

AUGUST 11 - 13, 2017



WWW.TWINKLESTARDANCE.COM



Table of Contents

Welcome	Page 1
Course Notes	
Dance and Movement Classes	
Fire it Up!	Page 3
Twinkle Babies and Twinkle Stars Class Elements Twinkle Babies 2-3, Twinkle Stars 3-4, 4-5 and 5-6 Teaching Methods for dancers ages 2-6	Page 4
Show Stars Class Elements Show Stars Ballet, Hip-Hop, Jazz, Lyrical and Tap	Page 10
Celebrate the Holidays - Twinkle Star Monthly Holiday Lesson Plans	Page 15
Get Down Rhythm - The ABC's of Jazz	Page 17
Business Sessions	
What is Twinkle Star Dance?	Page 19
Maximizing Profits With Dress Code with REV UP Brands	Page 21
Studio Manager 101	Page 22
Creating Career Employees	Page 24
Email Templates and Drip Marketing with Studio Director	Page 25

Adding AcroDance to Your Twinkle Star and Showstars Classe	es Page 26
5 Steps to a Better Dance Studio Website	Page 27
Earn Guaranteed Profit by Selling Your Dress Code Online For	Free Page 28
Expanding Your Brand With GTM Custom Products	Page 29
Easy, Age Appropriate, Uniform Performance Makeup Application for Twinkles, Juniors and Seniors	Page 31
The Art of the Phone Call - Increasing Enrollment Year Round	Page 32
Make Your Recital Ticketing Easier and Less Stressful	Page 34
Social Media Decoded - How to Make Facebook Work for You	Page 35
Using Your Website to Maximize Local Area Traffic	Page 36
Case Study - How Twinkle Star Dance Increases Student Cour and Profitability	nt Page 37
Your Public Best: Increase Enrollment, Inspire Students and R Your Public Image for Success	laise Page 38
Finding Performance Opportunities Outside of Competitions Including Holiday Performances	Page 40
Raising the Barre	Page 41
Fashion Show	Page 42
Recital in a Box Page 43	
Twinkle Star Dance Faculty Biographies Page 4	
Participant List	Page 50



August 11, 2017

Welcome!

It's my distinct pleasure to welcome you to our fifth annual Twinkle Star Dance Conference! We are honored that you have joined us here in Charleston for what promises to be an amazing weekend. Our goal over the next three days is to help you find balance as you remember and celebrate why you became a dance educator.

We invite you to help us kick off the weekend with breakfast Friday morning, sponsored by Etix, followed by some Fire it Up Adult Dance Fitness to get the blood pumping and the brain moving. Lunch on Friday is hosted by our friends at Costume Gallery, and will include a fashion show featuring our Perfectly Paired Twinkle Star Dance costumes. We invite you to join us for lunch on Saturday, sponsored by Revolution Dancewear as we present our third annual Sparkle Awards. Finally, on Sunday morning, we invite our Twinkle Star Dance Subscribers to join us for breakfast before we begin our exclusive Twinkle Star and Show Stars Training.

This year we are excited to add two Master Classes to our schedule. Please join us on Saturday morning for a Tap class with Michael Williams from the University of Arizona. Then on Saturday afternoon, legend Joe Tremaine will be leading a Jazz Master Class.

Again, thank you for joining us this weekend. We look forward to renewing old friendships and creating new ones.

Sincerely,

Tiffany Henderson



* * * www.TwinkleStarDance.com







DANCE AND MOVEMENT SESSIONS







Fire it Up! Adult Dance Fitness

With Katy Felsinger, Tyler Hildenbrand, Cassidy Schweibold, Amanda Stapp and Cassandra Stoppel

- 1. I Want to Dance With Somebody
- 2. Sorry Not Sorry
- 3. Bad Liar
- 4. Shape of You
- 5. Despacito



Twinkle Babies Ages 2-3 and Twinkle Stars Ages 3-4 Class Elements and Teaching Methods

With Tiffany Henderson

1.	Adventures of Twinkle Bear Tap Book - Tap Center Skills and Movement
2.	Princess Pokey - Center Tap Movement
3.	That's How Far I'll Go - Ballet Center Stretch and Movement
4.	Lonesome Butterfly - Ballet Class Combination/Recital Choreography
5.	Tumble Tot Rock - Jazz Center Movement and Isolations
6.	The Glow - Reverence



Twinkle Stars Ages 4-5/5-6 Class Elements With Tiffany Henderson

- 1. Uptown Funk Tap Warm Up
- 2. Flap Mr. Chris Center Tap Technique
- 3. Rhinoceros Tap Tap Class Combination/Recital Choreography
- 4. 5 Positions in a Row Ballet Center Technique
- 5. Frere Jaques Ballet Across the Floor
- 6. We Are Family Jazz Center Movement



Classroom Control: Teachers need to keep control of the classroom at all times. You cannot teach your students without their focus and attention.

- Class Curriculum/Content Control is usually an issue of how engaged the students are in the material. Students are engaged when they are interested or curious. Sometimes, if the material is too difficult or too easy, they lose interest. Preschool aged dancers can only focus for short periods of time, this varies according to age. Class material needs to engage the developmental stage of the child.
- Class Structure Move quickly from one exercise to the next. Be creative when leading in the studio and keep the dancers moving at all times. Need to vary class content with periods of sustained focus to more free moving, creative movement.
- **LEARN THEIR NAMES** This must be done quickly on the very first day. Children respond well to someone calling their name. Remember that 2 year olds often don't or can't tell you their name in the very first few classes of the year. Make sure to ask the parent as they are entering the classroom.
- Organization/Preparation Make sure to organize your music and lesson plan so
 that it flows. You cannot run into class 2 minutes before its scheduled start time and
 turn on the music. At that point there has been no physical or mental preparation for
 your class or the classes that follow. I recommend all teachers need to arrive at
 least 15 minutes before their first scheduled class.
- **Body Language** You are onstage during a preschool dance class. You should walk, teach and dance like you are performing for a large crowd. Use exaggerated movement, animation and big smiles. Never turn your back on the dancers as you are changing the music or looking at your notes.
- Use of Voice They also thrive on verbal feedback and are inspired by the teacher's energy and enthusiasm for the material. Make sure to slow down and lower your voice if the class is getting loud and wiggly, and raise your voice and speed up if they are staring off into space. Cue them ahead of the choreography or exercise with your voice, for example "Ready to Shuffle Step". Say it like you want them to dance it. Continue leading them with your voice during the entire class even as you are tending to the music, etc.

• **Observation** - A good teacher knows her students ability and gives material that will challenge the child while making them feel a sense of accomplishment. Observe behavior patterns of the dancers and use that knowledge to anticipate problems or to better serve the students.

Teaching Methods:

- When introducing something new such as recital choreography or a class combination - have the dancers sing the words and follow along. When dancers start to drift off, turn the music on and have them follow you through the entire dance. You can also have them sit down and sing the words and just do the arms to a routine.
- If you start to lose the dancers' attention during an exercise or portion of the class, and you are unable to bring their focus back to the activity at hand, cue them to sit down, stop the music. Gently remind the dancers about following directions, and move on to something completely different. If you were doing something quiet and slow, try an exercise with upbeat music. Don't beat a dead horse for some reason that portion of the class wasn't working today. Move on and keep smiling.

Dress Code: This is a huge part of classroom control. Enforce the dress code and encourage parents to buy and wear the items assigned to that class. Having all the dancers in the same clothing allows you as a teacher to see their bodies and make corrections, but it also sets the tone for the class.

Dress Code for Teachers

Personality Traits of a Successful Preschool Dance Teacher: Personality traits can be learned through intentional movement.

