

# USA Dance, Inc

A YEAR FOR GROWTH

STRUCTURING THE GROWTH



# Meeting Schedule

<b>Schedule: 1:30 pm</b>	<b>Call to Order – Leland Whitney</b>
<b>1:35 pm</b>	<b>Gary Stroick, President</b>
<b>1:45 pm</b>	<b>Leland Whitney, Social Dance VP</b>
<b>1:55 pm</b>	<b>Giacomo Steccaglia, DanceSport VP</b>
<b>2:05 pm</b>	<b>Melissa Dexter, Professional VP</b>
<b>2:15 pm</b>	<b>Ruth Long, Treasury and Secretary</b>
<b>2:25 pm</b>	<b>Directors Summary Report – Gary Stroick, President</b>
<b>2:35 pm</b>	<b>Questions and Answers – Specific Area</b>
<b>2:50 pm</b>	<b>Honorary Membership Award – Governing Council Members</b>
<b>3:00 pm</b>	<b>Adjourn Meeting</b>



# Council Members Present

## Governing Council Members Present

- |                      |   |
|----------------------|---|
| ▶ Gary Stroick       | President                                     |
| ▶ Ruth E. Long       | Treasurer, Acting Development & Marketing Dir |
| ▶ Giacomo Steccaglia | DanceSport Council                            |
| ▶ Melissa Dexter     | Professional Council                          |
| ▶ Leland Whitney     | Social Dance VP                               |
| ▶ Roger Greenawalt   | DS Delegate                                   |
| ▶ Inna Brayer        | DS Delegate                                   |
| ▶ Micheal Murphy     | DS Delegate                                   |
| ▶ Damian Pataluna    | DS Delegate                                   |



# GC and Directors – Unable to attend

- ▶ Secretary
- ▶ Administrative Support Director
- ▶ Chapter Relations Director
- ▶ K-12 Director
- ▶ Membership Director

Jack Kelner

Kirk Sigmon

Don Davenport

Kym Zion

Herb McGlurk



# Presidents Message – USA Dance – 501 (c)3 Education Service

## Education

- ▶ Developing Professional
- ▶ Certification Process
- ▶ K12
- ▶ Certification
- ▶ Collegiate – Beginning

## Service Dance

- ▶ Servicing Our Communities
  - ▶ Programs for Youth, Adult and Senior
  - ▶ Events Chapters Provide
  - ▶ Competitions for Athletes
  - ▶ Public Performances
    - ▶ Schools
    - ▶ Senior Homes
    - ▶ etc



# Governing Council Looking Forward

▶ Vision

▶ Members

▶ Guidelines

Mission

Process

Participation

Compliance

Resources

Improvement

Budget



# Social Dance Update

Leland Whitney – VP Social Dance

- ▶ Energizing Social Dance, Growing and Engaging Chapters
- ▶ National Ballroom Dance Week
- ▶ District Directors Report
- ▶ Educational Focus
- ▶ Integrating Social, Competitive and Professional
- ▶ Building Membership



# DanceSport VP – Giacomo Steccaglia

- ▶ Increased number of affiliated Competitions
- ▶ Senior V Championships
- ▶ Multiple disciplines at same Championship
- ▶ Improved Dance Camp Process
- ▶ NCDC
- ▶ WDSF and ADSF
- ▶ Professional Division
- ▶ Increased Registered Events
- ▶ Sanctioned Dance Camps Increased
- ▶ National Team Training Program
- ▶ Senior Athletes Committee
- ▶ Strengthen Social/Professional/Athlete
- ▶ Junior Athletes Committee
  - ▶ FaceBook
  - ▶ Parent Handbook
  - ▶ Costume Sorting Spreadsheet
  - ▶ Costume Rules
  - ▶ DSI Program
  - ▶ International Couples Joining



# Professional VP – Melissa Dexter

## Goals for 2018

- ▶ Education life line for the professional in USA Dance.
- ▶ Active professional competitor
- ▶ Engage DSC and the Social Council to increase quantity of dancing
- ▶ Pro/Am - first USA Dance Pro/Am events have been run successfully in 2018.
- ▶ Pro/Am committee and Pro-Council finalizes the Rulebook changes pertaining to Pro /Am
- ▶ Pro/Am committee - competition organizers to run Pro /Am events
- ▶ Pro/Am Committee Chair Sami Yulia-Piipari or Pro / Am Committee Member Mark Tabor



