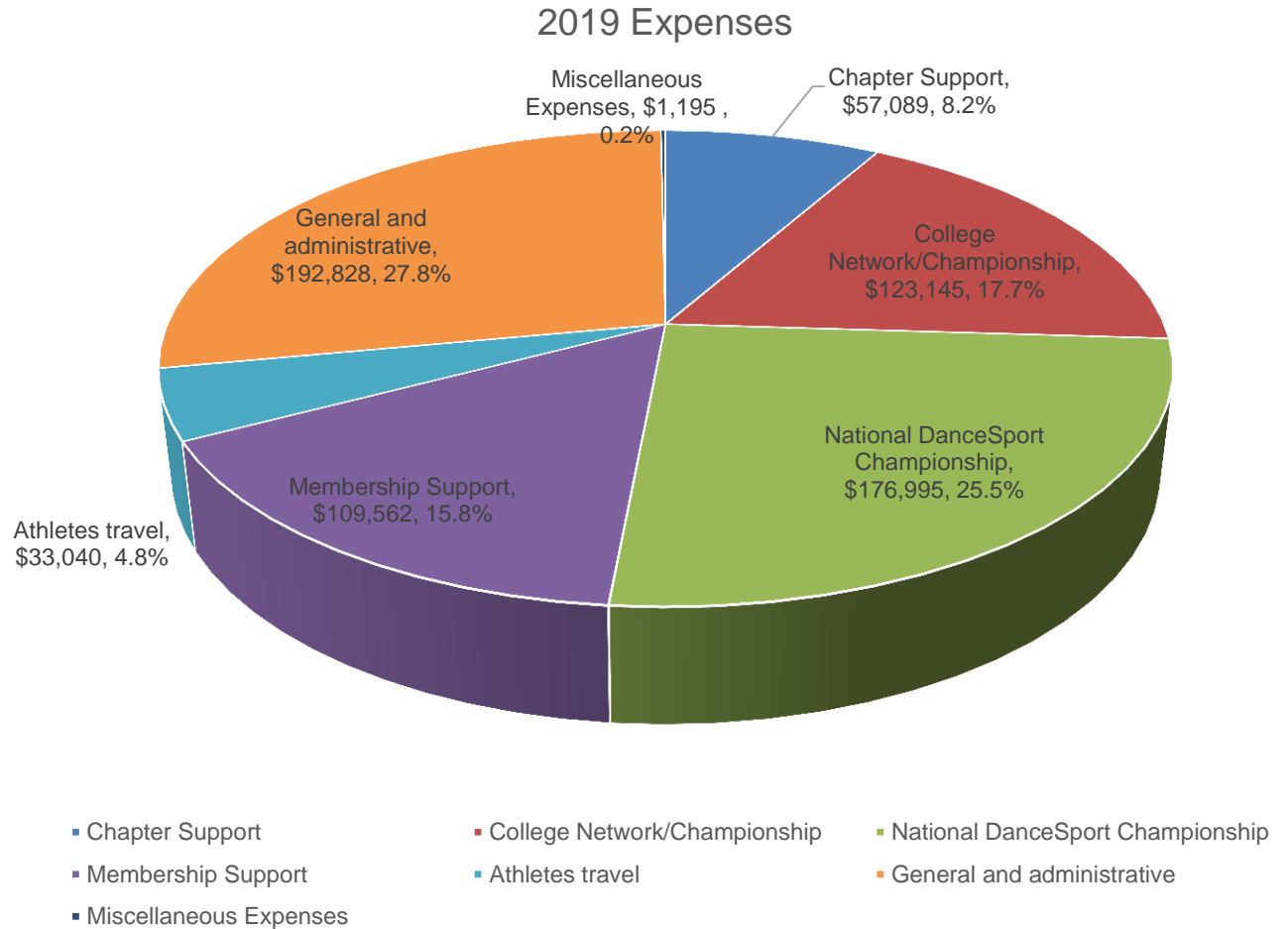
| 2019 Income                   |                  |
|-------------------------------|------------------|
| Membership Dues               | \$357,430        |
| Admissions                    | \$128,910        |
| Contributions                 | \$70,659         |
| Miscellaneous Fees & Revenues | \$62,697         |
| <b>Total</b>                  | <b>\$619,697</b> |