Enthusiasm - If you give 200% they will give you 100% back.

Love of Young Children - Children and parents can sense a teacher's genuine love for children and how deeply they care for the dancers. They both must feel this connection from the very first class.

Patience - Lower your expectations.

Learning Styles: We all learn things in a different way. Dance is typically taught verbally as well as "follow me" method. That works for the majority of dancers, however some dancers learn in a more "hands on" way. While teachers need to be careful when touching dancers, sometimes it is necessary to physically move the dancer through the movement. The use of analogies, rhythmic exercises such as clapping the rhythm, etc. are good alternative ways of getting the material across to the students. It is the teacher's responsibility to determine the learning styles of his/her students and use the necessary techniques to ensure the students learn the material to the best of their ability.

Teaching Analogies

- For Plies "Toast in the Toaster"
- First Position Slice of pizza "Pizza toes or feet" or "heels kissing"
- For difference between parallel and first position "Open and close the door"
- For moving between First and Second position "Make a window"
- For first position of arms "Carry a watermelon"
- For plies in first position- "Make a diamond between your legs"
- For high fifth "Show me your Princess Crown (or Royal Crown, if boys and girls)
- For heel ball walks Call them "alligator walks". We use our hands first to make an alligator mouth and then we chomp down our hands, then do the same with our feet.
- For bigger jazz hands/more energy "Say SURPRISE!"
- For shuffles at barre hold arm out like "airplane wing" and let them choose what they want to put on their arm and not drop it!
- For ball heels across floor- "squish the bugs"
- When sitting in butterfly stretch before song starts, choose what they want in their "sandwich" between their feet. Then when they stretch forward they pretend to take bites of sandwich.
- For chasses explain that it means chase. "your feet are chasing each other" or "what does a cat do to a mouse" and they say "CHASE". Say," so what does chasse mean?" "To chase!"
- For using the ball of feet in shuffles we sit down and look at the bottom of our tap shoe and I explain each part. I tell them "the balls of our shoe are the good guys, the heels are the bad guys"
- For flaps We pretend we have our mom's high heeled shoes on so our heels can't touch the ground.
- Shuffles at bar We pretend we have to balance chocolate milk (or almond milk, or water, or juice...) on the top of our hand. And we don't want to spill it because no one likes cleaning up messes.
- To start dance/class with our hands on our knees "Freeze like a popsicle"

Discipline Strategies: It is a fine line that we walk when we go to discipline a child that is not our own. Dance class should be a positive activity for dancers and their parents and, with any luck should not include any "time outs". Unfortunately, it is not a perfect world, and in order to keep the peace in class so that all of the dancers can learn, we need to resolve some situations. If a child's behavior is disrupting the learning process of the class or if the dancer is physically or emotionally harming any dancer they need to be dealt with. Try this course of action:

Give a warning to the child about behavior and try to divert attention to a positive. Second warning with a talk with mom outside. *Remember that if a parent feels as if they are in control of their child's discipline they will handle the punishment better. Talk with mom about how to team up and get the child to listen and be successful.

My favorite phrase is "How can WE work on this together"

Keeping Class Notes: Keeping notes at the end of each class about what took place will help you keep consistency in your classes. You may also write down any ideas you have for new steps or ideas on how to teach a certain step in a more efficient way.

Teaching the whole child: Remember that you are teaching the whole child. You cannot separate the child's personality or life experiences from the dancer. Take an interest in your student's well-being and make mental notes about background and family situations. Is mom pregnant with child #2? Is that why Susie is acting out and needing more attention in class? These are the things that are helpful to know when you are teaching.

Parent Relations: The first thing to understand (if you are not a parent), is that parents have a crazy kind of love for their children. They will do anything to protect them and ensure that they are happy. There are also some parents that don't know how to handle the feelings they have for their child and become very irrational when it comes to dealing with their child or anyone who deals with their child. This is why teaching a child is so very difficult. They do not come to dance class of their own will. It is a package deal. The relationship that a teacher has is with both the parents and the dancer. Sometimes the parents' feelings about the dance class and how well it is going is directly related to the relationship between themselves and the teacher, even more so than the relationship you have with their child. Parents need to feel valued as much as they want their child to be. The tricky thing is that some parents receive their validation as a good parent through the actions of their child and how people react to their child. For example, if Susie is the only dancer who can't skip across the floor, the mom is going to feel less valued than the parent of the dancer who can skip. Not all parents are like this, but most are to varying degrees. Your child is an extension of the parent and everyone wants to feel important, loved, valued and they always want to feel like they are "special".

Okay, so there is my take on the situation. Now, how do you take that information and use it to your benefit?

First, keep reminding yourself that

#1 – Parents lack rational reasoning when it comes to their kids.

#2 – Parents and kids just want to feel valued and important.

This will help when there is a conflict or problem in class. When a conflict arises, remember it is not personal. Make sure to validate the feelings of the parent and listen! Remember in offering a solution to the problem that they need and want to feel valued. Try to forget all of the crazy things the mom has just said to you, because it is human nature for a mom to be crazy for her kid.

Communicating with Parents: As teachers you are expected to know the events of the studio, including dates of shows, parent observation days, etc. If you don't have the info, ask and find out. Make sure to keep that information with you at all times for reference. You may also refer a parent to your website for more info. If a parent has a question that you do not know, please let them know that you will find out and get back to them. You may also refer them to the office staff if available. Never say "I don't know" and walk away. The most frustrating part of running a large school is trying to get correct information to parents. If parents feel out of the loop they will not be happy. It is very important that you make a commitment to communicate with the parents about dates, etc.



Show Stars Ballet Class Elements Ages 6-11 With Katy Felsinger

Type	Name of Dance	Music artist
1. Warm up: plies, tendus, passe (5-7)	Don't Stop Believing	Vitamin String Quartet
2. Center stretch (ages 5-7)	How Far I'll Go (Inst.)	Moana Soundtrack
3. Technique: jumps (5-7)	Jete (I'm Yours)	Modern Ballet Class Series
4. Technique: temps lies and balances (ages 8-10)	d Part of Your World (Piano)	David Plumpton
5. Across the floor: skips (ages 5-7)	Human Again (piano)	David Plumpton
6. Across the floor: bourrees (ages 8-10)	The Cello Song	The Piano Guys
7. Little Mermaid Recital Dance	Cannon in D	



Show Stars Hip Hop Class Elements Ages 6-11 With Cassandra Stoppel

- 1. "Can't Stop the Feeling" Warm Up
- 2. "Children" Center Isolations/Conditioning/Stretching
- 3. "We Found Love" Across the Floor
- 4. "Bruce the Shark" Combination



Show Stars Jazz Class Elements Ages 6-11 With Tiffany Henderson

- 1. Jazz Warm Up "Better Together" Includes Isolations, Traditional Jazz Dance Footwork Patterns, Opening Stretch
- 2. Center Floor Jazz Technique "Total Love" Tendus, Passes, Releves, Flatback, Roll Up, Port De Bras Isolations
- 3. Center Floor Teaching Turns "Lift It Up" Tendu Plie Releve Hold - Tendu to seconde plie Turn
- 4. Across the Floor Traveling Combo Junior "Live Your Life" Jump Step Pas De Bouree - Step Drag Right Left - Step Turning Pas De Bouree - Plie Spot Step Touch with Lindy
- 5. Class Combination "September"



Show Stars Lyrical Class Elements Ages 6-11 With Katy Felsinger

Type	Name of dance	Music artist
1. Warm up (all ages)	Water Under the Bridge	Adele
2. Center stretch/conditioning	Believe	Shawn Mendes
3. Across the floor (5-7)	Scars to Your Beautiful	Alessia Cara
4. Across the floor (8-10)	Beauty in the World	Macy Gray
5. Center combination (8-10)	I Won't Give Up	Jason Mraz
Little Mermaid recital dance	Time in a Bottle	



