

FOOTNOTES

Lake Area Dance Center Studio Newsletter



Classes Start September!

It's Back To School and Back To Dance!

The instructors at Lake Area Dance Center hope that you enjoyed your last days of summer and that you are enjoying your school routine. Now it's time to get on up and dance! Register online at our website lakeareadance.com.

Let's Get Started!

1

REGISTER FOR CLASS!

Begin by registering for class on our website.

2

MAKE INITIAL PAYMENT

Guarantee your class choice via payment.

3

ACTIVATE YOUR ACCOUNT

Check your email for account activation instructions.

TWEET US!



Follow us on Twitter @lakeareadance

FOLLOW US!



Follow us on Instagram @lakeareadance

LIKE US!



Like us on Facebook at Lake Area Dance Center

SNAPCHAT US!
@OhEmGeeMariaP

FREQUENTLY ASKED ENROLLMENT QUESTIONS

Following are commonly asked questions when considering Lake Area Dance Center for your dance education.

How Do I Register? You may register in-person or online at lakeareadance.com. See the schedule for days/times available. Complete your registration form indicating your 1st and 2nd choice for class day/time. Enrollment is on a first come, first serve basis so register early while there is room available (or in the rare case a class is canceled). An annual registration fee (\$15 per individual/\$25 per family) & first month's tuition are required to hold your student's spot. Classes begin Monday, September 10th for our recreational dancers. We continue to accept registrations up to December 1.

How Big Are Your Classes? Class size varies by age. Our Tiny Tots class size is no larger than 9 students; other classes may have up to 18 students. Typically, teaching assistants accompany lead instructors for big classes so that each student gets the attention he/she needs & deserves. Get to know our lead instructors in our studio newsletter. And get acquainted with your dancer's assistants in studio.

What Are Your Tuition Rates? Tuition varies by class & by age and may be found online at lakeareadance.com. Please note there is a 5% discount for paying the full year's tuition in September. Tuition is due the first lesson of each (continued) month. Effective January 1, 2017, a \$25.00 late fee will be applied to your account if tuition is paid after the second lesson of the month. Discounts apply for multiple family members. Second family member earns a \$6.00 monthly discount. Third family member earns a 50% monthly discount. There are also discounts for taking multiple classes (\$90 for two classes/\$100 for unlimited classes). Please note competitive student discounts differ.



What Should My Student Wear To Class?

Form-fitting yet comfortable Dancewear is highly recommended for class (denim discouraged). This allows lead instructors to improve a dancer's technique easily. And it creates a focused, fun environment for learning. Please refer to our Dancewear & Shoes Requirements section of our website for REQUIRED shoes for each class. Those shoe requirements are listed in our newsletter as well. Please note there are unique requirements for competitive students.

How Do I Know What Class Choice I

Received? There are two steps required to receive a class choice confirmation. First, one must submit a registration form. You may register in-person or online at lakeareadance.com. Second, one must complete payment for the (continued) annual registration fee (\$15 per individual/\$25 per family) for and first month's tuition. These fees are non-refundable. Then, you will receive an activation email to manage your studio account online, along with an account statement showing proof of payment and a class confirmation indicating the class.

BUT WAIT... Will My Child Even Like Dance?

Often, students do a free trial class before registering; you may request a free trial class by Contacting Us at lakeareadance.com or calling the studio at (651) 762-5366 to make a free trial class appointment.

DID YOU KNOW?

Beginning your dancer's education journey can be overwhelming. Lake Area Dance Center is happy to help you get to know the studio and its facility.



Our Mission

Lake Area Dance Center aims to provide quality instruction that not only develops technical ability but also self-discipline, confidence and creativity. We also aim to be age-appropriate with respect to music, choreography, and costume selection. Most importantly, Lake Area Dance Center aims to make your experience an educational and delightful one.

Our Offerings

Lake Area Dance Center offers a wide range of dance styles from ages two through adult including tap, ballet, jazz, lyrical, contemporary, hip-hop and creative movement. Our programs include both recreational classes and competitive programs. The studio adds new classes focused on the latest trends and dance techniques. The studio capstones its school year season with annual performances at a nearby theater (may be on Thursday through Saturday morning leading into Memorial Day Weekend). The studio also offers summer classes and camps, including opportunities to join our competitive dance program.

Where Are You Located?

Lake Area Dance Center is located in White Bear Business Park across from Culver's Restaurant on Centerville Road, south of Highway 96. Our address is 4444 Centerville Road, Suite 140 in the White Bear Lake area. This expanded facility offers a safe environment, ample parking, and access to a number of nearby conveniences such as grocery stores, restaurants, gas stations, and postal delivery.