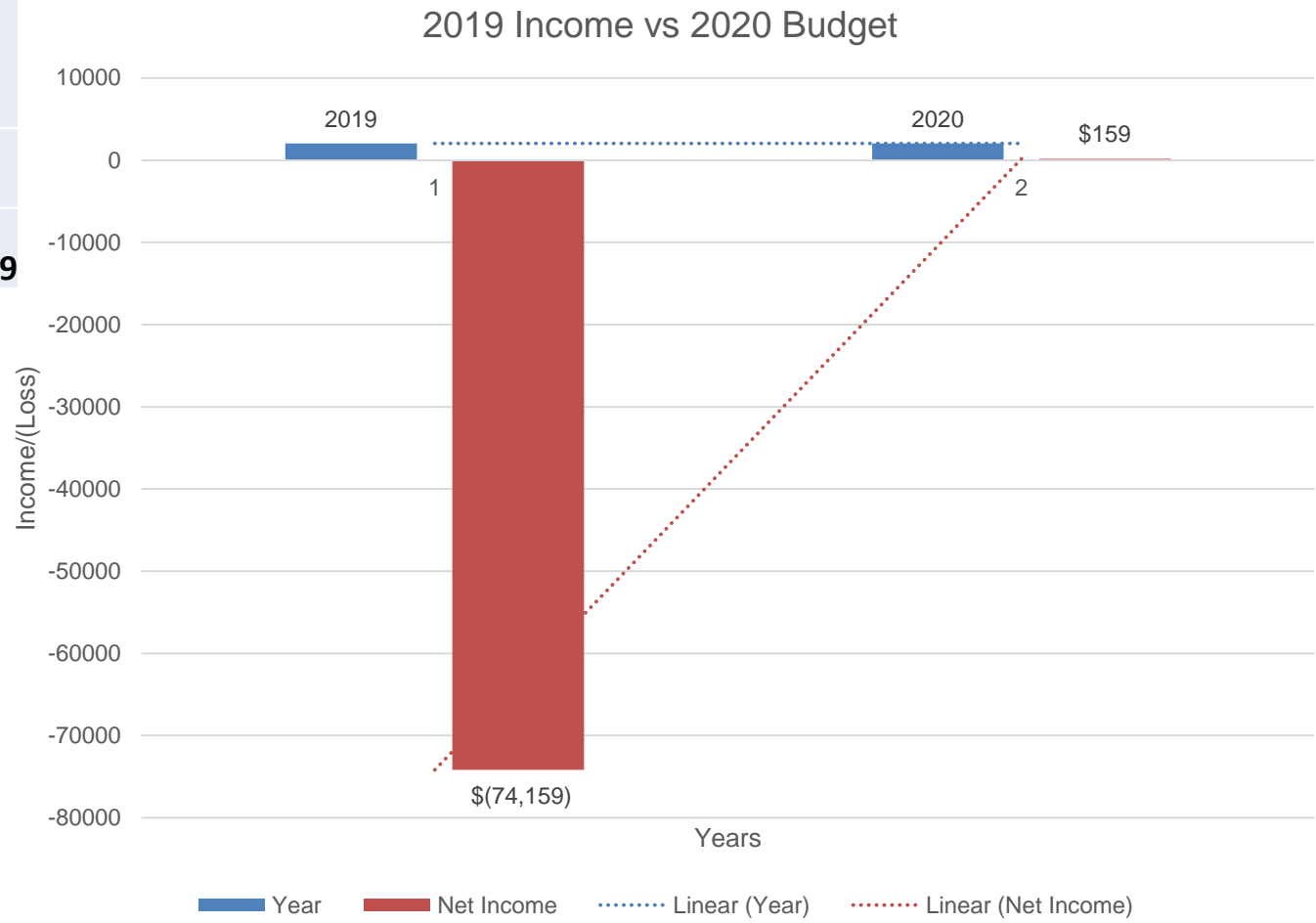
# 2019 NATIONAL EXPENSES (CASH BASIS)

| 2019 Expenses                    |                  |
|----------------------------------|------------------|
| Chapter Support                  | \$57,089         |
| College Network/Championship     | \$123,145        |
| National DanceSport Championship | \$176,995        |
| Membership Support               | \$109,562        |
| Athletes Travel                  | \$33,040         |
| General and Administrative       | \$192,828        |
| Miscellaneous Expenses           | \$1,195          |
| <b>Total</b>                     | <b>\$693,855</b> |