Show Stars Tap Class Elements Ages 6-11 With Cassidy Schweibold

Type	Name of dance	Music artist
Warm Up - 6-8	Baby	Justin Bieber
Warm Up - 8-12	Operator	Lapsley (DJ Koze Edit)
Center Exercise 6-8 - Shim Sham,	Double Irish	Acapella
Center Exercise 6-8 - Paddle Rolls	;	Acapella
Center Exercise 8-12 - Ball Heel, H	Heel Ball weight transferring	Acapella
Across the Floor 6-8 Flap progressions	Andhim	Hausch
Across the Floor 8-12 Draw Back Progression	Boyfriend	Justin Bieber
Center Combo - 6-8	I Got Stung	Elvis Presley
Center Combo 8-12	Double Dutch Bus	Frankie Smith
Little Mermaid recital dance	Singing in the Rain	



<u>Celebrate the Holidays - Twinkle Stars Monthly</u> <u>Holiday Lesson Plans</u>

With Tyler Hildenbrand

Make the magic of the Holidays come alive in your classroom! Excite your dancers with great ideas for dances, crafts, and activities for every season.

1. HALLOWEEN

Dance: "Witches Brew"

Craft: Foam Halloween Mask Craft Kit - http://www.funexpress.com/foam-halloween-

mask-craft-kit-a2-48 9877-12-1.fltr?Ntt=halloween+mask

Prop: Broomsticks -

http://www.partycity.com/product/black+tinsel+witch+broom+38in.do?from=Search&

navSet=broom&bypass redirect=1

2. THANKSGIVING

Dance: "The Turkey Hop" Craft/Prop: Turkey Headbands

http://www.funexpress.com/turkey-headband-craft-kit-a2-48 4585-12-

1.fltr?Ntt=turkey

3. CHRISTMAS/HANUKKAH

Dance: "Jingle Bells"

Craft: Reindeer Crowns - http://www.funexpress.com/paper-color-your-own-candy-

cane-reindeer-crowns-a2-13713814-12-1.fltr?Ntt=reindeer

Prop: Handheld Jingle Bells -

http://www.funexpress.com/plastic-twist-pop-noisemakers-a2-4 8034-12-

1.fltr?Ntt=jingle+bell

4. WINTER HOLIDAYS/VALENTINE'S DAY

Dance: "A Little Celebration in Mv Heart"

Craft/Prop: Love Bug Glasses Craft Kit - http://www.orientaltrading.com/love-bug-

glasses-craft-kit-a2-13757796.fltr?categoryld=550055

5. SPRING

Dance/Activity: "Dancin' Egg Hunt" Props: Plastic Eggs and Baskets -

http://www.orientaltrading.com/stationery-filled-jumbo-pastel-plastic-easter-eggs-a2-

37 187.fltr?categoryId=551711&rd=plastic%20egg

http://www.orientaltrading.com/ribbon-trimmed-easter-baskets-a2-

13723545.fltr?keyword=basket

6. SUMMER

Dance: "Teddy Bear Picnic"

Craft: Bear Picture Frame Magnet Craft Kit

http://www.orientaltrading.com/bear-picture-frame-magnet-craft-kit-a2-

48 5577.fltr?categoryId=550055

Activity: Bring picnic snacks to share with your Twinkle Bears

Prop: Twinkle Bears -

http://www.costumemanager.com/CMStudentNewShowProduct?classId=a0C800000

0Nh1fsEAB&studentId=&action=&rmaId=

<u>GET DOWN RHYTHM: The ABC's of JAZZ</u> Michael Williams, Professor of Dance, University of Arizona

Incorporating basic grounded jazz steps set to a complexity of jazzy rhythms, Michael Williams explores rhythm with examples and usages in the jazz dance genre. With body movement in a low plane of motion and with a rhythmic musical sensitivity, the participant is gonna "Get Down". Utilizing choreographic sequences that step, tap, turn, isolate and stylistically move with the music, Williams believes this rhythmic study will assist in further defining the dancer's feeling of jazz.



BUSINESS SESSIONS





What is Twinkle Star Dance

With Tiffany Henderson

Why you need it - The Importance of Your Recreational Dance Program

How is the Program is Structured?

- The perfect balance of structure and fun based on sound child development principles.
 - "Preschoolers find comfort and security in the repetition of routines. Having a routine that the children follow helps them feel that they have control over their environment and helps anticipate events"
- Transitional Music that cues dancers to move from one exercise to another and exercises that hold the dancers' attention in a "follow me" pattern, both of which assist the teacher with classroom control.
 - "Situations that request more than what a child can do result in frustration and gives the appearance that the children are not following directions. This is especially true when children are transitioning from one activity to another, as following directions can be difficult with the added activity in the room."
- Working in circles and lines, with limited one at a time across the floor.
 - "Too many activities that require sustained attention will result in the children losing interest"

What do you get when you subscribe?

- Full Class Curriculum start to finish with elements/modules you can add and change

 keeping in mind the importance of repetition and varying types of exercises being
 sensitive to attention span and age range.
 - o Actual video of complete classes and breakdown videos
 - Written Lesson Plans
 - Music Playlists and access to edited and transitional music
 - Monthly Updates Holiday ideas, etc.
 - Written dancer evaluations
 - Camp Curriculum
- Marketing Support
 - o Photos
 - Logos
 - Advertising Ideas
 - National Marketing Program

- Business Support
 - Monthly Tele-seminars
 - o Business Consultation
 - o Enrollment Ideas
 - o Teacher Training and Certification
 - Written teacher evaluations
- Additional Revenue Opportunities
 - o "Sparkle" dance wear
 - o "Sparkle" Twinkle Bear
 - o Adventures in Twinkle Bear Audio Book
 - o Recital Choreography Streaming Videos
 - Costume Sales

Be a part of a dance community!

- Acrobatique
- Break the Floor Productions
- Costume Gallery
- DanceStudioOwner.com
- Etix
- GTM
- Mode Dion
- REV UP BRANDS
- The Studio Director
- Tremaine Dance Conventions
- University of Arizona

REV UP BRANDS

Maximizing Profits with Dress Codes

With Niki Arias, Vice President of Sales & Marketing, REV UP BRANDS

Gone are the days where you need a ton of space, money, and time to reap the benefits of selling dancewear in your studio. Requiring a uniform and selling dancewear will make a positive impact on your profits and reputation alike. In this session we will tackle how to develop and implement a program using critical sales tools and online systems that will provide long-lasting benefits to your business.











Studio Manager 101: Why You Need an Office Manager and How to Use Them Effectively to Make Your Life Easier

With Vanessa Castro and Robbie Teruya

A Day in the Life of a Studio Manager

Start your day

- Make sure your studio is presentable to customers.
 - Clean up over, under and around
 - Put out dancewear and/or costumes
 - Check voice messages
 - Log into phones
 - Check emails
 - Make sure to run a trial list
 - Update the teachers roster so that they know they if they have someone coming in.
 - Make sure to have a list of classes to offer them.