# Professional VP – Melissa Dexter

## Goals for 2018

- ▶ Examination Department
  - ▶ Education system with Pre-Qualified Educational recognition – coordinating with WDSF
  - ▶ Documenting Rules and Regulation relating to USA Dance Certification Process, Rulebook and Organization Charts
  
- ▶ Certification Department
  - ▶ Application Process for Adjudicators and has approved 10 more
  - ▶ Three WDSF licenses transferred to USA Dance and one new B license
  - ▶ Three scrutineers exams - added three new scrutineers to the roster with one pending.
  
- ▶ One of the goals for the examination department is to offer Technical Examination twice a year, one at Nationals



# Treasurer and Secretary

- ▶ IRS Resolved
- ▶ Insurance Claim Resolved of 170K USA Dance was awarded 17K
- ▶ 30K
- ▶ NCDC Sponsors at approximately 30K
- ▶ Grand Slam Sponsors at approximately 30k
- ▶ Miscellaneous Sponsors at approximately 10k
- ▶ Nationals Sponsors at 11K



# Summary Directors Report

K12

Collegiate

Administration

Chapter Relations

Development

Marketing

Membership

- ▶ Your President Speaks



# Question and Answer



## **2018 USA Dance Annual General Meeting – Question and Answer Session**

**Harbor Renaissance Hotel, Baltimore – April 7, 2018**

### **Overview:**

57 USA Dance Members attended the 2018 USA Dance Annual General Meeting. Gary Stroick - President, Ruth Long – Treasurer, Melissa Dexter – Professional VP, Giacomo Steccaglia – DanceSport VP, Leland Whitney – Social VP, Michael Murphy – DS Delegate and Roger Greenawalt – DS-Delegate represented your Governing Council.

The meeting extended 45 minutes beyond the 30 minutes allocated to the Question and Answer session. The presentation by the Governing Council was concluded on time, in 1 hour. The meeting then proceeded to answering questions. Most questions were submitted at the meeting.

### **Question 1:**

Does the GC realize with new ranking system the West Coast will have to travel 3x's as far to attend 4 NQE's?

### **Answer 1:**

Several members of the Governing Council are located on the West Coast and the Governing Council is aware of the additional distance West Coast athletes will need to travel. However, in terms of travel time, flights from major airports on the West Coast are similar to driving from one state to another. The ranking system affects one travel stipend for certain WDSF World Championship events and therefore only affects athletes at the highest levels who already frequently travel to multiple competitions. The GC has also instituted the National Team Training Camps pilot program in conjunction with several NQEs, thus providing more value to athletes traveling to those NQEs.

Furthermore, a goal of the Governing Council is to offer more competitions and opportunities for members to dance throughout the United States, and particularly west of the Mississippi. Providing additional competitions will support both the Competitor and the Adjudicator. The Professional Council has added 10 Adjudicators to support competitions the past 6 months alone, and members of the Governing Council are in discussions with organizers of potential sanctioned and NQE competitions in the western US.

### **Question 2: Several Questions Submitted on Same Form**

Q1. Students (K12) are confused about the relationship between USA Dance and WDSF.

A1. Angela Prince attended the AGM – she noted the request and will be publishing a response in the American Dancer. There was no commitment to edition.

Q2. Students (K12) feel disconnected between themselves and organization.

A2. The assertion that students feel disconnected was submitted but not substantiated in the AGM. As an indicator of engagement for K-12 students, the DanceSport Council created the Parents Committee in early 2017. This committee has been very active, maintaining its Facebook page and presenting concerns to the DanceSport Council. For college students, the DanceSport Council and Collegiate Committee instituted a Collegiate Sponsorship Program and re-established the National Collegiate DanceSport Championships.

Many of the youth and college students involved in DanceSport do not interact at the Chapter level, and thus do not engage in the social side and charitable events within the chapters. The Governing Council, through the district directors and the Collegiate Committee, is working to encourage more engagement between Chapters, youth, and collegiate dancers. Increased engagement will increase the sense of connection for all.