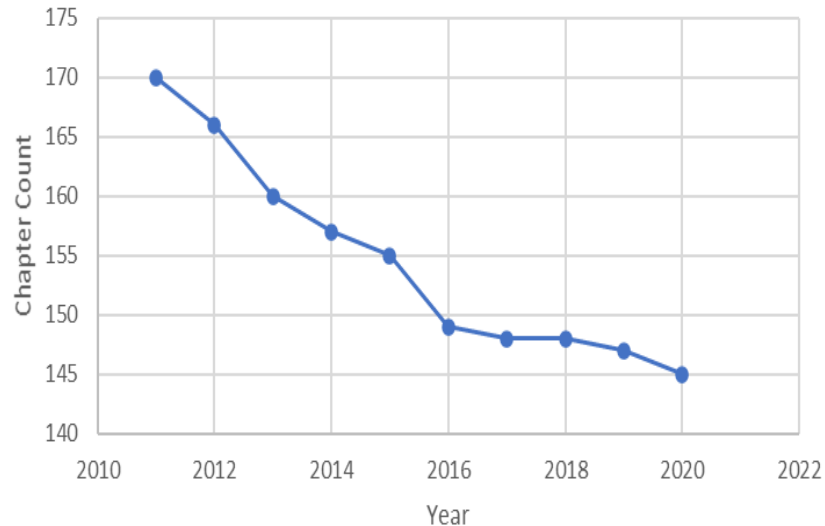
# 2019 NATIONAL NET INCOME VS 2020 BUDGET

| Total 2019 Net Income Vs 2020 Budget |            |       |
|--------------------------------------|------------|-------|
| Year                                 | 2019       | 2020  |
| Net Income                           | (\$74,159) | \$159 |



# 2019 and 2020 Year-to-Date

Chapter Count - June of each year



## Two new Chapters certified since June 2019

- Sierra Vista AZ
- Charlotte Harbor FL

## One new Chapter developing

- St George UT

## Chapter and Volunteer of the Year 2019 Awards

- Six Chapter of the Year Nominations Submitted
- Eleven Volunteer of the Year Nominations submitted
- All District and National Awardees received a plaque
- National Chapter of the Year Awardee received \$1000
- National Volunteer of the Year Awardee received \$250

## National Ballroom Dance Week was a success in 2019.

- Chapters nationwide celebrated NBDW activities including many Salsa Flashmob performances

## Stronger bonds are being formed between USA Dance Inc. Professional and DanceSport members and Chapters

- Travel stipends to world championships are tied to Chapter demos or similar activity,
- Professional presentations provided free face-to-face chapter workshops

## Many chapter reporting activities are now available to be submitted online

## Video training for chapters and members are being made available, including "Stuck at home" videos

# 2020 Social Dance Council Plans

**Strongly encourage Chapters to be asking non-members participants to join USA Dance**

**Strongly encourage to provide extra lessons beyond those provided at the regularly schedule monthly dances**

**Strongly encourage Satellite Events program to grow the number of chapters nationwide**

## **Chapter leadership training:**

- Update document library to make it more user-friendly using video training – underway
- Continue Special Focus on Best Practices and Lessons Learned

## **Encourage more participation in National Ballroom Dance week, Volunteer of the Year Award and Chapter of the Year Award**

- Continue the enhancements to the programs have been implemented
  - \$250 to National Volunteer winner
  - \$1000 To National Chapter winner
- All District and National winners will continue to receive an Award plaque
- 2020 Flashmob on-hold due to pandemic
- Volunteer Award: encourage each Chapter and District to identify a 2020 winner
- Chapter Award: encourage each District to identify a 2020 winner

**Continue to strengthen the bonds between Social, Dancesport and Professional members**

**Keep all District Director positions filled as they are now**

**Partial Funding for District Meetings approved in 2020 budget**

**Encourage organizers to hold a social dance at all USA Dance Competitions**

**Develop long-term plan to reinstate National Chapter Leader's conference via online video conferencing**

# DanceSport Competitive Mission

- Increasing Quantity of Competitions – Expanding Opportunities for Members to Compete
- Increasing Quality of Competition – Expanding Opportunities for Members to Train
- Promoting Interaction Between Athletes and the Community