Where Do I Go Upon Arrival?

As you enter Lake Area Dance Center, there are a variety of spaces for you to await classes and to take classes. You may stop at front desk reception available to answer questions and to serve clients with needs throughout the season. You may continue to the lobby to be seated and to observe classes on closed circuit television. Or you may visit outside each of our *FOUR DANCE STUDIOS* to note today's schedule. Dancers should have an easily identified dance bag containing their shoes, in particular.

Lake Area Dance Center also hosts a boutique for your dance wear and shoe needs, offers a dressing room to hold dancer belongings, and invites you to its break room to eat as you await your time at the studio. We even host birthday parties in our Special Events area. Kids are welcome to explore this area, inclusive of activities. Restrooms for our clients are available both in-facility and in the building vestibule.

What Else Should I Know About The Studio Facility?

There are number of areas of which clients should be aware, including but not limited to:

Lost & Found - Unclaimed items are in the dressing room; they are donated/disposed regularly.

Diaper Changing Station - See woman's restroom for space exclusive to nursing mothers and diaper changing.

Studio Information Areas - Check out the front entrance and break rooms for studio communications.

Water Cooler - Dancers may get a drink before or after classes in the break room at the water cooler.

FREQUENTLY ASKED POLICY QUESTIONS

Following are commonly asked questions about studio policies, as it relates to tuition payments, costume fees, and cancelation/return policies among others.

When Is Tuition Due? Tuition is due the first lesson of each month. Tuition is the same each month whether there are 3, 4 or 5 lessons during that month. Make-up lessons are often available, as most classes are offered multiple days and times. Effective January 1, 2017, a \$25.00 late fee will be charged if tuition is not received by the second lesson of the month. A \$25 fee is applied to returned checks as well.

What Forms Of Tuition Payment Are

Accepted? Lake Area Dance Center accepts cash, check, credit card, and other forms of payments for ALL purchases. Mastercard, Visa, Discover, and American Express are accepted. Payments may also be submitted via PayPal at our website lakeareadance.com. **RECOMMENDED!** The studio offers automatic payment plans to its clients. You may obtain a form at our website to enroll at lakeareadance.com. It is found in the newsletter.

Are There Tuition Discounts Available? YES!

Please note there is a 5% discount for paying the full year's tuition in September. Discounts apply for multiple family members. Second family member earns a \$6.00 monthly discount. Third family member earns a 50% monthly discount. There are also discounts for taking multiple classes (\$90 for two classes/\$100 for unlimited classes). Please note competitive student discounts differ.

What Other Fees Are Associated With

Dancing At Lake Area Dance Center? Lake Area Dance Center appreciates your investment into

our business and your dancer's education and performance opportunities. Each dancer is highly encouraged to participate in our spring recital; there are **COSTUME FEES** associated with this annual event. This fee includes the costume, tights, and accessories (non-refundable after December 1).

Tiny Tots, Preschool Prep, Kindergarten, 1st/2nd Grade, Hip-Hop and Teen Lyrical & Contemporary (1 costume):

October 1	\$35
<u>December 1</u>	<u>\$35</u>
TOTAL	\$70

3rd/5th Grade, 5th/7th Grade and 8th/12th Grade (2 costumes):

October 1	\$40
November 1	\$40
<u>December 1</u>	<u>\$40</u>
TOTAL	\$120

Please note there is a **PERFORMANCE SHOE FEE** for our Hip Hop classes. This amount is determined in winter and typically ranges between \$25 and \$35. All other classes have shoe requirements for classes and performances; these shoes may be purchased at our boutique.

Outside of **COSTUME** and **SHOE FEES**, other fees include but are not limited to:

- **Studio Apparel & Accessories** - Dancers are able to order studio apparel and accessories during the late fall for holiday delivery. This is not a required purchase, but an option to show off studio pride!
- **T-Shirts & Advertisements** - Families are invited to purchase a performance t-shirt and/or send well wishes to their performer in our annual commemorative program. Again, these are not required purchases; order forms are available in late winter for spring delivery.

FREQUENTLY ASKED POLICY QUESTIONS

(continued)

- (continued) (Please note competitive students are standardly required to purchase a performance t-shirt.)
- **Tickets & Commemorative Books** - Families are invited to purchase tickets and books to the extent their family and friends attend our annual spring performances. These purchases cover those costs associated with facility rental, production staff compensation, book design and printing, et cetera. These orders forms are available in late winter for spring delivery. Families must be in good account standing to receive their tickets and commemorative books as well.
- **Flowers & DVDs** - Families may pre-order flowers to congratulate dancers, request practice DVDs for at-home review (select classes), and/or purchase a performance DVD capturing the annual show. Order forms for these types of purchases also occur in late winter through early spring. Performance DVD delivery follows our show in mid-summer.