Q3. Need Parents Guide.

A3. A Parents Handbook has been completed and will be published by May 31, 2018.

Q4. Visibility of the Organization path discussed in the American Dancer.

A4. The Governing Council is also working to represent the organization more clearly in the American Dancer. We will continue to work with Angela Prince on this issue.

**Question 3:**

Is USA Dance open to realigning with the NDCA?

**Answer 3:**

USA Dance is an open organization. USA Dance Athletes, Adjudicators and other Officials are not prohibited by USA Dance from participating in NDCA competitions and events. The NDCA, however, has not been open to partnering, and continues to take action against USA Dance adjudicators who are also registered with the NDCA. Although the Governing Council would like to see greater willingness by the NDCA to work with USA Dance, that cooperation cannot come at the expense of USA Dance Adjudicators and Officials. At this time there have been no discussions with the NDCA, although the Governing Council does see potential benefit for both organizations and remains open to pursuing such discussions.

**Question 4: Several Questions Submitted on the Same Form**

Q1. What is our current membership headcount?

A1. 11,729

Q2. Have we explored a K12 Partnership with the “Mad Hot Ballroom” National Organization?

A2. To be addressed

Q3. Is there any near-term likelihood of reconciliation with the NDCA?

A3. See Answer 3 – the NDCA has shown no interest in reconciliation.

**Question 4:**

Has USA Dance begun looking at the opportunities possible in conjunction with the World Games in Birmingham, Alabama in 2021?

**Answer 4:**

Yes, the Governing Council and DanceSport Council will continue to work on opportunities with the World Games.

**Question 5:**

Therapeutic Use Exception (TUE) - Anti-Doping Issue

**Answer 5:**

USA Dance requires that all athletes comply with World Anti-Doping Agency – (WADA) doping requirements and those who need to use restricted substances for medical reasons must apply for and receive a Therapeutic Use Exemption. If a TUE is not on file and such substances are detected, the individual will be subject to disciplinary actions as outlined in the USA Dance Rulebook.

**Question 6:**

The basis for requiring English to be spoken by the officials (adjudicators and competition officials) during a competition.

**Answer 6:**

There have been calls for greater transparency, and in the past informal complaints have been made where adjudicators were seen talking with each other but their conversation was not understood. Adjudicators are supervised by the Chair of Adjudicators and frequently overheard by athletes and coaches when speaking with each other. In USA Dance there are at least fourteen languages spoken by officials in USA Dance: Finnish, Danish, Russian, etc. However, all adjudicators in USA Dance are familiar with English. The predominate language of the United States is English, adjudication certification exams are in English, English is the official language of the WDSF, and all WDSF certified adjudicators must take and pass an English language test.

This rule is for the benefit of athletes, adjudicators, and competition as a whole. When adjudicators are speaking in a different language the Chair of Adjudicators, other officials, competitors and coaches may be unable to understand what is being said. Thus, the Chair of Adjudicators, officials, competitors and coaches may be unable to ascertain if the conversation is in or out of compliance with the USA Dance or WDSF rules or codes of ethics. In particular, competitors or coaches can interpret the conversation and body language as being inappropriate, unfair or judgmental. This leads to suspicions, unfounded accusations against adjudicators, and is detrimental to DanceSport as a whole.

**Answer 7: Several Questions Submitted on the Same Form – Issues Regarding Youth**

Q1. What is USA Dance doing to reconnect with JADA?

A1. USA Dance is an open organization and welcomes connections with all organizations. JADA is an FaceBook group, which claimed parent and youth representation, and engaged youth who are members in USA Dance. The geographical focus of JADA youth was in the Eastern section of the United States. Many competitive Youth within USA Dance were not represented by JADA. At one time, JADA had a representative on the DanceSport Council, with a vote. No other FaceBook group demanded or received a vote on the DanceSport Council. JADA FaceBook group decided to disengage from USA Dance.

Q2. Has there been a decrease in Youth Members, number of Youth competing in camps, and revenue lost?

A2. USA Dance's organizers have not reported a decrease in youth competitors or loss of revenue overall. A review of competition participation shows increased youth participation in some competitions, and decreased participation in other competitions. USA Dance has seen no decrease in youth membership.