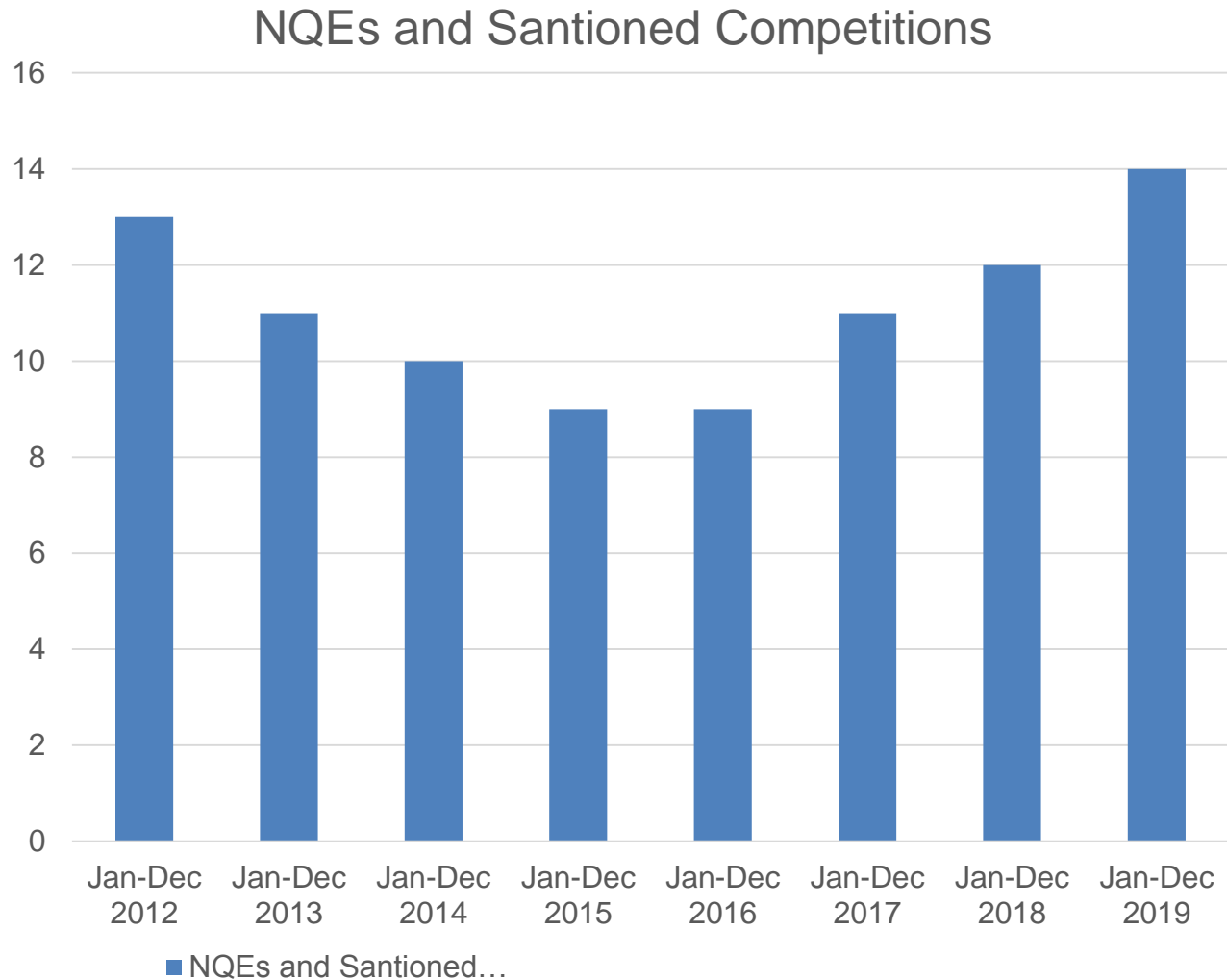
# USA Dance DanceSport Council

- **DanceSport Council Role**
  - Advises Board on DanceSport Issues
  - Facilitates, Regulates, and Sanctions Competitions
  - Oversees Athletes
- **Members**
  - Giacomo Steccaglia, VP
  - Roger Greenawalt, DanceSport Delegate
  - Inna Breyer, DanceSport Delegate
  - Damian Pataluna, DanceSport Delegate
  - Michael Murphy, DanceSport Delegate
  - Jan Vasquez, Chair Senior Committee
  - Elise Griffiths and Andrea Mirenda, Co-Chairs Gender-Neutral Committee

# USA Dance Competitive Achievements 2017-Present

- Increased Number of Competitions (New Events in Western U.S. and in Florida)
- Held first WDSF World Championship in Smooth Style
- Established National Team Training Camp Program
- Established Ranking Point System for Championship Competitions
- Merged Senior IV and Senior V Events with Nationals
- Established Professional Competitor Class and Pro-Am Competitor Class
- Increased integration of Elite Athletes with Chapters and local community through performance/workshop requirement for World Representatives

