

Rediscover Joy!

Twinkle Star Dance and CostumeManager.com

USER CONFERENCE

AUGUST 23-25, 2013
Red Rock Casino Resort Spa, Las Vegas, Nevada

*Do you forget why you opened
your dance studio or decided to
become a dance educator?*

*Are you bogged down in paperwork,
schedules and management?*

*Do you feel like throwing your
hands up in despair?*

**WOULDN'T IT BE AMAZING
TO GET BACK TO WHAT YOU LOVE? TEACHING DANCE!**

Wouldn't it be even better to leave the stress
and worry of running a dance business behind
you so that you can truly enjoy your life?

CostumeManager.com and Twinkle Star Dance are two companies started and run by Paul and Tiffany Henderson, owners of 8 successful dance academies in California. You'll learn how they thrive in a competitive marketplace, and more importantly, how they love every moment of their lives. By implementing a few key processes in your studio you'll rediscover the joy of dance and the joy of owning and operating a successful business.

This three day conference is geared toward the studio owner, an administrative assistant and a key instructor. We'll show you the recreational curriculum and choreography that increased each of Tiffany's studios' revenue by over \$100k per year. Paul will show you how to eliminate 90% of your costuming workload while significantly increasing your net profit. And then, we'll give you the business tricks of the trade that make it possible to actually decrease your administrative workload while simultaneously increasing your net profit.

WHAT MAKES THIS CONFERENCE DIFFERENT?

What makes Tiffany's Dance Academy, Twinkle Star Dance™ and CostumeManager.com successful is our firm belief in taking action decisively and quickly. Arnold H. Glasgow stated; "Ideas not coupled with action never become bigger than the brain cells they occupied." To combat procrastination and fear of change, our unique "Implementation Team" will ensure you're up and running by the time you leave on Sunday!



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AUGUST 23-25, 2013
Red Rock Casino Resort Spa, Las Vegas, Nevada

FRIDAY, AUGUST 23: 8:00am - 4:30pm
SATURDAY, AUGUST 24: 8:00am - 4:30pm
SUNDAY, AUGUST 25: 9:30am - 2:30pm

PRICING

Twinkle Star Dance™ or CostumeManager.com user

Price includes three attendees from each studio. Recommended attendee list is: Studio Owner, Lead Instructor, Lead Administrator

\$199 if registered on or before June 30, 2013

\$249 if registered after June 30, 2013

Add \$49 for each additional attendee above three

Not a Twinkle Star Dance™ or CostumeManager.com user yet*?

Price includes three attendees from each studio. Recommended attendee list is: Studio Owner, Lead Instructor, Lead Administrator.

\$299 if registered on or before June 30, 2013

\$349 if registered after June 30, 2013

Add \$49 for each additional attendee above three

HOW TO REGISTER

bit.ly/CMConf2013

We thought it would be fun to have users register for this conference using CostumeManager.com.

We added the User Conference as a product to a class list.

You can pretend you're a student ordering a product on CostumeManager.com.

Super fun!

(877) 632-6234

Call CostumeManager.com between the hours of 9am - 5pm Monday thru Friday



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Conference and Discounted Lodging at RED ROCK CASINO RESORT SPA

11011 West Charleston Blvd.

Las Vegas, Nevada 89135

www.redrock.slv.com

Red Rock's serene surroundings, distinctive décor and impeccable standard of service ensure that your Las Vegas hotel stay is flawless and fabulous. Exquisite rooms and Las Vegas hotel suites offer an unmatched combination of comfort, extravagance and value while inspiring mountain vistas will transfix you during your vacation, travel or getaway. Whether relaxing in our expansive pool backyard, playing your hand at poker or savoring a first-class meal, Red Rock Resort & Spa has a flavor for all your tastes and desires during your Las Vegas vacation.

Discounted lodging is available at the Red Rock Resort and Spa - Room Rates: \$120 per night. There is also a reduced rate "resort fee" of \$15 per night.

Go to www.redrock.slv.com to reserve your room.