What Is Your Class Cancellation Policy? Any class modifications or cancellations must be submitted via front desk communication, phone call to (651) 762-5366 or via email to lakeareadance@yahoo.com. You may request a refund for any unused tuition portion in the method originally paid. Cash and check refund are mailed to the account address on file. Credit card refunds are processed in studio. Please note competitive dancers have additional requirements and fees associated with class modifications or cancellations.

What Is Your Boutique Return Policy? Items purchased at Lake Area Dance Center boutique, such as studio apparel and accessories, dance wear or shoes, are refundable up to 30 days following

purchase (excludes personalized items and select styles of shoes). Those items must be UNWORN, in their original packaging, and accompanied by receipt.

IN STUDIO GUIDELINES

For the comfort and safety of our family and friends, Lake Area Dance Center asks our visitors to respect the following guidelines:

Lobby & Dressing Room Courtesy

- Refrain from running or rough play.
- Encourage children to use "inside voices".
- Use coat hooks to hang belongings.
- Utilize dressing rooms for changing (females).
- View dancers via windows and television.
- Refrain from eating or drinking in this area.
- Place all lost and found items on tables.
- Return items & borrowed shoes to storage bins.

Break Room Courtesy

- Eat and drink in this area ONLY.
- Utilize disposable dinnerware and utensils etc.
- Refill water as needed; wipe up spills.

Restroom Courtesy

- Refrain from flushing hygiene products.
- Utilize haircare or hygiene items as needed.
- Keep area tidy by throwing away trash.
- Wash hands following restroom use.

In all areas, please keep it tidy by throwing trash in garbage bins and recyclable items in recycle bins. Notify front desk staff for any items requiring attention.

Teacher Feature

Owner/Instructor Maria Pomerleau began studying at age 3 and now has greater than 20 years award-winning dance education and business experience. Maria aims to provide quality instruction that develops a child's technique, self discipline and confidence in a safe, friendly atmosphere. Outside of dance, Maria is found spending time with family and friends.

Lead Instructor Lexie Buttermore is an award-winning competitive dance graduate of Spotlight Productions Dance Studio. With multiple years teaching experience, Lexie is found educating recreational students dancers in tap, lyrical, jazz and hip-hop. Outside of dance, Lexie is a stylist at Hair Expressions in Arden Hills.

Lead Instructor Nicole Buttermore is an accomplished performer and graduate of Woodbury Dance Center. An experienced teacher both at Ms. Melinda's Dance Studio and here, Nicole is seen teaching our teenage recreational and competitive students. Outside of teaching, Nicole holds a full time position with Best Buy in Oakdale.

Lead Instructor Risa Hilpisch has a dozen years teaching experience with Lake Area Dance Center. She is a graduate of Dancing Star Studios (known as White Bear Dance Center). Here, she is found teaching toddlers through pre-teens in tap, ballet and jazz. Outside of dance, she is a mother of six children, including two at the studio.

Lead Instructor Madelyn Lee is an award-winning competitive dance graduate of Lake Area Dance Center. A graduate of Saint Paul Conservatory for Performing Artists, she instructs and choreographs for a number of competitive teams. Outside of time at the studio, she is a Company Member of Kaleena Miller Dance.



(left to right: Nicole, Kendall, Lexie, Risa, Alum Student Katelynn, Maria, Madelyn, Faith)

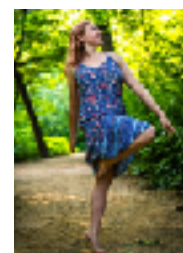
Lead Instructor Faith Neppi is a successful competitive dance graduate of Spotlight Productions Dance Studio. An alum of University of Minnesota's Premiere Dance Team, Faith teaches our advanced competitive dance teams. Outside of teaching, Faith is a full time student at University of Minnesota Twin Cities with dual majors.

Lead Instructor Kendall Rutherford is a multi-year studio instructor with degrees in Elementary Education and Dance from the University of Iowa. Faith is found teaching ballet and Pointe; she is an alum of Breaking Boundaries Dance Company. Outside the studio, Kendall teaches Kindergarten at Matoska International IB World School.



New Instructor Erika Risley is a recent graduate of Lake Area Dance Center. An accomplished dancer, Erika will be seen assisting all ages of dancers.

New Instructor Grace Sjolander is a competitive dancer and teacher at the studio. A versatile performer, Grace is seen teaching classes in tap, ballet, jazz and hip-hop.