# NQEs & Sanctioned Competitions from 2012-2019





# NQEs & Sanctioned Competitions, 2012-2019

- 2012:13 NQEs and Sanctioned Competitions – MAC, Northwest, Southwest, Derby City, Mid-Atlantic, Columbia Star, Summer Sizzler, Gumbo, New England, CFC, Northwest (2), Chicago, Nor-Cal.
- 2013: 11 NQEs and Sanctioned Competitions – MAC, Southwest, Mid-Atlantic, Summer Sizzler, Gumbo, Heartland, New England, CFC, Northwest, Chicago, Nor-Cal.
- 2014: 10 NQEs and Sanctioned Competitions – MAC, Southwest, Mid-Atlantic, Summer Sizzler, Gumbo, Derby City, New England, CFC, Chicago, Nor-Cal.
- 2015: 9 NQEs and Sanctioned Competitions – MAC, PDX, Mid-Atlantic, Summer Sizzler, Gumbo, New England, CFC, Chicago, Nor-Cal
- 2016: 9 NQEs and Sanctioned Competitions – MAC, Mid-Atlantic, New England, Summer Sizzler, Gumbo, CFC, ADSF, Chicago, Nor-Cal
- 2017: 11 NQEs and Sanctioned Competitions – MAC, Southeastern, Mid-Atlantic, New England, Hot Ballroom Challenge, Summer Sizzler, Gumbo, CFC, ADSF, Chicago, Nor-Cal
- 2018: 12 NQEs and Sanctioned Competitions – MAC, Southeastern, Mid-Atlantic, New England, Summer Sizzler, Gumbo, Oklahoma Dreamcatcher, Charlotte Star, CFC, ADSF Chicago, Nor-Cal
- 2019: 14 NQEs and Sanctioned Competitions – MAC, Southeastern, Royal Palm, Utah Classic, Mid-Atlantic, Charlotte Star Ball, San Antonio, Hot Ballroom, Gumbo, Oklahoma Dreamcatcher, CFC, Chicago, Nor-Cal, ADSF.

# Nationals 2020 & 2021

- **2020 National Title Events rescheduled to occur in conjunction with 3 NQEs in October**
  - Carolina Fall Classic – Pre-teen through Youth
  - American DanceSport Festival – Under 21, Adult, Senior 1, Collegiate
  - Chicago DanceSport Challenge – Senior 2-5
- **2021 Nationals scheduled for April 16-18 in Atlanta, Georgia**
  - Same venue as 2020 World Smooth Championships
  - Adjudicators selected by the National Organization
  - Hosted by Crowder DanceSport

# Previous DanceSport – Goals 2020\*

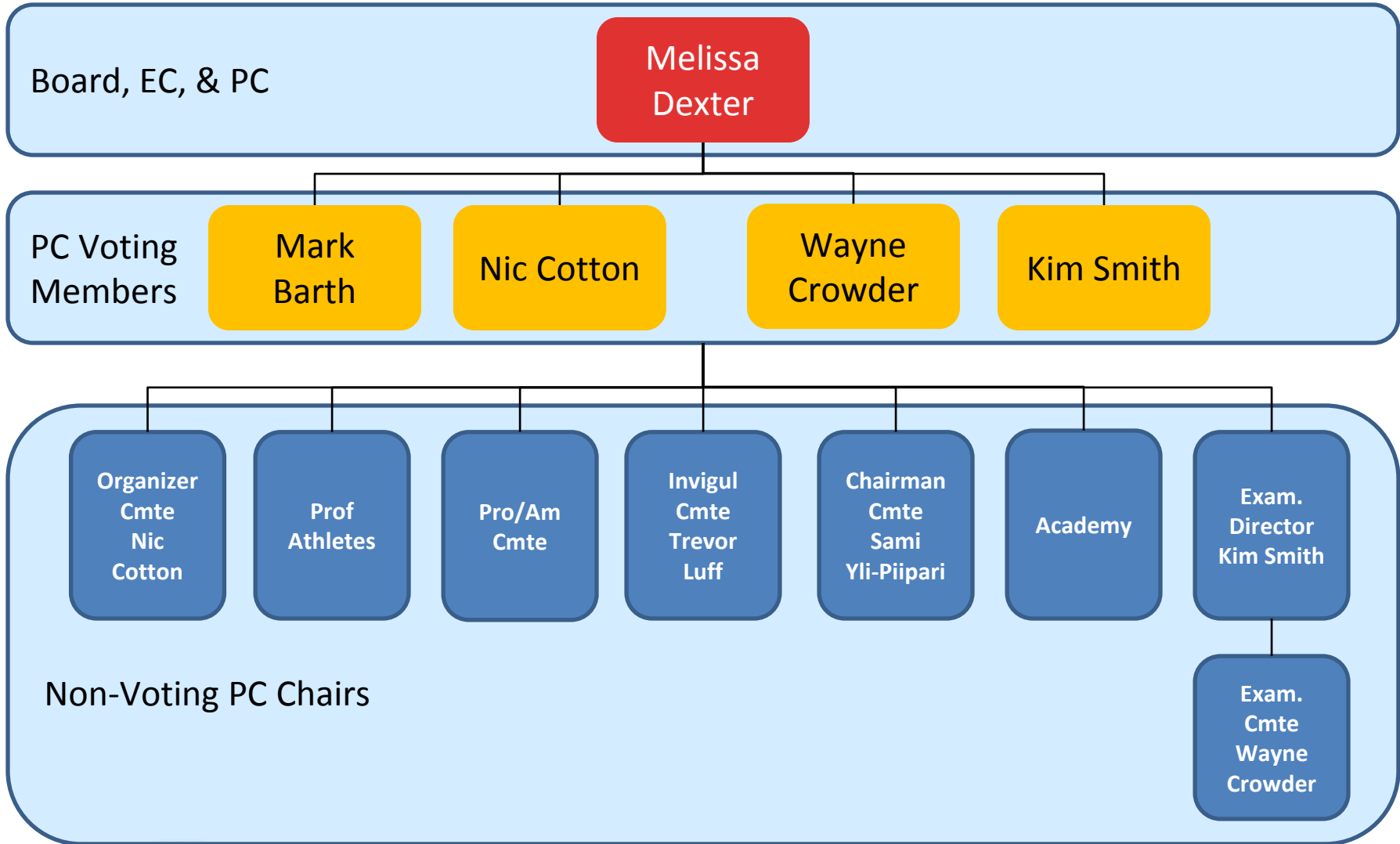
- Incorporate additional disciplines into Competitions (Breakin, Special Olympics, Adaptive DanceSport)
- Expand Ranking Point System to All Open Competitions, Pro-Am Competitions and Syllabus Competitions
- Establish additional competitions in the Northeast Region
- Create Regional and/or Style-based Circuits
- Create Competitive Circuit with Canadian Federation
- Increase DanceSport membership by 5% from 2019 membership

