



## Dance Teacher Summit

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Dear Attendee,

We are excited for you to join us at the 8<sup>th</sup> Annual Dance Teacher Summit presented by Dance Media and produced by Break The Floor Productions! We are confident that this will be a great three days of dance, business and fun!

### Your registration includes:

- Dance Classes
- Business Seminars
- 3 Continental Breakfasts
- Admission to Exhibit Hall
- Admission to Fashion Forward and Cocktail Party (cash bar) *Sponsored by Hall of Fame*
- Admission to Capezio A.C.E. Award Competition & *Dance Teacher Magazine Awards*
- Goody Bag
- Summit Guide (class notes, etc.)
- Online access to classes and seminars for one year within one month of the event

Enclosed you will find some basic information to help you prepare for the Summit.

If you have ANY questions, please do not hesitate to contact us. See you in New York!

Sincerely,

A handwritten signature in black ink that reads "Gil".

Gil Stroming  
President  
Break The Floor Productions

A handwritten signature in black ink that reads "Chantel".

Chantel Feola  
Conference Manager  
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Office: 818-432-8499

# LOCATION

New York Hilton Midtown  
2<sup>nd</sup> & 3<sup>rd</sup> Floors  
1335 Avenue of the Americas, New York, NY 10019  
(212) 586-7000

# ATTENDEE REGISTRATION

Please check-in at the registration desk on the second floor of the Hilton Midtown Hotel to receive your ID badge, Summit Guide, final schedule and Goody Bag.

Early registration on the 2<sup>nd</sup> Floor will be open to attendees on Thursday, July 28<sup>th</sup> from 2:00 - 8:00pm. Anyone that is a studio owner and attending the Studio Owner Only Session at 3:00pm will want to register at this time. The registration desk on the 2<sup>nd</sup> Floor will be open on Friday, July 29<sup>th</sup> at 6:00am for the duration of the event.

# ATTENDEE SCHEDULE

Enclosed is the attendee schedule. Please note that it is subject to change. If changes occur there will be a posting of the changes at the registration desk on the 2<sup>nd</sup> floor.

# AMBASSADORS

We have enlisted the help of some of your fellow dance teachers to help make this event the best it can be. These teachers will be on site to help you with any questions you may have and will also be gathering feedback from the attendees on how to make the Summit better next year! The Summit Ambassadors can be identified by their custom red jackets.

# WHAT TO BRING

For your comfort and safety, we recommend dancewear or loose-fitting clothes for most sessions. Although some rooms will have dance floors, you may be dancing on carpet. Please bring appropriate footwear. Please also bring and wear "layers" as the hotel may be cold. Water will be provided in each room but feel free to bring your own as well. You may also want to bring plenty of business cards with you for networking purposes and to enter raffles. The dress for the Fashion Forward, Cocktail Party and Capezio A.C.E. Award Competition is casual.

# EXHIBIT HALL

The Exhibit Hall features multiple exhibitors who make the Summit possible! Please be sure to visit the exhibitors and see the latest in dance apparel, costumes, shoes, music, videos, accessories, flooring, backdrops, insurance, travel and much more!

Most exhibitors will have Summit "specials", free giveaways and special raffles throughout the event. For your convenience, we recommend packing an extra bag for transporting your new purchases and free gifts home!

## STUDIO OWNER ONLY SESSION

A special session specifically designed for Studio Owners. We will discuss issues and demands specific to a studio owner. From staffing and pay to marketing and retention, this session is great for the new or veteran owner! After a couple short presentations, we break into smaller round table discussions. It is a great way to meet studio owners from around the country! It is free for all registered studio owners! Please join us in Gramercy Ballroom (2<sup>nd</sup> Floor) on Thursday, July 28th from 3:00 - 7:00pm.

## MIX AND MINGLE

Meet other dance teachers from around the country! On Friday, July 29<sup>th</sup> from 12:00 - 1:30pm in Rhinelander North Ballroom (2<sup>nd</sup> Floor), Nancy Giles, Summit Ambassador, will answer any questions you have and make sure you leave with some new friends. This session is highly recommended if you are attending the Summit for the first time or you are by yourself!

## SUMMIT 2016

The Summit - State of Dance. Join us on Sunday, July 31<sup>st</sup> at 4:45p, at the Hall of Fame Stage in the Grand Ballroom for an unprecedented event as dance luminaries share their opinion on the State of Dance in 2016. Hear from a panel of choreographers, teachers, industry professionals and dancers as they discuss where they think dance is going in the coming years. It is sure to be an enlightening event you won't want to miss!