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CLASS SCHEDULE
FRIDAY, AUGUST 23: 8:00AM - 4:30PM

Dance / Movement Classes

Location: Dance Class Room #1

MORNING CLASSES

- 8:00 - 8:30am Fire It Up Adult Dance Fitness
Taught by Amanda, Loree, Nicole, Tiffany, Courtney
- 8:30 - 9:15 Twinkle Babies Ages 2-3: Class Curriculum Elements
Taught by Tiffany Henderson and Amanda Stapp
- 9:15 - 10:00 Twinkle Stars Ages 3-4: Class Curriculum Elements
Taught by Tiffany Henderson and Amanda Stapp
- 10:00 - 10:45 Twinkle Stars Ages 4-5 and 5-6: Class Curriculum Elements
Taught by Tiffany Henderson and Amanda Stapp
- 10:45 - 11:30 Show Stars Hip-Hop Ages 6-9: Class Curriculum Elements
Taught by Nicole Pagan

LUNCH BREAK 11:30 - 12:30

AFTERNOON CLASSES

- 12:30 - 1:30 Show Stars Jazz Ages 6-9: Class Curriculum Elements
Taught by Tiffany Henderson
- 1:30 - 2:30 Show Stars Tap Ages 6-9: Class Curriculum Elements
Taught by LoRee Kenagy
- 3:30 - 4:30 Show Stars Ballet Ages 6-9: Class Curriculum Elements
Taught by Hannah Varga

Business Classes

Location: Seminar Class Room #1

MORNING CLASSES

- 8:30 - 9:15 Budgeting time when learning a new system: How to set achievable goals for yourself and your team
Taught by Paul Henderson and LoRee Kenagy
- 9:15 - 10:00 First Rule of Business: Never make it hard for your customer to give you money
Taught by Paul Henderson
- 10:00 - 10:45 Don't run out of cash: Why tuition alone won't pay the bills
Taught by Paul Henderson and LoRee Kenagy
- 10:45 - 11:30 How to implement a profitable dress code that your customers will love
Taught by Paul Henderson and LoRee Kenagy

LUNCH BREAK 11:30 - 12:30

AFTERNOON CLASSES

- 12:30 - 1:30 Virtual store: The profitability of accessories
Taught by Paul Henderson
- 1:30 - 2:30 Outsourcing and technology in the dance class: Dropbox, SmugMug, Streaming Video, Google Docs
Taught by Paul Henderson and LoRee Kenagy
- 3:30 - 4:30 Rerouting your customers' experience: Maximize your profit, by encouraging your customers to contact CM directly
Taught by LoRee Kenagy

JOIN US
for a
COCKTAIL PARTY & FASHION SHOW
Friday, August 23rd at 7pm

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CLASS SCHEDULE
SATURDAY, AUGUST 24: 8:00AM - 4:30PM

Dance / Movement Classes

Location: Dance Class Room #1

MORNING CLASSES

- 8:00 - 8:30am Fire It Up Adult Dance Fitness
Taught by Amanda, Loree, Nicole, Tiffany, Courtney
- 8:30 - 9:15 Twinkle Star Dance Recital Choreography Ages 2-6
Taught by Tiffany Henderson and Amanda Stapp
- 9:15 - 10:00 Show Stars Recital Choreography Ages 6-11
Taught by Tiffany Henderson and Kelsey Davis
- 10:00 - 10:45 Show Stars Tap Ages 8-11 Class Curriculum Elements
Taught by LoRee Kenagy
- 10:45 - 11:30 Show Stars Hip-Hop Ages 8-11 Class Curriculum Elements
Taught by Nicole Pagan

LUNCH BREAK 11:30 - 12:30

AFTERNOON CLASSES

- 12:30 - 1:30 Show Stars Jazz Ages 8-11
Taught by Tiffany Henderson
- 1:30 - 2:30 Show Stars Ballet Ages 8-11
Taught by Hannah Varga
- 3:30 - 4:30 Princess Tea Party and other Birthday Party Programs

Business Classes

Location: Seminar Class Room #1

MORNING CLASSES

- 8:30 - 9:15 Employee Benefits/Tax Questions etc.
Taught by Joyce Hansen
- 9:15 - 10:00 The user's (Dance Studio Owners/Instructors) responsibilities vs. CostumeManager's services. Utilizing YOUVend. Setting deadlines for your instructors and your customers
- 10:00 - 10:45 Top 5 mistakes and how to avoid them
Taught by Sarah DeGroat
- 10:45 - 11:30 Marketing/Social Media Part 1 - Green Frog Media