» Presented at Nov. 2019 Face-to-Face

# Revised DanceSport Goals – 2020

- Work with Organizers and Athletes to Develop Appropriate Practices for Holding Competitions post-COVID 19
- Invite Professionals to Prepare Short Videos of Approved Syllabus Patterns for Solo-Proficiency Events (through Collegiate Committee)
- Revise Rulebook to Improve Readability, Remove Inconsistencies, and Facilitate Competition
- Automate Ranking Point System

# USA Dance Professional Council



# Professional Council's Projects for 2020 and Beyond

- Communication - The Professional Council would like to develop methods by which to reach out and communicate with:
  - Chapters and Social members to show our support and appreciation of social dancing has been done in the YM forum videos – Stuck at Home.
  - USA Dance Members and non-members to promote National Ballroom Dance Week as has been done with flash mob choreography since 2017.
  - USA Dance Professionals and how they can help build our organization.
- Work with our competition organizers and their Canadian counterparts to build a North American Competition circuit.
- Adjudicator's Education - organizing an American Smooth and Rhythm Congress emphasizing the different skills needed to judge both effectively.
- Pro/Am - to continue build this program as a vital part of our organization benefiting both amateurs and professionals.

# Professional Council's Examination Department Report

- New Adjudicators - 3 candidates are in the process
  - Reactivated Officials - 3
  - Reactivated Adjudicators - 1
  - New Invigilators - 1
  - New Scrutineers - 2
  - New WDSF Adjudicators - 4
  - WDSF Upgrades - 1, (1) in process
  - WDSF Technical Exams given - 2
  - USA Dance Conversion Exams given - 3
- 
- All active adjudicators have met the SafeSport and background check requirements.
  - Adjudicator Letter and WDSF Applications have been placed on the Professional Council page of USA Dance website.
  - WDSF Congress was held January 29 & 30<sup>th</sup> in Atlanta, Georgia. The Chairperson's Congress had 6 attendee's all from the US. The Adjudicators Congress had 28 attendees from the US, Canada and Armenia.
  - Testing materials outlining procedure and exams have been created for USA Dance Conversion Exams for American Smooth, Rhythm, Standard and Latin. The Invigilation Exam has been written for those adjudicators wishing to become Invigilators.
  - An Examination Department document library has been created and maintained to secure a permanent place for all our adjudication exams, adjudication exam results, and requirements passed. This is a major step forward in establishing a continuity between administrations.

# Professional Council's Organizer Committee Report

## Accomplishments:

- Many Organizers completed a survey sent to update their competition details, contact info, address any concerns and request suggestions to help improve their events.
- Two Conference calls with multiple organizers: Nov '19 & March '20.
- A delegate from the Gender Neutral Committee joined the March '20 call to answer organizer concerns and questions.
- Addressed and resolved concerns with the advertising of USA Dance competitions through email and the USA Dance website.
- Formulating, in conjunction with the PC & DSC, recommendations for existing and new events to retain or acquire NQE status.