## SUMMIT DANCE CARD

Want to win \$1,000 in cash? All you need to do is visit each participating exhibitor to see what treasures they have to offer and get your game card punched! Once your card is punched by all participating exhibitors, drop off your card at the registration desk to be entered in the \$1,000 drawing! Look for your Summit Dance Card in your registration packet. The winner will be announced on Sunday, July 31<sup>st</sup> at 2:00pm on the Hall of Fame Stage. You must be present to win.

## DANCE DOLLARS

The Dance Teacher Summit is proud to announce our economic relief package, the Dance Dollar! Dance Dollars are the equivalent of cash in the Exhibit Hall. Look for your Dance Dollars in your registration packet. You will also have the opportunity to win additional Dance Dollars throughout the event! Dance Dollars are only good at participating vendors for on-site purchases, not future purchases.

# MATCH & MINGLE

In an effort to help you make new friends, each ID badge will have a number, find the matching number on someone else's ID badge and then stop by the registration desk with your new friend. Everyone who finds their matching number will be entered to win a free tuition to the 2017 Summit! Drawing will take place on the Hall of Fame Stage – 3<sup>rd</sup> Floor on Sunday, July 31<sup>st</sup> at 2:00pm. You must be present to win.

# MEALS

There is a Grab-N-Go market for breakfast, lunch, and dinner in the lobby of the Hilton. In addition there are numerous food options outside the Hilton that include restaurants, fast food, delis...etc.

# ONLINE ACCESS

Ever been to a teacher's workshop and felt like there was so much to do but you couldn't do it all? Or have you been frustrated that two of your favorite classes were going on at the same time and you had to choose? The Dance Teacher Summit has solved this problem with its new Summit-To-Go! Within a month after the event, each attendee will receive online access which will include footage of most classes and seminars held at the Summit! The online access is included with every attendee's registration and will be available for one year. Attendees can also purchase the USB which includes an MP4 of the classes for just \$150!

# COLLEGE OUTREACH

The Dance Teacher Summit is committed to growing and nurturing the next generation of dance educators. As such, we are proud to offer two FREE College Outreach Classes. If you know any college age dancers, be it college bound or recent graduate, invite them to come take one or both of our FREE classes at the New York Hilton Midtown. Passes also allow them to walk the exhibit hall floor! Students can register by logging on to [www.mybreakthefloor.com](http://www.mybreakthefloor.com) and registering for the College Outreach program under the Dance Teacher Summit registration page.

Friday, July 29<sup>th</sup>

12:15-1:15pm

Americas Hall 2 (3<sup>rd</sup> Fl. use escalator in Amer. Hall)

Twitch – Hip-Hop

Saturday, July 30<sup>th</sup>

12:45-1:45pm

Americas Hall 2 (3<sup>rd</sup> Fl. use escalator in Amer. Hall 1)

Jason Parsons - Contemporary

# YOU'RE INVITED!

All Attendees are invited to attend the following events free of charge. This is a GREAT way to interact with other attendees, exhibitors and faculty!

## **The Morning Summit & Continental Breakfast**

Friday, July 29<sup>th</sup> (7:15-8:15am), Saturday, July 30<sup>th</sup> & Sunday, July 31<sup>st</sup> (8:00-8:45am)

Join us for breakfast at the Hall of Fame Stage - 3<sup>rd</sup> Floor, for the morning discussion or just a cup of coffee! Plus, we will preview the day's events!

### **Fashion Forward**

Friday, July 29<sup>th</sup> at 8:00-8:45pm (Hall of Fame Stage - 3<sup>rd</sup> Floor)

Come preview the latest styles in costumes and dancewear from 7 different companies. This runway style event is not to be missed!

### **Cocktail Party** sponsored by *Hall Of Fame Dance Challenge*

Friday, July 29<sup>th</sup> at 8:45-11:00pm (Hall of Fame Stage - 3<sup>rd</sup> Floor)

Immediately following Fashion Forward join us for the cocktail party! Featuring a live DJ and special performances! There will also be a cash bar.

### **Capezio A.C.E. Award Competition & Presentation of *Dance Teacher Magazine Awards***

Saturday, July 30<sup>th</sup> at 8:00pm (Hall of Fame Stage - 3<sup>rd</sup> Floor)

The *Dance Teacher* Summit is committed to promoting emerging choreographers who further the art of dance. Join us as the finalists from around the country compete to win \$15,000 towards their own show!