Throughout your day

- Make conversation with families while they are watching their dancers
- Learn the dancers names!!!
- Make sure the studio continues to look presentable.
- Make sure that when you keep up with voice messages and emails
- Get up from your desk!
- Take attendance
- Post on Facebook/Instagram/Snapchat
- Call leads
- If you get a shipment of dancewear/costumes
 - Check packing list
 - Call families to let them know their items have arrived

Once a week

- Run a list of upcoming and past trials
 - First follow up with a phone call and then an email.
 - For students who have trials pending, send reminders to the parents about when their trial class is.
 - If they miss a trial class then call them and reschedule
- Run an Overdue list
- Send out promotional emails
- Take a hard look at your studio what needs to be repaired, replaced or improved
- Make sure your students know what is happening at your studio at the given time of year. Communication is key!
 - Dresscode
 - Nutcracker
 - Costumes
 - Recital
 - Picture Day

Special Projects

- Recitals/Holiday Performances
 - Tickets, information packets, CostumeManager, outreach
- Marketing
 - Local performance opportunities, reaching out to pre-schools and daycares
- Competition Team
 - Costumes, registrations, recruitment

Once a Month

- Run rosters
- Check on expiring credit cards
- Donate your lost and found
- Mail out dancewear/costumes/photos that have not been picked up

Finishing your day

- Clean up your workspace
 - You will be happier when you return the next day
 - You don't want to leave anything out that may be confidential
- Let people know when you are leaving and give a time frame to parents
 - This will help with when you are trying to leave for the day.
 - If people call and ask what time you will be there until, never tell them the exact time you will be walking out the door.

<u>Creating Career Employees: Steps to Offering Full-time, Benefits</u> <u>and Matching 401K</u>

With Joyce Hansen, Controller, Tiffany's Dance Academy and Twinkle Star Dance

1.	Welcome
2.	Why are Full-time, Long-Term Employees Important?
3.	Offering Health and 401K Benefits that make your studio a "Win-Win" Employer.
4.	Tips on Administering Employee Programs.
5.	How Twinkle Star Dance's added Revenue Makes Offering Benefits Possible.

<u>Studio Director - Email Templates and Drip Marketing</u>
With Pam Ebert, Customer Support Specialist, The Studio Director

1. Demonstration

2. Q & A



Adding Acrobatique AcroDance to Your Twinkle Star and Show Stars Classes

With Melissa Klassen, Founder/President, Acrobatique AcroDance Syllabus

The **Acrobatique Twinkle Stars KinderAcro program** is an online teacher's training program AND student curriculum for students aged 18 months - 6 years old. It is designed to be used in the form of 15-minute add-on segments to compliment your current combination classes.

The **Acrobatique Show Stars Acro 101 program** is an online teacher's training program AND beginner student curriculum designed for students aged 6 years – 12 years old. This program will teach you how to implement AcroDance at your studio, and is the first "Point-Of-Entry" for your students to "Try Out' Acro, and for you to establish a strong recreational Acro program.

In this movement/lecture workshop, we will learn about:

- Class recommendations for Twinkle Star Toddlers and Preschoolers, and Show Stars Recreational Acro
- Growth and Development specifications of Your Toddler and Preschool aged students
- Motor Skills Development for your Toddler and Preschool aged students
- Developmental Tricks for your Toddlers and Preschoolers
- How to set up a recreational Acro program at your studio
- Recreational tricks, partnering, and across the floor Acro + Dance progressions for your students aged 6 years 12 years old.

Adding a standardized curriculum for Preschool and Recreational AcroDance at your studio will help you to:

- Save years of research, trial, and error in creating an Acro program yourself from scratch
- Implement a safe, fun and technically sound AcroDance Program for your clients
- Increaseoverall student enrollment and incomeat your studio
- Create lesson format, and technique consistency among your AcroDancefaculty
- Give your students the strongest AcroDance foundation possible, setting them up to continue on to the higher levels in AcroDance successfully
- Ensure a strong feeder system for your future intermediate-level AcroDance classes

www.acrobatique.ca

5 Steps to a Better Dance Studio Website

With Jill Tirone, Website Manager, DanceStudioOwner.com

Wondering what it takes to have a website that converts online visitors into registered students? Looking for a better way to deliver content that parents will actually read? This webinar will help you discover successful website secrets to turn your website into your best marketing tool.

In this seminar you'll learn:

- Ways to build content that communicates trust and expertise Key factors that contribute to the perfect visitor experience Capturing leads with a marketing-optimized website How to organize your website for optimal visitor usability Helpful ways to display important content
 - BONUS... Tips to drive more visitors to your website through search engines and social media

Common website mistakes to avoid

Earning a Guaranteed Profit by Selling Your Dress Code Products Online - for Free

With Paul Henderson

ATTEND PAUL'S CLASS TO BE AMONG THE FIRST IN THE COUNTRY TO SET UP A NIMBLY SHOP!

Start earning a guaranteed profit by noon today. For the past 9 months, Niki Arias and I have been working to create NIMBLY.

NIMBLY, a REV UP BRANDS / Revolution Dancewear initiative (www.shopNimbly.com), allows studio owners to set up their very own online dancewear boutique in order to sell dancewear to students without any upfront cost or risk. Reduced stress and increased profit is guaranteed. Bring your smartphone, iPad or notebook (with Internet connection). By the end of the class you'll have your very own online boutique selling dress code products to your students. How's that for "worth your while"?

Expanding Your Brand with GTM

With Robbie Collins, Territory Sales Representative, GTM Sportswear

Who we are (GTM: powered by Champion)

Graphic Artists

Designers

Athletes

Dancers

Dance Moms

Students

Teammates

NOW powered by Champion

What we do (Customized Team Apparel, UltraFuse, TeamStores)

Sublimated, Customizable, Branded Warmups, Bags, Tees, Athleisure Girls XXS – Adult 3XL

Old Order Process

- 1.) Call warmup company and try to price out warmups. "What's my minimum to get \$\$\$ price?"
- 2.) Arrange sizing day with your students. Try to measure each dancer, on the same day.
- 3.) Set deadline for payment.
- 4.) Extend deadline for payment because last few dancers didn't pay.
- 5.) Place Order.
- 6.) Arrange Santa's workshop like atmosphere once your apparel arrives.
- 7.) Panic when you discover a student forgot to order.
- 8.) Put off placing reorders throughout the year because you don't have minimum required.

New Paradigm

- 1.) Call personal style assistant at GTM.
- 2.) Setup TeamStore Sale with Guaranteed Bulk Pricing.
- 3.) Set Deadline for Sale.
- 4.) Students order and pay through your personal online store.
- 5.) After sale ends, order gets produced, and shipped directly to the customer.
- 6.) Customers can order any time after sale ends, and will still receive exclusive TeamStore pricing.
- 7.) BONUS: Since you added profit to your items, you'll receive a profit check from GTM 30 days after your order ships!

TeamStore Sale (NEW!)

Introducing GTM's TeamStore Sale feature. A game changing strategy to maximize your profit potential for your GTM TeamStore.

Standard TeamStore orders are produced one at a time, while orders placed during a TeamStore sale are produced in bulk once the sale ends. They still ship separately, but since GTM saves production, we want to pass the savings on to you.

The best part is your profit margin stays the same! Enticing your parents and students to place additional orders and generate more profit for your studio!

Ideal Times to Run a TeamStore Sale!

- Team Store Sale
- Camp Week
- Registration/Enrollment
- First week of classes
- November CyberMonday!
- Recital Week

How to use your GTM TeamStore

- 1.) Let us set it up for you.
- 2.) You can add or remove items as you'd like.
- 3.) You can view who has ordered on your store.
- 4.) You can see how much you've made.
- 5.) You can start or end sales at your leisure.

Why should you add profit

- 1.) Whatever has your brand, should generate revenue for your studio.
- 2.) One less fundraiser.
- 3.) No hassle income.

CONFERENCE SPECIAL:

Call us this month to set up your store. Mention the Twinkle Star Dance Conference and you'll receive any item from your TeamStore absolutely FREE!