## 2020 Goals:

- Work closely with organizers to help them integrate the Gender Neutral events into their competitions and other logistical needs.
- Clarification and replacement of ambiguous wording within rules affecting competitions.
- Formation of a pamphlet promoting the organizing of USA Dance competitions, and recommendations on how to organize a successful event.
- Finalize, in conjunction with the PC & DSC, requirements for existing and new events to retain or acquire NQE status.



# College Network

## ***2020 -2021 Goals:***

- Increase marketing and exposure for 2021 NCDC
- Develop plans for NCDC 2022
- Introduce Point System for college competitors
- Develop best practices for college clubs and teams
- Assemble contacts for colleges and their coaches
- Increase collegiate memberships
- Work with breakin' committee to build college participation
- Working on a digitized donation system

## ***Accomplishments:***

- NCDC 2021 planned for Chicago March 27-28, 2021
- No financial loss from canceling NCDC 2020
- Have larger social media presence and new college teams are showing interest
- Volunteers have been working on the Point System - delayed due to CV19
- Draft of best practices is under development
- Added volunteers working with the College Network

# College Network

## ***Obstacles (requiring assistance):***

- Need to find volunteers who can reach out to schools and help build the college network

# Membership Team



Herbert McGurk  
Membership Director



Tom Weaver  
Membership Reporting



Tally Association Management  
Membership Desk



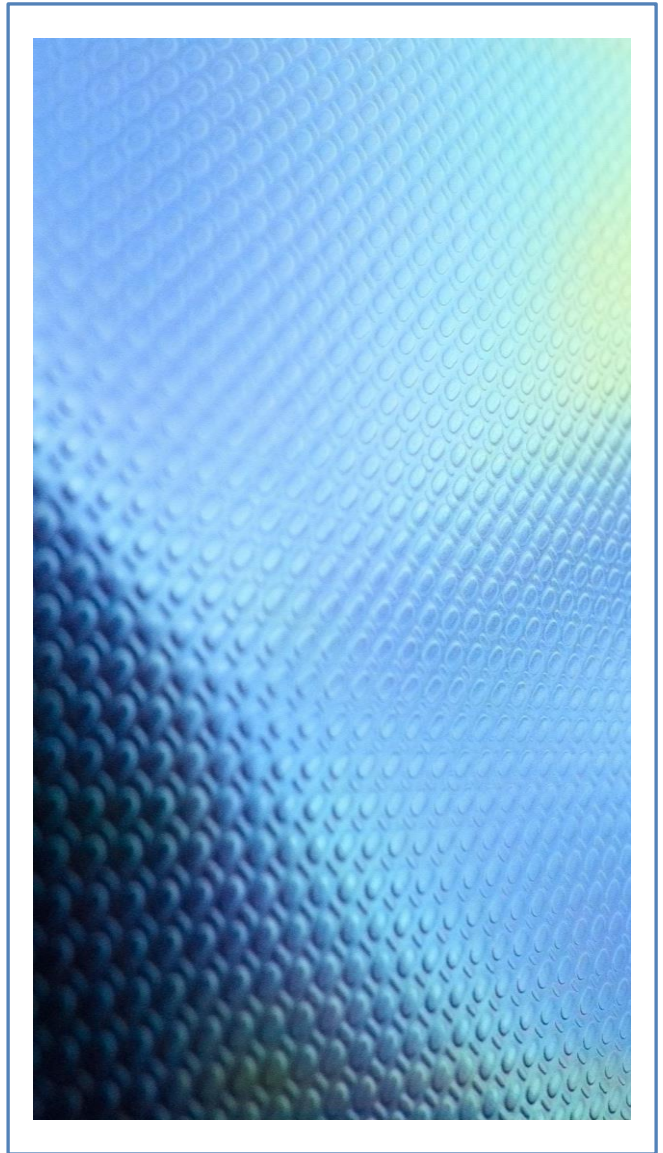
Royco Mailing Services  
Expired Mailings



Your Membership (YM)  
Membership System



Store  
Jean Krupa



# Membership Responsibilities

- Membership Payments
- Store – Order Processing
- Membership Database Reporting & Maintenance
- Chapter Management
- Bulk Mailing
- Membership Notices
- Membership Promotions, Incentives & Communications
- Administrator for Social Link (YM)
- Website Maintenance



# Membership Challenges



Communications with chapters & membership



Challenges with using/maintaining YM – login issues, flexibility



Proving value to members when they join



Driving continuous membership engagement



Community data lives outside USA Dance



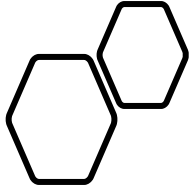
Getting chapters to promote membership



Giving chapters avenues to increase revenue – advertising, fundraising, events



Recovering a 50% loss of membership over the last 7 years.