***PLEASE NOTE THAT YOUR ID BADGE WILL BE YOUR TICKET TO THE EVENING EVENTS: FASHION FORWARD, COCKTAIL PARTY AND CAPEZIO ACE AWARD COMPETITION. EXTRA TICKETS FOR FAMILY OR FRIENDS WILL BE AVAILABLE AT THE DOOR FOR \$35.***

***\*\*CLASSES AND INSTRUCTORS ARE SUBJECT TO CHANGE \*\****

# CLASS & WORKSHOP DESCRIPTIONS

(C) = Class (Movement Based)

(W) = Workshop (Instructional Based with Some Movement)

(S) = Seminar (Lecture Driven)

## **Al Blackstone**

### *Performance Plus (W)*

Dynamic and exciting performers can take good choreography and make it unforgettable. What makes a good technical performance a memorable one, and how can we foster a classroom atmosphere that breeds creativity, confidence, and artistry? This workshop includes warm-up exercises, philosophy, and practical tips on how to bring out the very best in dancers of all ages and levels.

### *Musical Theater (C)*

Join Al for a fun musical theatre class as he combines his passion for contemporary and jazz with his unique approach for storytelling.

### *Musical Theater for Teens (W)*

This class focuses on musical theater choreography for dancers ages 12 and up. What is the difference between musical theater and jazz, and how can you enhance your jazz choreography with a theatrical point of view? Does lip-syncing help or hurt a performance? What makes a musical theater routine stand out? This workshop will include warm-up exercises, progressions and a short combination.

## **Anneliese Burns Wilson**

### *Fascial Training for Dancers (W)*

Fascia has become one of the buzz words in the medical and fitness communities. It's an amazing network of connective tissue in our bodies and research is showing that fascia is very involved in movement. As dancers, we stretch and roll and rub our feet, IT bands and other problem spots, but could there be more effective ways of training our fascia that will enhance our dancing? The answer is yes. This class will explore how we can incorporate fascial training in our dance classes to help optimize movement including a series of exercises that can be worked into classes of all styles.

### *Progressions for Precision (W)*

Learn progressions that help to clean up popular choreographic movements by addressing the underlying foundational movements. These progressions work as a series of drills to identify, address and correct faulty movement patterns in your dancers. The progressions will also serve as a template to allow you to "deconstruct" other movements your dancers find challenging and help you to address the individual needs of your students. Progressions for jumping, leaping and turning movements will be covered.

**Anthony Morigerato***Turbo Tap Technique (C)*

Learn 9- 2 bar rudiments that work on the technical vocabulary needed to tap dance. 15 minute discussion about teaching tap technique.

*Choreographer's Cheat Sheet (W)*

Half the class is dedicated to tips for choreographers in tap, and the other half of the class dedicated to learning an intermediate piece of choreography and learn the ideas behind its inception.

**Beverly Spell***Making Connections in Tiny Dancers (W)*

Learn how to increase brain development in every movement class.

*Constant Engagement for Tiny Dancers (W)*

Learn what to do before, during, and in between exercises to hold every little dancer's attention.

**Chloe Campbell***Broadway Audition Technique with Broadway Connection (C)*

Join Broadway Connection as Chloe shares style, technique and audition experiences from new shows in NYC! This is an Intermediate/Advanced level class.

**Camille Rommett***Rommett Floor-Barre (C)*

Based on ballet, the Zena Rommett Floor-Barre creates long, exquisite lines and helps correct alignment. Experience this gentle yet effective technique that is doctor endorsed for injury prevention and rehabilitation.

**Cindy Clough***Maximize Classes with Young Dancers (W)***Deborah Vogel***5 Steps Towards Better Extensions (W)*

Getting your extensions higher requires more than just stretching your hamstrings. There is an important balance of strength and flexibility at the hip along with balance and proper use of turnout on the standing leg. This class will explore the elements that help and hinder getting that important height of the legs.

*Turnout: Maximizing What You've Got (W)*

This is a hands on exploration of turnout and how to utilize and maximize your efforts. We'll look at common cheating patterns and how to address them in order to have a long and healthy dance career!

**Deborah Wingert***Pointe for Pre-Professional Students (W)*

We will concentrate on the different ways to get to pointe, various preparations for turns and coordinating port de bras.

### *Classical Variations (C)*

Learn some classical rep from legendary ballets such as Sleeping Beauty and Coppelia!

### *Linking Steps: Ballet Technique (C)*

We will explore the glissade, pas de bourrée, failli, and tombé in various combinations and discuss and show the importance of the clarity of these steps.

### **Denise Wall**

#### *Body Placement Review\* (W)*

Denise will show you how to incorporate new principles and exercises into your classes to help improve your dancers' body awareness, inspiration and joy of movement. Learn how she breaks down the body in a way that your students can understand. *\*This class will be a review of last year's material. Denise's subsequent classes will build off of the material presented during this session.*

#### *Effective Corrections (W)*

Join NUVO faculty member, Denise Wall, as she goes in depth on how to successfully give your students corrections and help them retain the given corrections.