<u>The Art of Makeup - Easy, Age Appropriate, Uniform Performance</u> <u>Makeup Application for Twinkles, Juniors and Seniors</u>

With Christine Dion, Mode Dion

▲ F	Prep your canvas (your skin) with these healthy steps.
A [Brows frame and balance.
<u> </u>	Tools to achieve a polished professional stage face.
	Eyeshadow pigments, color choices, application steps and opening eyes for distance.
A	How to create flawless skin for stage lighting.
▲ (Contour, defining and flushing features for distance and lighting.
٨ (Shaping lips for the perfect stage smile.
ا ۵	Jsing false lashes and tricks to apply mascara to children.
۸ -	The correct application for glitter, adding show appeal and quick change looks.
٨ (Character looks

MODE DION

Cosmetics and Training
Full Dancer's Beauty Resource
www.modedion.com



Makeup & Skin C

for Dance

Pagean

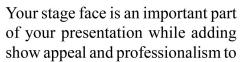
lce Skaring

Cheer Show Che



When I wrote this article for "Dance Spirit" Magazine I never expected it to become an industry standard.

While I am honored by this result... rest assured I have not stopped creating, refining, and advancing new standards for this incredible industry. With Mode Dion you always get industry leading products, training, & technique.



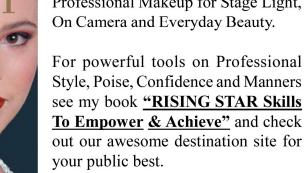


your performance. JOIN US at the MODE DION Booth for Complimentary Consultation and Full Color Step by Step Guide!

My book High Performance Beauty, a Princeton Press Publica-

tion (left), is an excellent resource.







www.empowerandachieve.com



The Art of the Phone Call - Increasing Enrollment Year-Round, Turning Leads Into Students and Keeping the Students You Have

With Vanessa Castro and Robbie Teruya

Getting Students

- Answer the phone!
 - Disney's trick
 - Let them know who they are speaking with
 - Immediately ask them a question and engage in a conversation
- Learn their name and their dancer's name
- Validate their reason for calling
- Let them know about your studio no one word answers!
- Tell them all the classes offered for that age/ability student.
- Try to get them registered before you offer them a trial.
- Make sure to give them the price after you tell them how wonderful the program is not before.
- Use their name and their student's name throughout the conversation.
- Tell them your policies and note it in their account.
- Finish registration with a payment.
- Set an appointment for a fitting.
- Ask if they have any other questions before you hang up and say Thank You!
- Follow up the phone call with an email.
- Finally, just be nice!

Creating Leads and Turning Them Into Students

- Never hang up the phone without getting their information!
- Create a running leads list
- Follow up with leads at key times of the year
- Be persistent
- Offer short promotions!

Keeping Students

- Communication is key!
- If you have a parent complaint make sure you do these 3 things
 - Acknowledge
 - Understand
 - Apologize, with a resolution!
- Call dancers who have been missing class
- Send cards when there is a happy or sad event in their lives
- You will get some people who are just angry.

One final note. In this time of email, texting and Facebook, sometimes the best thing you can do is pick up the phone and have an old fashioned conversation.

Make Your Recital Ticketing Easier and Less Stressful With Jeff Woronka, Etix Ticketing

1.	Sell tickets directly from your dance studio site.
2.	Make it easy for your patrons to visualize where they are sitting.
3.	Keep track of all your spenders with community tools.
4.	Personalize print-at-home tickets with custom images.
5.	The ability to purchase on your mobile and receive a mobile ticket.
6.	Create custom emails with your ticketing data.

Social Media Decoded: How to Make Facebook Work For You

With Jill Tirone, Website Manager, DanceStudioOwner.com

Wondering if you're using Facebook to its full potential? New to Facebook advertising and not sure where to start? Are you already advertising on Facebook but not seeing the results you hoped for?

This seminar will help you discover and implement successful Facebook strategies to deliver your message and convert fans into registered students.

In this seminar you'll learn:

- How to deliver your studio's culture to the audience that matters most
- Clear objectives to help you manage your page like a pro
- Critical Facebook trends to set your studio apart
- Easy to implement content strategies
- · Facebook ads that work!

<u>Using Your Website to Maximize Local Area Traffic: A New and Simplified Approach From an Outsider's Perspective</u>

With Neil McGovern, Mode Dion

- I. De-mystifying SEO and why it's NOT important to a dance school
 - A. Simplified approach
 - B. SEO content driven
 - C. Does a local dance school need or could it ever be on top of SEO foodchain?
- II. Website Made Easy
 - A. Best creation software and why
 - B. ISP and what's important in choosing one
 - 1. Welcome letter
 - 2. Directing a domain to your ISP
- III. Name.com.....Your Domains
 - A. Why better not to register with your ISP
 - B. Directing domain to your ISP
 - C. Pointing domains
- IV. What every website should have
 - A. Five Basic Pages
 - B. Links Links Everywhere!!!
- V. Using domains/sites as marketing tools
 - A. Search Terms
 - B. Identifying Domains

An Actual Case Study: How Twinkle Star Dance Increases Student Count and Profitability

Joyce Hansen, Controller, Tiffany's Dance Academy and Twinkle Star Dance

This case study will demonstrate exactly how much of an impact the Twinkle Star Dance Program will have on your studio's future success and increased profitability.

- You will review an actual Profit and Loss statement from a single room studio, Tiffany's Dance Academy's Fremont location, for a 6 month period of January to June.
- We will demonstrate how Twinkle Star Dance adds substantially to your personal and business income.
- We will also cover other areas of income that accompany the Twinkle Star Dance Program to further enhance your bottom line.

Your Public Best: Increase Enrollment, Inspire Students and Raise Your Public Image for Success

With Christine Dion, Mode Dion

ARE YOU READY FOR THE PUBLIC EYE?

Dance educators are in the public eye. Whether meeting new parents students, teaching, at competition, recital, a party or even running errands an educator must always be at their best! A good first impression and communicating with social ease will increase the confidence others have in you. Dance is social, it's entertainment and those in this field are expected to look and behave to a higher standard.

YOUR FIRST IMPRESSION

You only get one chance to make a positive first impression. How you look stirs strong emotions in others and opinions can be formed in as little as 4-6 seconds! Celebrities, Politicians spare no expense to create the right image and they owe their success to it. Success is beyond abundance. It is a lifestyle of personal, public and professional fulfillment.

Ask Yourself

- "What message am I and my staff sending to students and parents?"
- "Is this message effecting my success in a positive or negative way?"
- ♣ "Do I look successful, responsible, reliable, trust worthy, successful in my field, organized, a capable leader, someone to believe in and to be taken seriously?"

Keep A Close Eye On:

Social Media Image: Always look your best in pictures, watch poor spelling, be inspiring, avoid gossip or anything negative.
Check your teeth. Your smile brings people to you.
Smell Good. Have your own signature scent. Use these aromatherapy tips to help students relax and focus as well as to control odors.
CONVERSATION & NETWORKING SKILLS Looking great is only part of making a powerful first impression. Networking and reaching out to make others feel comfortable with good conversation, listening and networking skills show a level of professionalism and will be expected the more successful you become.
These tips will show you how to:
Reach Out & Connect With Charm
Open Conversation & Stay Interesting
Be Likeable & Avoid Conversation Disasters
Read Body Language & Increase Your Power
Social Dining & Formal Etiquette Tips
Notes

Refocusing Your Performing Company - Finding Performance Opportunities Outside of Competitions including Holiday Performances

With Tiffany Henderson and Robbie Teruya

- Holiday Performances
 - O Why do them / Why not to do them
 - o Easy steps to plan your holiday show
 - Revenue potential
 - Let's get started!
 - Dancin' Holiday Magic
 - Mini Nutcracker
 - 10% Discount on Perfectly Matched Holiday Costumes from A Wish Come True
- Twinkle Holiday Parade in Disneyland We've done all the planning you have all the fun!
 - Costume
 - Choreography
 - Discount Tickets
 - Free Tickets for Directors
- Finding and Creating Additional Performing Opportunities
 - Daddy/Daughter
 - Community Performances
 - The Fair
 - Seasonal/Holiday Community Events and Festivals
 - SYTYCC

Raising the Barre

With Robbie Teruya and Christine Dion

Come and learn how creating a youth service organization in your studio can greatly benefit your dancers and your studio.