Q3. What is the effect on the future of USA Dance from the disengagement of JADA?

A3. The future of the USA Dance, as a volunteer organization, is dependent on all the members of the organization. Special status for a select group, will not ensure growth but limit and divide.

The DanceSport Council created the Youth Committee, comprised of parents representing youth from across the United States. The Youth Committee has been very active in presenting to the DanceSport Council the needs and concerns of the Youth.

The USA Dance Youth Facebook Page was implemented last year, the Parents Competition Guideline has been approved and is ready for publication, has developed special pricing with DSI for youth compliant competition apparel and continues to initiate programs.

Q4. What can we do to woo youth dancers back?

A4. USA Dance is an open organization and welcomes connections with all dancers. All youth dancers are welcome within USA Dance, youth parents are welcome to join the Youth Committee as volunteers, vote within the committee and represent Youth members within USA Dance. The current structure of the Youth Committee ensures all youth are treated equally, with representation within the committee and thus DanceSport Council.

Q5. How can youth be enfranchised – such as a % of vote for parent without joining separately?

A5. Director of Membership, Herb McGurck is reviewing all membership categories. This topic has been discussed for some time.

Currently, parents/youth have a very strong voice and presence within the USA Dance through the Youth Committee – they vote on the Youth Committee and bring the recommendations to the DanceSport Council. The DanceSport Council works with the Youth Committee before presenting the issues of the Youth to the Governing Council. Parents and youth also have a presence on the Governing Council through the Director of K-12.

#### **Question 8: Several Questions Submitted on the Same Form**

Q1. Root Cause of Membership/Chapter decline in numbers?

A1. Since 2009 the membership has declined, on average, by 14% per year. There are many reasons for decline:

- Aging Demographics
- DanceSport Lack of Focus on West Coast
- Lack of volunteers
- Disengagement from National Organization
- Imbalance in National Goals
- Communications Challenges – broad geographical spread

- All NDCA amateur competitors were previously required to be members of USA Dance
- Focus of Governing Councils

Membership declined from May 2016 to May 2017 by nearly 9%. Membership declined from April 2017 to April 2018 by 4.5%.

Q2. Has there ever been a chapter between Bethesda, MD and Wilmington, DE?

A2. Not for the last 25 years. Forming a chapter in Baltimore area has been difficult due to the large number of dance studios and schools in the city.

Q3. What is DSI?

A3. DSI is a dance costume apparel company based in London. USA Dance has a marketing agreement with DSI whereby USA Dance members purchase apparel from DSI, through USA Dance website, receiving a 10% discount, USA Dance receives 10% revenue share.

Youth Committee has recently negotiated a costume purchase plan for youth allowing youth to purchase apparel at cost through this program.

Q4. What is the definition of an “Organizer”?

A4. There are currently two types of “Organizers” is USA Dance. Either type performs the following for USA Dance members:

- Organizes Competitions
- Organizes DanceCamps

A Chapter may be an “Organizer”, taking on the organizational and financial responsibility for the Competition or DanceCamp. Also, individuals and independent organizations, who are not affiliated with or supported by chapters, may be Organizers and take on the organization and financial responsibility for Competitions and DanceCamps. Both types of Organizers apply to the Dancesport Council for approval to run a Competition or DanceCamp.

Q5. Are there potential penalties for State/Federal non-Registration?

A5. Yes. In the State environment a chapter could lose its non-profit status. At the Federal level USA Dance could lose its non-profit status, which would result in the chapters losing non-profit status.

This past August, the Governing Council became aware that prior administrations had allowed state registrations to go without an update or renewal for at least 4 – 6 years. The National registration in the state of Virginia also was not updated. As a result, the non-profit status was threatened.

A concerted effort was made by our National Secretary, Jack Kellner, in conjunction with an outside firm to update the state registrations. As of today, all of the states are updated and registered as is the National organization.