#### *Knee Problems + Strengthening (W)*

Denise will share her wealth of knowledge in regards to knee injuries along with various strengthening techniques and exercises to help dancers of all levels.

### **Doug Caldwell**

#### *Lyrical (C)*

Join Doug Caldwell, the lyrical master himself as he takes you through a beautiful, emotional, lyrical journey with an uplifting combination! Not a class to be missed!!

### **Geo Hubela**

#### *Hip-Hop Fundamentals & Skills (W)*

This class will introduce the fundamentals of Hip-Hop which includes Popping, Waving, and Rocking as well as Hip-Hop progressions and freestyle exercises, and a fun, structured way to bring them into the classroom.

#### *Intermediate/ Advanced Hip-Hop (C)*

### **Disney**

#### *Beyond Broadway: Making Dance Accessible (C)*

#### *Telling A Story Through Dance (The Lion King) (C)*

### **Janis Brenner**

#### *Improvisation and the Creative Impulse (W)*

To use the creative body as an instrument for continual discovery and collective interplay. Employing specific concepts such as space, time, shape, motion, body parts, quality changes, dynamics, and voice, we liberate ourselves, take artistic risks, find spontaneity, wit, and trust. We immerse ourselves in "Serious Play!" Improvisation is explored as both a skill in itself and as the basis for investigating movement ideas applicable to the choreographic process.

### *Using Improvisation to Compose & Choreograph (W)*

Composition/Choreography classes further develop the unique, creative potential of each participant, building from improv ideas into structured studies and dances. The previous Improvisation class is employed as the basis for investigating the choreographic process and for creating brief, group studies. Music (or lack of music!) as an essential element of dance work will be explored in terms of how sound affects what is seen and felt in a dance and why a particular piece of music may “work” or not work.

### **Jason Parsons**

#### *Comfortable with Improv (W)*

Jason will help guide you through the techniques and tasks he has learned and developed to help you and your dancers feel comfortable with improv! You can then hopefully implement these techniques back in your studio!

#### *Contemporary (C)*

Join NUVO faculty member, Jason Parsons, for an inspirational contemporary class.

### **Jessica Howard**

#### *Flexibility for Dancers (W)*

An intensive fusion of strength and active stretching that dramatically improves flexibility. By utilizing natural range of motion, the class invites each student to push themselves and safely develop the flexibility required to achieve physical freedom in their dancing.

### **Joanne Chapman**

#### *Building an Acro Program (W)*

We will talk about how to set up “in studio” class outlines as well as suggest “trick vocabulary” for beginners and up.

### **Judy Ann Bassing**

#### *Tap: Back To Basics (W)*

Go back to the beginning with Judy as she takes you through a series of beginner techniques to integrate in your classes with your new students.

#### *Broadway Musical Theater Tap (W)*

Tap extraordinaire Judy Ann Bassing will take you through a series of steps that can be developed for choreography to any tap musical number.

### **Katy Spreadbury**

#### *Floor Barre Basics (C)*

An introduction to floor-barre technique and how to use it as a supplement to a student’s ballet education.

#### *Ballet Barre Breakdown (C)*

A ballet class that explores the construction of a good barre and isolates important concepts to introduce to students in this first stage of class.

## **Keith Roberts**

### *Ballet (C)*

Join Keith Roberts, former Principal Dancer and now Ballet Master with American Ballet Theatre and Tony Award Nominee for an inspiring ballet class!

### *Ballet Partnering (C)*

Keith will break down partnering in ballet with this informative class!

## **Laurie De Vito**

### *Contemporary Modern with Simonson Placement Technique (W)*

Laurie's deep-rooted movement utilizes the torso with spirals and contractions which expand into movement through space. Her combinations of movement are both physically and mentally challenging. She hones in on the articulation of the body and clarity of movement while stressing musicality and phrasing. Laurie has been a teacher of Simonson Technique since 1979. Simonson Technique, developed by Lynn Simonson, is an organic approach to movement that prepares the body to dance in a way that is anatomically intelligent and somatically aware.

## **Lisa Johnson-Willingham**

### *Horton Technique (C)*

Alvin Ailey works, including Revelations prominently feature the shapes of Horton technique. This class is designed to focus on the fundamental elements of the Horton: flat backs, lateral stretches, release swings, deep lunges, and stag position. Simple combinations of movements across the floor will include flexibility, coordination, and finding a sense of dynamics that will enable dramatic freedom of expression. Musicality and movement quality will be emphasized. This class is accompanied with a live musician.