# Membership Benefits

Connecting to  
Peers &  
Colleagues

Connecting to  
Content &  
Education

Connecting to  
Dance Events

Member-  
centric  
Experience

Discounts to  
USA Dance &  
Studio Dances

Discounts to  
Goods and  
Services

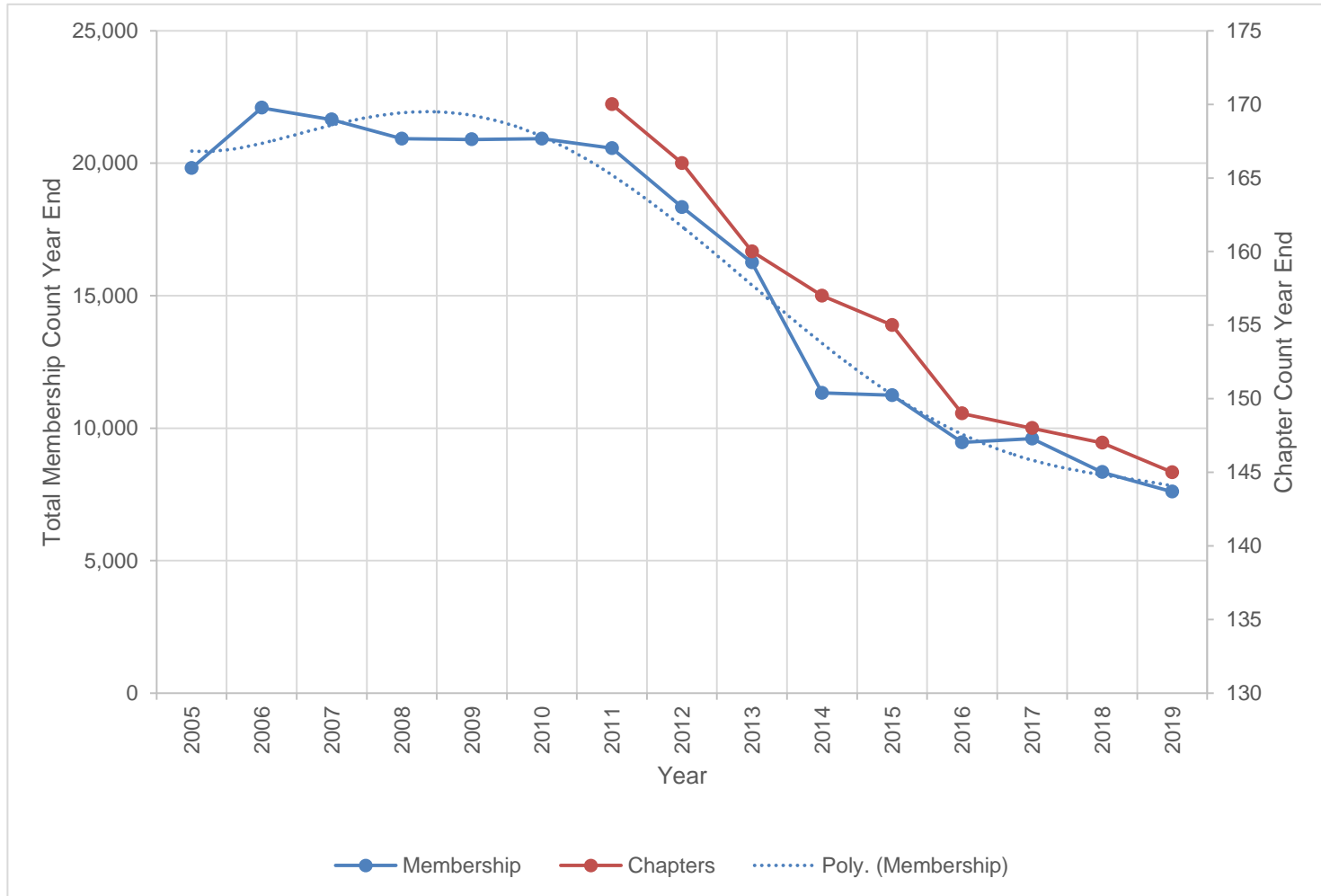
SocialLink –  
Membership  
Engagement

# Membership Achievements

## New National Website

- Integrate front end National Website with Membership System (YM)
- All chapter events appear on National website
- Social Media element on National Website, therefore, all membership can login to National website can talk to each other
- Go mobile – Mobile App for Membership
- Chapter Forums
- Every member has their own Profile page
- Dance Registration

# USA Dance Membership





# Wrap Up

- Question Answer Session
- Social Link - AGM 2020
  - Presentation
  - Submitted Questions & Answers
  - Additional Questions

***Thank you!***