LUNCH BREAK 11:30 - 12:30

AFTERNOON CLASSES

- 12:30 - 1:30 Marketing/Social Media Part 2 - Green Frog Media
Marketing your Recreational Dance Program
- 1:30 - 2:30 Begin with the end in mind - Recital management and structure
Taught by Tiffany and Paul Henderson
- 3:30 - 4:30 Accounting/Human Resources tips, hints and tricks
Taught by Joyce Hansen and Robbie Teruya



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USER CONFERENCE

CLASS SCHEDULE
SUNDAY, AUGUST 25: 8:00AM - 2:30PM

Dance / Movement Classes

Location: Non-User Room

MORNING CLASSES

9:30 - 10:30am Fire It Up Adult Dance Fitness
Taught by Amanda, Loree, Nicole, Tiffany, Courtney

10:30 - 11:30 Show Stars Hip-Hop Ages 6-11
Taught by Nicole Pagan

LUNCH BREAK 11:30 - 12:30

AFTERNOON CLASSES

12:30 - 1:30 Twinkle Stars Ages 2-6 - Class Elements and Teaching Methods
Taught by Tiffany Henderson and Amanda Stapp

1:30 - 2:30 Wind Down - Questions and Answers

Business Classes

Location: User Room

MORNING CLASSES

9:30 - 10:30 Creating a winning team of teachers*
Taught by Tiffany Henderson

10:30 - 11:30 Building your class schedule to maximize your talent, profit and studio space
Taught by Tiffany Henderson

LUNCH BREAK 11:30 - 12:30

AFTERNOON CLASSES

12:30 - 1:30 Performing Company/Competition Team Management*
Taught by Tiffany Henderson and Robbie Teruya

1:30 - 2:30 Wind Down - Questions and Answers

2:30 - 4:30 TSD Program Training - Users Only*

**This class is for registered TSD or CM users only.*



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TEACHER BIOS

TIFFANY HENDERSON



Visit their website
<http://www.tiffanydance.com/>

Visit Tiffany's website
<http://tiffany-henderson.com/>

Visit TwinkleStarDance
www.TwinkleStarDance.com

Tiffany Henderson, born in the San Francisco Bay Area in 1973, has had a rich and exciting career as a professional Jazz Dancer. In 1992 she was awarded a one-year scholarship to the renowned Tremaine Dance Center in Hollywood. At the completion of her scholarship she performed as the Tremaine Scholarship Show Featured Dancer. She continued her professional studies at the prestigious School of Dance at the University of Arizona, where she graduated Magna Cum Laude with a B.F.A. in Dance in 1997.

Tiffany's career highlights include: performances with Quinn/Williams Jazz at the 1995 Jazz Dance World Congress in Nagoya, Japan; the 1996 Jazz World Congress at Washington's Kennedy Center for the Performing Arts; the opening of the International Theatre School in Amsterdam, Holland in 1997 and at Symphony Hall in Phoenix, Arizona. She was also a member of Zohar Dance Company, has performed in many industrial shows, including the Microsoft Global Summit and American Greeting Cards, and was a soloist with La JAZDANZ of Louisiana, a company she was instrumental in bringing to the Amador Theatre in Pleasanton for a concert in 2002.

Tiffany Henderson, Owner/Director has loved dance since she was eight years old. Her first exposure to dance was at Carol Dunn's Dance Studio. Miss Dunn's studio began as a converted room in her house that happened to be right next door to Tiffany's house. As a young girl, Tiffany would climb up on an old wooden picnic table in her backyard and peek over the fence at Miss Dunn's classes. Eventually, her father bought her a pair of tap shoes so she could tap dance along with the class on the table.

Tiffany Henderson, Owner/Director has loved dance since she was eight years old. Her first exposure to dance was at Carol Dunn's Dance Studio. Miss Dunn's studio began as a converted room in her house that happened to be right next door to Tiffany's house. As a young girl, Tiffany would climb up on an old wooden picnic table in her backyard and peek over the fence at Miss Dunn's classes. Eventually, her father bought her a pair of tap shoes so she could tap dance along with the class on the table.

Finally, her folks let her join the class, and the rest is history...

She has performed professionally with the Arizona Dance Ensemble at the Kennedy Center, in Washington D.C. She has also performed as far away as Amsterdam, and Japan.

Tiffany's goal is to provide professional, fun training in all the disciplines of dance.