## **Mandy Moore**

### *Contemporary (C)*

Join four-time Emmy-nominee and JUMP faculty member, Mandy Moore, while she shares her wealth of industry knowledge and teaches an original combination.

### *Jazz (C)*

Mandy will teach a fun, new jazz routine during this class! Don't miss out on taking class with one of the most respected and sought after choreographer/creative directors in the industry!

## **Mandy Yip**

### *AcroDance Fundamentals (W)*

In this class we will start at the very beginning. We will go over the proper technique required to build excellent foundations in acro - the building blocks for all of the more advanced skills to come. We will also discuss how perfecting these skills benefits all genres of dance, not just acro. Previous acro experience is not necessary to take this class!

## **Maria Hanley**

### *Unique Prop Dances (W)*

Exploring Feathers, Loofahs, and Noodles! Dancing with a prop is another way to make class interesting and unique. In this session we will take prop dances to the next level, exploring what to do with props which you would never think to bring into a dance class!

### *Movement for Infants (W)*

A charming class that will bring even younger babies into your dance studio. Ideas of movement, songs, and activities for infants and babies and their grown-ups. For ages 6 weeks - crawling babies.

### **Mia Michaels**

#### *Contemporary (C)*

From stage to screen, Mia has turned dance into inspired and unique works of passion and beauty. Join Emmy Award-winning choreographer and JUMP faculty member, Mia Michaels, as she dives deep into your spirit for a passionate contemporary class.

### **Mike Minery**

#### *Choreography for Competition (C)*

How to help your tap dances score better.

#### *Expand Your Tap Vocabulary (C)*

New steps and a twist on some old ones to help you keep your tap classes new and fresh.

### **Ofer Ben & Avi Miller**

#### *Tap-Steps inspired by Professor LaVaughn Robinson (C)*

In this class Avi Miller & Ofer Ben will highlight the work and technique of the late, 'paddling & rolling' master, Prof. LaVaughn Robinson, taught in a light, humorous approach. This specific technique is great foundation for beginners to Adv. Beginner levels. A short choreography combination will follow.

#### *Tap-Steps inspired by Dr. Buster Brown (C)*

In this class Avi Miller & Ofer Ben will highlight the work and technique of the late, Bebop master, Dr. Buster Brown, taught in a light, humorous approach. This specific technique is aimed for Adv. Beginner to Intermediate levels. A short choreography combination will follow.

### **Paula Morgan**

#### *Feet, Legs & Inner Balance (W)*

Join Paula Morgan for a class all about feet and legs. Miss Paula's specific approach will help you identify and work with different structural issues such as Hyper-extended Legs, Bow Legs and/or Knock Knees. Learn how to properly evaluate, correct and train the foundation of what your dancers stand on to balance. It starts from the ground up and Miss Paula will give you the tools you need to get your dancers stronger and balancing better than before.

#### *Body Placement, Domino Effect and Q&A (W)*

Join Paula Morgan for an in-depth discussion on technique and body placement followed by Q&A. After a thorough review, Miss Paula will explain "The Domino Effect", which impacts how the placement of each body part effects the next. Teachers will have the opportunity to pick Miss Paula's brain for answers to their most pressing issues.

## **Politeia Le**

### *Yogi (C)*

Politeia believes in movement and embodied education for healing, self-discovery, life skills and transformation. By creating a compassionate, supportive, poetic and innovative environment, he facilitates personal growth in the physical, emotional, spiritual, professional and artistic arenas. His method is a progressive and multidisciplinary approach that incorporates an understanding of ballet, modern, contemporary dance, yoga, Pilates and various somatic practices.

## **Ray Leeper**

### *Jazz (C)*

Join world renowned choreographer and director of NUVO Dance Convention, Ray Leeper, for a fun and invigorating jazz class that will get your heart racing and legs kicking!

### *Across The Floor (C)*

Breathe new life into familiar movements with Ray's challenging and innovative combinations. Learn to incorporate jazz stylization while perfecting across-the-floor exercises.

## **Rhonda Miller**

### *Just Jazz (C)*

## **Robert Battle**

### *Repertory Master Class (C)*

Robert Battle, artistic director of Alvin Ailey American Dance Theatre will be teaching repertory from his work at Ailey.

## **Rustin Matthew**

### *Advanced Jazz Progressions (C)*

Balancing classic Jazz technique while transcending traditional boundaries. Pushing limits both athletically & aerobically while maintaining proper alignment with efficient and effective movement using turns, leaps, conditioning & floor work.