Benefits for Dancers:

Valuable In Class Teacher Assistant Training
"On the Job" Studio and Recital Management Skills
Access to Scholarship Fund Money
Introduction to possible dance related careers and jobs
Etiquette, and Public Speaking Skills
Community Service Hours required for College Admission
Broader World View - moving from the "me" generation to the "we" generation.

Benefits for Studio:

Creates an educated and organized team of teacher assistants and role models. Workforce for volunteering at recitals, studio management, etc. Great Public Relations for studio in community Scholarship fund for deserving dancers

Deeper Connection to students inside and outside the classroom

Access to compassionate, responsible, confident leaders of the next generation.

HOW TO STRUCTURE YOUR OWN "RAISING THE BARRE" PROGRAM:

- 1. Create Mission Statement and Pillars of Character and Service
- 2. Establish Non-Profit Status Optional but recommended
- 3. Assemble Team of Teacher Mentors
- 4. Organize Informational Meeting for Prospective Students and Parents
- 5. Application Process
- 6. First Meeting/Team Assignments
- 7. Press Release



Fashion Show

We are proud to present our Costume Gallery® Perfectly Paired Recital Costumes! Take the guesswork out of selecting costumes - we've partnered with Costume Gallery® to be our official costume supplier. We have helped to design and select at least one Costume Gallery® costume for each Twinkle Star Dance™ recital choreography video. Below are the costumes featured in our fashion show at our Friday luncheon.

Twinkle Star Fashions

Bunny Rabbit Blues Style #17106 (Some Bunny Loves You with PR06 Bunny Set)

Rockin' Robin Style #18107 (Cherry Tart)

Blue Suede Shoes Style #18117 (Celebration Suffle) When You Wish Upon a Star Style #18111 (Silverbells)

Supercalifragilistic Style #18100 (Peppermint Party)

Daddy Daughter Dance Style #18103 (Pure Light)



Aladdin - Recital in a Box With Tiffany Henderson and the Costume Gallery Design Team

Scene	Genre	Costume Gallery Style #
ARIEL'S WORLD		
Under the Sea - Fur Elise	Ballet	18511
We are Family - Daughters of Triton	Jazz	18619
Part of Your World - VIDEO	Ballet	17826
INTRODUCING PRINCE ERIC / THE STORM		
Singing in the Rain	Тар	16826
Help	Jazz	18666
ARIEL'S UNDER THE SEA DISCO GROTTO		
70's Funk	Нір Нор	18418
Happy Days	Jazz	18650
Old School	Нір Нор	18407
SEA RUINS		
Razzle Dazzle	Jazz	18641
ERIC AND HIS ROYAL KINGDOM		
Surf Crazy	Jazz	16812
LAGOON SCENE		
Kiss the Girl	Ballet	18541
ERIC TO THE RESCUE!		
Yankee Doodle	Тар	17828
Zero to Hero	Тар	18618
Canon in D	Ballet	18548



Faculty Biographies

Tiffany Henderson, Twinkle Star Dance

Tiffany was born in the San Francisco Bay Area in 1973 and 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 1997and 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. Tiffany is now extremely excited to share her Twinkle Star Dance™ curriculum with studio owners worldwide.

Paul Henderson, CostumeManager.com & NIMBLY, by REV UP BRANDS

Paul Henderson has been around the dance industry for over thirty years. He and his wife. Tiffany currently own and operate seven successful dance studios in Northern California with annual enrollment of over 4500 students. Paul automated most of the day-to-day business transactions that take up so much of a studio owner's time. Paul's goal has always been to smooth out the business side of the dance studios so that Tiffany can spend more time in the studio doing what she loves...teaching. For the past nine 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. Recently, Paul has been leading the development of NIMBLY, a Rev Up Brands - Revolution Dancewear eCommerce application for studio owners launching Summer 2017. ShopNimbly.com allows studios to earn a quaranteed profit by creating their very own online dancewear boutique in order to sell dress code and costume products to their students with no inventory cost or risk. ATTEND PAUL'S CLASS TO BE AMONG THE FIRST IN THE COUNTRY TO SET UP A NIMBLY SHOP!

Amanda Stapp, Twinkle Star Dance

Amanda received her formal training from several studios in the Bay Area and is a product of Tiffany's Dance Academy Performing Company. She graduated from the University of Arizona in 2011 with a Bachelor of Arts in Journalism and minor in Dance. Amanda currently serves as the Assistant Varsity Coach to the Granada Dance Team, performs bi-annually with Bay Area Dance Company, is an instructor at Tiffany's Dance Academy and serves as the Director of Operations and choreographer for Twinkle Star Dance Program.

Robbie Teruya, Twinkle Star Dance

Prior to joining Tiffany's Dance Academy in 2003, Robbie had spent her professional career working in fundraising and volunteer administration for such organizations as Stage One, The LA Regional Foodbank, Harvey Mudd College and the American Heart Association. She has worked alongside Paul and Tiffany for more than 13 years, participating in the earliest evolutions of CostumeManager.com and helping TDA grow. Today she manages the 300+ student Performing Company, Human Resources, Recital and Nutcracker production and staff management.

Joyce Hansen, Twinkle Star Dance

Joyce is the Controller of Tiffany's Dance Academy, Inc., Tiffany's Dance Academy USA LLC, and Twinkle Star Dance. She grew up in the Silicon Valley and prior to taking on accounting, she was a flight attendant. Joyce has over 45 years accounting experience. She has held accounting management positions in such companies as Ford Motor Credit, Siliconix, and Atari. She and her husband also owned their own construction business for several years, just prior to coming to work for Tiffany over 16 years ago.

Vanessa Castro, Twinkle Star Dance

Vanessa Castro joined the Tiffany's Dance Academy team 8 years ago, after studying Communications at San Jose State University. She began as the Studio Manager at our, at that time, new Fremont location. In just 3 short years she built up this one room studio to an enrollment of almost 400. Now as Regional Director for TDA, she works with all of our Studio Managers to help grow their enrollment, as well as their personal and professional relationships with their customers. After spending her career in communications and customer service, Vanessa knows what truly drives conversations, registrations and lasting relationships. Vanessa believes it's all about how well you connect with the heart-beating people you're trying to help and communicating your understanding back to them.

Katy Felsinger, Twinkle Star Dance

Katy Felsinger is originally from Carmel, CA. She began training and performing at an early age in a variety of dance forms at the Carmel Academy of Performing Arts, where she also began teaching in 2006. She graduated from University of California, Irvine with a Bachelor of Fine Arts with honors in both Dance Performance and Choreography and a Minor in Spanish in June 2012. At UC Irvine, Katy had the honor of being a founding member of Professor Sheron Wray's jazz dance ensemble, Insight, through which she performed extensively in various community performances including TedX Orange Coast 2011. In June 2010, Katy traveled with Lisa Naugle, Chair of the Dance Department, to southern Spain to perform with the Dance, Theater, Music, and Media (DTM2) Improvisation Ensemble. Katy has also been deeply informed by her training with the San Francisco Conservatory of Dance under Summer Lee Rhatigan.