**Question 9: Several Questions Submitted on the Same Form**

**Q1.** Does the Governing Council want more competition events in the Midwest?

**A1.** One of the primary goals of the Governing Council is to increase in competitions and other opportunities for our members to dance. In March 2018, USA Dance held the National Collegiate DanceSport Championships in Chicago. This competition also had open events for non-collegiate dancers and is expected to occur again in March 2019. Additionally, two new Midwest competitions will be occurring in 2018: The New World DanceSport Challenge in Columbus, Ohio and the OKC Dreamcatcher DanceSport Championships in Oklahoma City, OK. There are also several existing USA Dance registered competitions in the Midwest. Furthermore, discussions are underway for at least one additional competition that could be added in 2019. Our goal has been to add 3-6 new competitions for the 2018-2019 year, currently 3 have been added.

**Q2.** Who is the contact with whom to start the Organizer conversation?

**A2.** Both the DanceSport Council and the Professional Council share responsibilities in regard to competitions. Writing to [Competition@USADance.org](mailto:Competition@USADance.org) will send your message to both Councils so that the appropriate person can respond.

The DanceSport Council reviews and approves a competition request, then transitions to the Professional Council for management of Professional responsibilities. DanceSport Delegate, Roger Greenawalt ([ds-delegate1@usadance.org](mailto:ds-delegate1@usadance.org)) processes the request for a competition.

A competition organizer is considered a Professional because they function under the Rules and Guidelines applied to members gaining financial benefit through their function and must adhere to the requirements as outlined in the Rulebook. The responsibility for Rules and Conduct overseeing organizers has been transferred to the Professional Council.

**Question 10: Several Questions Submitted on the Same Form.**

**Q1.** What happened to break dance battle mentioned in Dance Beat Article?

**A1.** The UDEF, the organization that was going to provide the break dance battle, chose to withdraw due to an unresolved contractual issue between the UDEF and WDSF.

**Q2.** Is Ray Kaufman still the Registered Agent in the State of VA?

**A2.** Yes – Ray Kaufman remains the Registered Agent for USA Dance in the state of Virginia.

**Question 11.** Why is the WDSF curriculum being used in the K12 program -not American Style? Who can teach?

**A9.** The particular school that requested and funded the K-12 pilot program also requested use of the WDSF program. An American curriculum is in development and will be encouraged. The Governing Council, along with the DanceSport Council, is working to elevate American Style to its rightful place within the DanceSport environment.

**Questions 12 and 13:** Does the Confidentiality Agreement entered into by members of the Governing Council and USA Dance Committees impede transparency?

**A12 and 13:** Confidentiality agreements and Non-disclosure Agreements are common practice in organizations. Most corporations have them at the board level. In defining the Confidentiality and NDA the Governing Council consulted with legal representatives and were advised the Governing Council should adopt this process.

NDA's and confidentiality agreements protect the members and allow free discussion and accurate disclosure, protect members from assumptions that are not accurate and assist the Governing Council in discussion. Depending on their role, members of USA Dance's GC and various committees may be exposed to:

- members' personal medical information;
- members' tax information;
- complaints of one member against another;
- draft legal documents;
- personal examination results; and
- bank information of the organization and various members.

This is information that most members would expect be kept confidential. Confidentiality Agreements and NDA's also protect the organization when developing new product offerings and support USA Dance in promoting offerings while considering the competitive landscape. These agreements protect the Athlete, Professional and Social member from unwarranted disclosure concerning issues that may arise.

The current confidentiality agreements do not hinder disclosure, nor do they produce a lack of transparency. There is no clause indicating a member cannot communicate with an officer or an officer with a member. Indeed, Governing Council members have very positive and effective communications with most members of USA Dance.

**Question 14:** Why are other dance forms interested in USA Dance?

**A14:** There are multiple reasons. Wheelchair is interested in both additional opportunities for their members to integrate with Chapters and Competitions as well as the Olympic opportunities they view in the future. Breakin is more focused on the Olympic opportunities.

**Question 15:** Why is there negativity in the Professional members? And how is this negativity affecting USA Dance? Melissa???

**A15:** In the past 15 months, USA Dance has established a Professional Dance Council, significantly expanded the field of professional competitors and adjudicators, and held its first professional national dancesport championships. A few professional members have expressed negativity and dissatisfaction with these changes. The Governing Council will not speculate on the motives of disaffected professionals, but feels strongly that increasing the professional membership and opportunities for all members to dance is in the best interests of USA Dance as a whole.