## **Stephanie Simpson**

### *Conditioning With T-Spheres (W)*

In this workshop, participants will be introduced to the importance of self-body care using T-Spheres, aromatherapy-infused massage balls. Participants will be led through several exercises and techniques that can be used by dancers of all levels and ages. When using T-Spheres regularly, dancers can prevent injury, access more mobility throughout the body, and manage muscle tension. Each participant will receive their own set of T-Spheres free!

## **Stephen Carrasco**

### *Triple Threat Musical Theatre with Broadway Connection (W)*

Make your students the best TRIPLE THREAT PERFORMERS! This open level class introduces exercises to help diversify movement and strengthen the ability to pick up new styles, all while focusing on the participant's connection to the music.

**Tammi Shamblin**

*Getting Boys Invested In Ballet (W)*

Teaching boys ballet can be a very different challenge for a teacher. Tammi will discuss the ways that boys learn differently than girls, and how you can enhance your classes to not only attract boys to want to learn ballet, but also to love ballet. Your boys will want to stay in your ballet classes and you'll be building young men for generations to come!

**Tawanna Hall**

*Hip-Hop (C)*

Leader in the Miami hip-hop scene, join Tawanna for a hot and stylized hip-hop class!

**Tessandra Chavez**

*Contemporary (C)*

Tessandra is known for her innovative fusion of contemporary dance that blends jazz, modern and hip-hop. Join this Emmy Award-winning choreographer and Radix faculty member for an inspirational and emotional contemporary class!

**Thom Cobb**

*Vintage Jazz Dance: Everything Old is New Again (C)*

Experience and experiment with some early jazz and vernacular steps and syncopated styles. Parts and pieces of the Lindy Hop, Big Apple, Black Bottom, Truckin' and the rest can be organized into your own combinations or staged choreography. So let's boogie!

**Tony Dovolani**

*Ballroom (C)*

Join *Dancing With The Stars* ballroom extraordinaire for a little salsa, a splash of merengue and a touch of the mambo for a hot, hot, hot class! No partner or experience needed!

*Teaching Theory (C)*

Every dancers learns differently. Join Tony as he demonstrates how to effectively teach each dancer.

**Tracy Silver - AMDA**

*Character in Motion (C)*

**Tricia Gomez**

*Creating Age Appropriate Hip Hop Choreography for Ages 3-12 (W)*

This interactive class will take a look at creating family-friendly content, structuring developmentally appropriate patterning, and progressing through the ages!

*Working With Students Who Have Special Needs (W)*

Many people with special needs have sensory processing challenges. We'll touch on how our internal and external environment can effect students, how sensory input can effect behavior, and what we can do before and during class to help our students get into optimal learning mode.

**tWitch***Hip-Hop (C)*

Join Stephen 'tWitch' Boss the hip-hop master, on-screen actor, 24 Seven faculty member and Ellen's right hand man for a fun and exciting hip-hop class!

**Warren Carlyle***Broadway (C)*

Warren Carlyle, Tony Award-winning choreographer will be teaching a section from the Tony Award-winning Broadway show, After Midnight!

# SEMINAR DESCRIPTIONS

(C) = Class (Movement Based)

(W) = Workshop (Instructional Based with Some Movement)

(S) = Seminar (Lecture Driven)

## **Becca Moore & Dani Rosenberg**

### *The Social Studio (S)*

Learn how to create fun and engaging content for Instagram and other social media platforms (Facebook, Snapchat, Twitter, Musical.ly)! Social media is beneficial, necessary and fun! It gives your clients (current and potential) a way to view your studio in real time. Becca & Dani will share lots of ideas and the best apps you can use to create relevant content for social media to help you engage with your students, parents and social network while building a stronger brand! #thesocialstudiodts

### *Confetti on the Dance Floor (S)*

Ready to infuse some fun and fancy into your studio? Come learn fresh, fun, and innovative approaches and ideas for marketing, branding, classes, studio activities, studio décor, and creating a cohesive faculty. #confettionthedancefloor

## **Bonnie Schuetz**

### *Motivate & Keep Your 9-12 Year Olds (S)*

Join Summit Ambassador, Bonnie Schuetz, as she shares her wealth of knowledge on how to not only motivate and inspire but keep the 9-12 year olds at your studio. She has 30+ years of successful experience to share from owning her own studio.