Tyler Hildenbrand, Twinkle Star Dance

A bay area native, Tyler has been studying dance for more than 20 years. When in college at Chico State University Tyler danced for Chico State's dance team "Expressions" as well as Hype Dance Studios All-Star Jazz team and All-Star Hip Hop team directed by Sarah Blakely. After Chico State, Tyler moved back to the Bay Area to pursue her professional dance career while teaching for Universal Dance Association(UDA). Tyler was a hand selected Universal Dance Association dancer chosen to represent Varsity Brands in India for the Indian Premier League cricket tournament that was held in South Africa. Tyler now judges regional dance competitions for Varsity Brands and private coaches high school and all-star teams. After Universal Dance Association Tyler was a member of the AFL's San Jose SaberCats profession dance team the "SaberKittens" where she was a line captain for one year. Tyler then danced for the NBA's "Sacramento Kings Dancers".

Cassidy Schweibold, Twinkle Star Dance

Cassidy Schweibold was born and raised in San Diego, California and has recently relocated to San Francisco to start the next chapter of her life. Cassidy began dancing at the age of 2 at Carlsbad Dance Centre where she continued her dance training for the next 15 years. Over the course of her studies, Cassidy has trained in Tap, Jazz, Hip Hop and Ballet. From a very young age, Cassidy knew she wanted to be a dance instructor and began teaching as soon as she was able. She taught for the past 5 years at the Carlsbad Dance Centre. Cassidy loves all forms of dance and has always had a huge passion for tap dancing. She considers herself incredibly lucky to have been able to train alongside SoCal's professional tap dancers. Outside of dancing, Cassidy loves to explore her new home in the city of San Francisco!

Cassandra Stoppel, Twinkle Star Dance

Originally from Fremont, California, Cassandra began dancing at the age of 3 with DanceMakers where she danced until she was 18. For the past 3 years she has been teaching dance and choreographing in Southern California. For over 2 years, Cassandra choreographed and taught at the 8 Count Dance Academy in Los Angeles where she worked with both competitive and recreational students ages 5 to 18. Her international dance career has taken her as far away as Beijing where she performed both live and on Hunan TV. She has performed as a Principal dancer in both the Asian MTV Music Awards and the Latin Grammy's. Cassandra is excited to return to the Bay Area!

Joe Tremaine, Tremaine Dance Convention

Joe Tremaine started dancing when he was four years old, and hasn't stopped since. This charismatic, six foot tall man grew up in tiny Oak Ridge, Louisiana (population 250) and, until he was old enough to drive, his mother would take him to dance class three times a week in Monroe, 35 miles away. Joe began teaching dance in high school and then furthered his passion in college. He earned a Bachelor's Degree in Psychology at Northeastern University of Louisiana and moved to New Orleans where he trained and performed at the New Orleans Ballet Association and New Orleans Opera. Joe then moved to New York City to pursue a career in theatre, where he swiftly landed dance and summer stock jobs. He performed in Caterina Valente's European Shows, became a June Taylor Dancer on "The Jackie Gleason TV Show", worked on the movie "Hello, Dolly," performed in "Ed Sullivan Specials" and was asked to be the lead dancer on "The Jerry Lewis Show" at NBC Television in Burbank; a career move which brought him to Los Angeles, California, in 1967 and where he had a very successful career as a performer. There he put together his own act called "Black, White and 14". It opened a new room at Anaheim's Grand Hotel, and on opening night, Las Vegas producers Line Renaud and Loulou Gaste helicoptered in, caught the performance and hired him on the spot to star in their new Las Vegas review "Flesh". The show ran for a year at Caesar's Palace and regularly sold out shows. Joe opened his own studio in California in the 1970's, "Joe Tremaine Dance Center"; the dance studio to the stars, where he had thousands of students pass through his door. After nearly 30 years, he stepped aside from the Dance Center in order to devote more time to the conventions and competitions. Tremaine Dance Conventions and Competitions was established in 1981. President Joe Tremaine and his staff tour the country to about 25 cities every year bringing professional choreography/teaching to over 50,000 dancers nationwide. Joe has choreographed for every medium in the entertainment industry including television, movies, videos,

commercials, nightclub acts, industrials and concerts. His fast, funky and "very today" jazz is sometimes rock & roll, sometimes character, but always fun, exciting, entertaining, and useful. Besides Joe's passion for dance, his foremost love and passion are his dogs. . . Axl (Wire Hair Fox Terrier), Boogie (aka – Boogie Woogie) (Curly Coated Retriever) and Zeke (1995-2006) (Curly Coated Retriever) who was truly Joe's soul mate.

Michael Williams, University of Arizona

Michael Williams, Professor of Dance, has had a rich and varied career in the arts. He has a Bachelor's Degree in Music Education and an extensive background in music providing a unique musical perspective and framework for his teaching and choreography. Michael's early dance training was at the famed Gus Giordano Dance Center in Chicago, where he later became a faculty member in Jazz (1979-1985). He was also a principle dancer in the international touring company, Gus Giordano Jazz Dance Chicago (1980-1984) and continued to serve as a master teacher in Jazz Dance Technique for Giordano Jazz Dance Workshops. Michael has performed in theatrical productions with such stars as Ann Reinking and Chita Rivera. He worked in Tokyo on the Japanese movie musical, Curtain Call with choreographer Michael Shawn. He danced in the PBS Emmy awardwinning special, The Rehearsal and is a featured dancer in the widely-distributed instructional video The Jazz Dance Class, both Gus Giordano projects. Michael has worked as a model, dancer and choreographer with many of the country's top fashion designers on their collection showcases for the Chicago Apparel Center and the Florida Swimwear Association. He performed as a union member of the Actor's Equity Association in numerous industrial and corporate productions and in professional musical theater. Michael's choreography has been featured at Jazz Dance World Congress (JDWC) international festivals including Piano Man, a dance cartoon - Chicago; Muted Instrument - Nagoya, Japan; and SCAT - The Kennedy Center for the Performing Arts, Washington, D.C. SCAT was set on the touring company of the Amsterdam School of the Arts in Amsterdam, Holland and was performed at venues throughout the Netherlands. SCAT was in the repertoire of Seattle's Spectrum Dance Theater for three consecutive seasons with national and international performances. Michael's choreographic work, POCKETS, holdin' a groove!, was performed at the International Theater School Festival in Amsterdam, Holland and opened the Jazz Dance World Congress in Phoenix, AZ. Michael served as Artist in Residence for the Taiwan National Dance Festival in Taipei, Taiwan and was a featured choreographer at the Jazz Dance World Congress in Monterrey, Mexico. He taught Master Classes in Kids Jazz Dance at the JDWC in San Jose, Costa Rica. Michael danced in The Mature Dance Project, a company of professional dancers over forty, performing Sherry Zunker's A Little Bit of Rhythm and Romance at the Harris Theater for Music and Dance, Millennium Park, Chicago, 2009. Michael is Director of the Arizona Jazz Dance Showcase, an annual jazz dance festival attracting approximately 1,000 national participants each year to The University of Arizona. He received the prestigious Charles and Irene Putnam Award for Teaching Excellence in the College of Fine Arts at The University of Arizona and the 2005 Jazz Dance World Congress award for his significant contributions to jazz dance.

Niki Arias, Revolution Dancewear

Niki Arias is the Vice President of Global Sales & Marketing for REV UP BRANDS, the company behind Revolution Dancewear, DanceStudioOwner.com, and Tenth House. She has the rare blend of an artist's heart and a business woman's acumen, which is why her innovations continue to make these brands popular among dance studios across the US and Canada. When you hear Niki speak with dance studio owners and teachers you can feel her passion for dance shine through. Her own dance education started early at age 3 and continued on at Illinois State University where she earned a degree in Dance Performance and a minor in Business. In every new REV UP BRANDS innovation, Niki keeps the success of dance studios at the forefront. In addition to managing a team of creative talent, she's a wife and mom of two young daughters.