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TEACHER BIOS

PAUL HENDERSON

Paul Henderson has been around the dance industry for over thirty years. His sisters were elite state champion gymnasts and dancers and his mother owned a dance studio and eventually a dancewear store. He managed the dancewear store for a few years before moving to the San Francisco Bay Area. He and his wife, Tiffany currently own and operate six successful dance studios in Northern California and one in Southern California. Their annual enrollment of over 4500 students forced Paul to automate most of the day-to-day business transactions that take up so much of a studio owner/instructor's time.

Paul's goal has always been to smooth out the business side of the dance studios so that his wife, Tiffany can spend more time in the studio doing what she loves...teaching.

Automating online registration and monthly automatic tuition payments was achieved 7 or 8 years ago but perhaps the most revolutionary invention is his web-based application - CostumeManager.com.

ABOUT COSTUMEMANAGER.COM

For the past four years Paul has worked tirelessly with most of the major costume and dancewear manufacturers to consolidate their catalogs into one searchable website. Developing relationships with these companies has been crucial to the success of CostumeManager.com and his efforts have paid off for studios all across the United States and Canada.

By creating one searchable website, it is possible for a studio owner to browse all catalogs simultaneously, assign items that they like to a dance class, establish their profit margin, print a color worksheet for dancers explaining how they can order their required and or/optional items online or via toll free telephone. Dancers purchase their items securely online and CostumeManager.com orders, receives, sorts and ships the individually packaged items to the studio owner. The studio owner or instructor cashes their "commission" check, hands the bags of goods to the dancer and goes back to teaching.

CostumeManager.com eliminates 90% of the work and all the worry associated with distributing costumes and dancewear to dancers while preserving all of the profit margin...if not more. *Dance More, Work Less!*

CONNECT WITH PAUL AND COSTUME MANAGER
<http://www.facebook.com/CostumeManagerCom>

VISIT THEIR WEBSITE
<http://www.CostumeManager.com>

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TEACHER BIOS



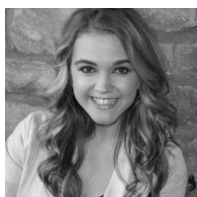
LOREE KENAGY

LoRee is a dancer/choreographer with a diverse movement background. In her youth, she trained with Lisa Clark, a regionally acclaimed youth teacher and choreographer. At 17, she continued on to train professionally, receiving her Bachelor of Fine Arts in dance from the top-tiered program at the University of Arizona in 2004.



NICOLE PAGAN

Nicole has been dancing for 26 years and has worked with and studied under some of the top choreographers in the nation. She began her dance training at Darlene's Dance 'N Such in Fremont, CA and continued her education at Humboldt State University. After graduating with a Bachelor of Arts in Dance Studies, she traveled to New York where she won a scholarship to the Alvin Ailey Summer Intensive Program.



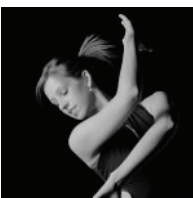
AMANDA STAPP

Amanda has been dancing, choreographing and performing for the last 15 years. She received her formal training from several studios in the Bay Area and is a product of Tiffany's Dance Academy Performing Company. In her youth she studied under the instruction of Tiffany Henderson, Steffon Long, Rhonda Rooker, Bruce Biada, Nicole Jones and Keith Banks.



HANNAH VARGA

Hannah grew up training in classical ballet at the school of Lexington Ballet in Kentucky. She recieved a Bachelor of Fine Arts in dance at Arizona State University where she was introduced to modern dance. After graduation, she moved to New York where she trained at Martha Graham School, Limon Institute, Ballet Arts and Steps on Broadway.



KELSEY BURKE

Ms. Burke, from Colorado Springs, CO is in her first full season with Tiffany's Dance Academy. She grew up in the Rocky Mountains training extensively in multiple styles, and dancing with Colorado Springs' professional modern company Ormao. She is an award winner for multiple ballet and jazz competitions within Colorado, and has trained at various intensives including Boston Ballet, Houston Ballet, Ballet Austin, and River North Dance Chicago.

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PARTNERS



Grow your studio and simplify your life! Twinkle Star Dance is an effective online subscription program created by Tiffany Henderson to help studio owners recruit and retain that vital 2-6 year old population. Below you'll find a sneak peak at our 2014 styles that go with the Twinkle Star Dance program.

LEARN MORE ABOUT THE PROGRAM AT:

<http://www.costumegallery.net/home/costumes/twinklestardance.aspx>



*Conference attendees will be treated
to a sneak preview of the entire
Costume Gallery Twinkle Star Dance
costume line!*