## **Cindy Clough**

### *Top 10 Attributes Of An Effective Dance Coach (S)*

## **Clint Salter**

### *The Loyalty Lab (S)*

It costs Dance Studio Owners seven times more to enroll a new student than it does to retain an existing student. In this fast paced, practical workshop Dance Studio Owner Mentor Clint Salter will walk you through his retention roadmap. From ensuring that new students don't leave you within the first few months to keeping long term students and parents engaged, happy and loyal. This training will give you the tools to create lifelong dance families that you can implement as soon as you return to your studio.

### *Become the Go to Studio (S)*

Have you noticed that more and more dance studios are opening up every minute? It is harder than ever to distinguish the difference between you and other studios...until now. In this seminar with Dance Studio Owner Mentor Clint Salter, learn his 4-step standout studio process which will have you enrolling more of your ideal students for the new dance season.

## **Convention & Competition Panel (S)**

Join some of the industry's leading conventions and competitions for a friendly Q & A!

### **Dale Lam & Sue Sampson-Dalena**

*Building A Curriculum (S)*

Your curriculum is the core of your studio. Whether you don't have a set curriculum or think it is time to revamp, this class is for you. It will cover:

- Order of what is taught for each genre & correct track for each age group
- Good examples for teaching tools, visual tools, tricks, images, etc.
- Making a daily (and yearly) schedule that is healthy for the dancers' bodies
- How to make sure your staff is all on board for the final or end results
- When to introduce guest teachers

### **Donna Aravena & Kim Delgrosso**

*Making Extra Money at the Studio (S)*

Looking for ways to earn extra money at your studio? Learn how to maximize your space for extra income. Come and explore a wide-range of various opportunities as we discuss creative ways to increase your bottom line.

### **Donna Aravena**

*Building an Intern Program (S)*

From front desk help, to assisting in the classrooms, to helping with younger solos and duos, these students can be life savers. Learn how to train and implement a program for your older students to provide much needed help at the studio.

### **Jessica Scheitler, EA**

*Back to Basics: Financial Peace of Mind (S)*

If you are just starting out or have been in business for a while, the key to financial peace of mind is having a solid business foundation. Learn the best practices for taking care of business in your dance studio. Avoid common mistakes and set yourself on the path to success. Be confident that all your bases are covered, so you can balance your artistry, teaching, and business. Our business road map will bring your vision to life.

*Take your Business to the Max (S)*

You've got your financial bases covered, now what do you do with all these numbers? Turn your data into insights and action to make your business work for you. Increase profits and save on taxes by understanding your financial reports and comparing yourself to the industry standards. From the IRS to sales taxes and payroll, we will discuss strategies to take advantage of every write off you deserve. Learn to make the best decisions for the greatest impact.

### **Jill Tirone**

*Oh, Snap! Build Your Audience & Grow Your Studio Business with Snapchat (S)*

Become a 'snappy' studio owner! Through step-by-step instruction and real-life examples, you'll learn how to use the Snapchat mobile app, create content your audience will love, attract and maintain a strong Snapchat following, and boost engagement and interest in your studio. This fun, interactive session provides insight on how studio owners can use Snapchat as a part of a successful marketing strategy that drives traffic to your studio and generates content for other social channels.

**Joanne Chapman***Training the All-around Dancer (S)*

We will talk about the benefits of dancers "Cross Training" in multiple genres of dance and how to encourage this from a young age.

*Competition Teams – Keeping It Smooth (S)***Jody Phillips & Nancy Giles***It's All About Relationships (S)*

In this session we will be discussing why it is important to develop relationships and respect with your parents, students, and employees. Developing teamwork and bonds is necessary for success in any business. This class will be geared to help empower you so you can come away filled with ideas, direction, and inspiration.

**Kathy Blake***Develop Your Studio Leadership Style (S)*

This seminar will help you adapt to change, grow your business, and become a better leader in all aspects of running your dance studio. This session is key for studio directors and owners who want to have effective and satisfying professional relationships with parents, teachers, students, and staff.

*Studio Ethics – Upgrading Professionalism in Your Studio (S)*

This seminar will explore studio ethics, setting boundaries with parents, holding teachers accountable to their professionalism, and staying true to your values and mission. Learn how to hold people to their commitments and your standards.

**Kim Delgrosso***Fill Your Cup (S)*

As dance educators we carry the world on our shoulders which can leave us exhausted and beyond stressed. Kim will dive into the importance of filling your own cup with career sustaining ingredients that can be carried out to others to keep us balanced, and teach us to live a life of happiness. Come discuss your biggest challenges and let her help you develop tools for your career and life harmony.

*Promoting and Networking Your Students (S)*

Students are looking to their dance teachers for guidance into the world of professional dance. As we all know, it is about working your network that can snag the job over another applicant. Join Kim as she discusses strategies to getting your dancers on television, movies, tours, cruise ships, and Broadway. She will explore the various occupations in the field not only as a dancer, but other opportunities for administrators, directors, producers, teachers, and studio owners.