Jill Tirone, DanceStudioOwner.com

Jill Tirone is the owner of DanceFit Marketing, LLC, a leading provider of social media management and website design services for dance and fitness studios. She is the website manager and featured contributor to DanceStudioOwner.com and she is also a contributor to Dance Teacher Magazine and Dance Retailer News. She regularly teaches and presents business seminars at the Dance Teacher Summit. Jill is a dedicated wife and a mom of two incredible girls. She is committed to sharing her passion for dance and marketing and helping dance studio owners thrive.

Neil McGovern, Mode Dion

Information Technology, Network and IT Infrastructure consultant for 25 years.

Christine Dion, Mode Dion

Christine Dion has been setting trends in the personal development Industry for over 35 years as an Author, Speaker, Columnist, Beauty and Image Expert. Her background includes: ELITE Modeling Agency new model development, Director of John Casablanca's Modeling School L.A., John Robert Powers Finishing School & Owner/Director MODE DION Image & Self Development Center. Christine has created numerous television shows and videos on self improvement. Other work includes, Neiman Marcus VIP and Saks 5th Ave V.I.P programs, numerous children of dignitaries and celebrities, professional makeup artist for commercial, television, fashion photography and theater as well as creator of Mode Dion Cosmetics for the special needs of performers. As an author Christine has written and created numerous national beauty columns for leading industry magazines, and wrote the popular book "High Performance Beauty" (Princeton Press). "RISING STAR Skills to Empower & Achieve" is her latest contribution to the industry. She currently speaks across the country designing production stage looks and educating new performers on Beauty, Professional Makeup and Public Image. For more info contact Christine Dion at (760) 837-9433 or christine@modedion.com

Robbie Collins, GTM Sportswear

Robbie is the current Teamstore "Guru" at GTM. He excels at reducing the stress level of his customers, as he strives to make their ordering process as simple and convenient as possible. As a sales rep, He is a unique asset, as he was an integral part of starting what is now one of the premier performing arts training facilities in Kansas (Salina Community Theatre's Center for Theatre Arts.) He lives by the adage, "You're always auditioning." This applies to how he treats every customer, coworker and stranger. He has a degree in Music Performance from Wichita State University, and I still gets back in the limelight from time to time. He and his wife are music lovers, travelers, and avid Kansas City Royals fans.

Jeff Woronka, Etix Ticketing

Jeff is an entertainment veteran with 13 years event managing and ticketing experience serving an extensive variety of local, regional, and national clients in sports, concerts, attractions, and performing arts. He joined Etix in 2011 to help a growing team of professionals grow in each of these verticals. He was promoted to Director of Inside Sales in 2013 and is focused on introducing Etix throughout North America. Jeff's loyalty, service, attention to detail, and charismatic attitude is what nurtures the client relationship and helps ticket sales thrive.

Pam Ebert, The Studio Director

Pam has been working with The Studio Director since early 2013 as a part of the customer support team. She travels throughout the United States representing The Studio Director at various dance industry conferences and trade shows to demonstrate the software to studio owners and their staff.

Melissa Klassen, Acrobatique AcroDance Syllabus

As Creator and President of the Acrobatique AcroDance Syllabus, Melissa Klassen is the "go to" expert in the field of AcroDance. Her modern techniques and fresh approach to Acrobatics have become a game changer in the dance industry. Strong AcroDance training is the competitive edge that dancers are looking for; and is the future of dance studios everywhere. For over 20 years, Melissa has mentored under several of the industry's top players to build her career as an expert in AcroDance, safe spotting practices, injury prevention, gymnastics, adjudication, and instructor mentorship. Melissa has extensive experience creating new AcroDance programs from the ground up, for dance studios around the world, and has helped Studio Owners and Instructors from Canada, the U.S, Mexico, China, Indonesia, the Bahamas, the U.K, and Australia. Several studios she has consulted and developed programs for, have had students go on to have exciting and fulfilling professional careers. In addition to facilitating the worldwide Acrobatique AcroDance Syllabus. Melissa created, and is currently the Director for, the department of AcroDance at the renowned athletic sports school "Tanbridge Academy", and also serves as Director of AcroDance at Canada's most prestigious performing arts school "The Young Canadians", both in Calgary, Alberta, Canada. With an eye for precision, sharp technical skills, and a passion for mentorship and inspiring others, Melissa Klassen leads the way in the AcroDance industry.



Conference Participants

AcadeMir Preschool, Miami, FL

Allonge Dance Academy, Suffolk, VA

BC Discoveries Dance & Theater Arts Company, Clinton, NY

Beaufort Academy of Dance, Beaufort, CA

Best Dance and Talent Center, St. Anne, MO

Blossom Sisters Dance, Hackensack, NJ

Caitlin Colleen Dance Academy, Lake

Jackson, TX

Cameron Dance Academy, Langley, BC Canada

Cherrie Anderson School of Music and Dance,

Omaha, NE

Coastal Elite Dance / CSDA, Mount Pleasant, SC

Dance Centers, West Reading, PA

Dance Commotion, Denver, NC

Dance Motion, Pearisburg, VA

Dance Tech and Talent, Kennesaw, GA

Dance Unlimited of Hanover, Rockland, MA

Dance Without Limits, Greer, SC

DanceVisions, Greer, SC

Darien School of Dance, Stamford, CT

Define Dance & Arts Studio, Humble, TX

Denville Dance Arts Center, Wellington, FL

DreamCatchers Dance Company, Shawnee,

OK

Duval Dance and Music Academy, Scituate, MA

Dynamite Dance Center, Englewood, CO

e.Studio of Performing Arts, Cordova, TN

Edge Dance Company, Jenkintown, PA

Ellis Dance Studio, Nutley, NJ

En Pointe Dance Studio, Salinas, OH

Encore Dance Theatre, Sunrise, FL

Fuzion Dance Studio, Marshall, IL

Grace Kelly Studio, Manasquan, NJ

Great South Bay Dance LLC, Copiague, NY High Country Conservatory of Dance, Fort Collins, CO

Illusion Dance Center, LLC, New Braunfels, TX

In Motion Dance Center, Howell, MI

Inspire Dance and Tumble, Croton, OH

JDM School of Dance, McKinney, TX

Karen Horton School of Dance, Chattanooga, TN

La Petite School of Dance, Louisville, KY

Leap of Faith Dance Academy, Charlotte, NC

LeRoux School of Dance, Royersford, PA

Lisa's School of Dance, Elgin, IL

Mar Ray Dance Studio, McHenry, IL

Megleo's School of Dance, Palatine, IL

MusicWorks! Studio of Performing Arts, Canton,

New Vision Dance Center, Beaverton, OR

North Georgia Dance Arts, Blairsville, GA

Pam Nobles Studio, Apalachicola, FL

Pep & Pizzazz, Somerset, KY

Pizzazz Dance Center, Newfield, NJ

Prince William Dance Academy, Nokesville, VA

Robin's School of Dance, Elkhart, IN

Sharon's School of Dance, Winston Salem, NC

Sister Act Dance Academy, Brownsburg, IN

Southern Dance Connection, Greer, SC

Studio 180, Paoli, PA

The Academy School of Dance and

Gymnastics, Savannah, TN

The Dance Factory, Delavan, WI

United Rhythms, Meriden, CT

Uptown Dance Academy, New York NY

Watts Dance Studio, Elizabethton, TN