*Competing verses Non-Competing (S)*

Trying to figure out if a competitive or non-competitive studio is best for you? Join Kim on a journey discussing pros and cons of both types and how to transition from one to the other. With 38 years of experience on both fronts, she will discuss the advantages of income, training, and the development of your dancers, and help guide you to making your studio stronger.

**Dr. Linda Hamilton***Injury Prevention & Peak Performance (S)*

This interactive workshop will highlight principles of dance medicine that can be easily incorporated into training dancers. Examples include injury prevention, establishing healthy work habits, and managing perfectionism.

**Mandy McVeigh***Everything You Need To Grow Your Performing Arts Business (S)*

3rd Level Consulting assists dance studio owners and managers in organizing all of their business systems: marketing, staff, IT, finance, facilities risk, and inspiration. Ready to expand or sell? We can help there too!

**Mike Minery***Music Ideas for Tap Routines (S)*

Learn new ideas and tools to search for fun and creative music for your next routine.

**Mandy Moore***Training Working Dancers (S)*

Learn what industry choreographers and directors are looking for in today's professional dancers.

**Misty Lown***Enrollment Energizers and Productivity Hacks (S)*

As a studio owner you wear a lot of hats, but one of the most important ones is to continuously be driving new enrollment to your studio. Energizing your enrollment is a year-round task. If you recognize the importance of keeping new enrollment flowing to your studio but still struggle to "get-it-all-done" amidst the other business tasks that cry for your attention, this class is for you.

**Phyllis Balagna & Danie Beck***The 3 P's – Policies, Procedures, and Parents (S)*

Learn some tips for making every day great at your studio as we discuss being pro-active with procedures, notifying all of policy updates, and relating information to your parents! Constant communication combined with caring conveys confidence and cancels conflict.

**Robin Dawn Ryan***You Don't Have To Keep Up With The Joneses (S)*

Do you ever look around the dance world, see what other teachers are doing, and feel that you are missing something? Learn to be true to yourself! Robin will guide you through a strategic process on how to do what is best for you, your studio, and your dancers. Remember not everything is meant to be the same.

**Rhonda Miller***College Auditions (S)*

Hear from Rhonda Miller, Creator/Associate Professor of Pace University's BFA Commercial Dance Program on how to prepare your students for their college auditions.

## **Sean Dever**

*Dance School Payroll is Expensive! (S)*

Companies all need to process payroll to keep our employees happy. Processing is the boring part and should be considered a task that can be delegated! Analyzing your payroll is a much different responsibility that requires constant attention and understanding. Come learn what you may be missing...and what may get you in trouble.

## **Sue Sampson-Dalena & Carryl Slobotkin**

*Building a Recreational Program (S)*

Join Summit Ambassadors, Sue and Carryl, as they share their insights on how to build a successful recreational program at your studio.

## **Suzanne Blake Gerety**

*Build your Online and Offline Reputation to Grow Your Studio (S)*

Your word of mouth reputation is more than just the personal referrals you get from happy dance parents and students. Today, your online reputation matters just as much, if not more. In this seminar you will learn how to ask for reviews from your raving fans and how to engage on social media to build your studio's great reputation.

*Create Your Annual Studio Calendar (S)*

Time is your most precious resource. In this seminar you will be given practical tools and tips on how to create and organize your studio calendar. From your marketing to recital planning, having a master calendar will help you stay organized and ahead. This will be a hands on session where you will get a useful takeaway to use at your studio.

## **RECITAL LAB**

### **Carole Royal & Danie Beck**

*ABC's of Producing the Annual Recital (S)*

Celebrate your students' growth and success with an exciting, profitable, and organized recital! As a teacher/ studio owner, preparing for your dance recital can be one of the most stressful times of the year. Learn tips and tricks for developing dazzling productions, coordinating staff, crew and parent helpers, as well as establishing a great way to keep everything structured! Keep your families happy from year to year, and attract new customers with a memorable show.

### **Joe Naftal**

*Producing The Perfect Recital From Behind The Scenes; Stagecraft, Organization and Communication (S)*

In this seminar, we will bridge the gap between technicians and studio owners, explaining common theatrical production vocabulary; learn how to create backstage paperwork, and provide a forum to discuss recital organization, production, collaboration, and communication. Learn how to keep your backstage in order and how to work with lighting and sound technicians to produce your best shows yet.

### **Joe Naftal, Danie Beck & Carole Royal**

*Recital Lab Roundtable (S)*