CLASS ETIQUETTE

For the enjoyment of our classes, Lake Area Dance Center asks our students to respect the following guidelines:

- Arrive a few minutes early to put on dance wear.
- Check studio board for information regarding today's class, such as shoes to wear first.
- Utilize the restroom before or after class.
- Join classroom with dance bag in hand. Refrain from wearing street shoes into studio.
- Enter studio when music is OFF if tardy for class.
- Understand instructors can answer questions, but there may not be time during class.
- Be open minded. Dancers learn at different speeds and in different ways.
- Respect the studio space.

Contact the studio at (651) 762-5366 or lakeareadance@yahoo.com with any questions.

IMPORTANT DATES

Be sure to mark your calendars with important dates this fall, winter, and spring.

- September 10-15: FIRST WEEK OF DANCE
- September 24-29: BRING A FRIEND WEEK
- October 18-20: CLASS IN SESSION
- October 24-30: COSTUME WEEK
- October 31: NO CLASS
- November 12-17: PAJAMAS WEEK
- November 21-24: THANKSGIVING
- December 15-19: HOLIDAY DANCE WEEK
Parents and families may enjoy an in-studio performance of dancers' routines.
- December 18: STUDIO HOLIDAY PARTY
- December 23-January 1: HOLIDAY BREAK
- March 11-15: SPRING BREAK

DANCEWEAR & SHOE REQUIREMENTS

The studio encourages form-fitting yet comfortable dance wear for classes. Examples include leotard and tights, tank top and shorts, or t-shirts and leggings. In general, dancers should be able to move but at the same time allow the instructors to improve the dancer's technique. The following shoes are **REQUIRED** for class. Each are available for purchase at the studio.

- Tiny Tots: Pink ballets (black for boys)
- Preschool Prep and Kindergarten: White taps, pink ballets (black taps, black ballet for boys)
- 1st/2nd Grade: Tan taps, pink ballets (black taps, black ballet for boys)
- 3rd/5th Grade and 5th/7th Grade: Tan taps, pink ballets, tan jazz
- 8th/12th Grade: Black taps, tan jazz
- Teen Lyrical & Contemporary: Half-sole ballets
- Hip-Hop: Clean street shoe/sneaker

Place dance shoes in a bag that your child can identify easily. Each dancer will bring his/her bag into classroom. LABEL your dancer's shoes! During class, instructors will label shoes if not already complete



Have Your Next Birthday With Lake Area Dance Center



Want to throw a dance party for your next birthday?

Lake Area Dance Center will host it for you. All birthday parties include a dance class, games, and goodies for the birthday girl (or boy!) and their guests.

Birthday party time slots are select Saturday and Sunday afternoons. You bring the food, cake and beverages - we bring the rest! We also clean-up!

Call the studio at (651) 762-5366 or email us at lakeareadance@yahoo.com for availability and reservations.

- Please reserve your party at least *TWO WEEKS* in advance.
- A non-refundable deposit is required to reserve your birthday party.
- The balance is due *DAY OF EVENT*.

1

CHOOSE YOUR PARTY LENGTH!

Option 1: 90 MINUTES!

PERFECT FOR AGES 3-6

Cost: \$175 (\$75 Deposit)

Option 2: 2 HOURS!

PERFECT FOR AGES 6 and Up!

Cost: \$200 (\$100 Deposit)

- Includes birthday child and up to 9 guests. Each additional guest is \$10.00.
- Dance instructor hosts a 45 minute dance class and leads games for guests.
- We provide a decorated party room, hair-dos for each child, goodie bags, and food/ cake plates, cups, utensils, etc.

2

CHOOSE YOUR PARTY THEME!

- **Princess Party:** Pick your princess and let's get royal!
- **Pop Diva and Rock Star Party:** Time to rock and roll to our favorite jams!
- **A Day at the Spa:** Pamper the birthday dancer and friends!
- **Beach Vacation:** Time for some fun in the sun!
- **#BirthdayParty:** Be trending on Twitter and Insta-famous!
- **Dancing Through The Decades:** Time to go retro!



REFER YOUR FRIENDS!

EARN A \$50 REFERRAL BONUS!

Monday, September 24 through Saturday, September 29 is Bring A Friend Week at Lake Area Dance Center. It's a time for your friend to have fun with you and to see where you dance each week. Your friend can be one that would like to try dance or just wants a good time!

BRING A FRIEND GUIDELINES:

- *Dancers are asked to bring only ONE friend to class.*
- *Each visitor is required to provide contact information to class.*
- *Visitors should wear clothing they can move in and clean street shoes.*

After dance classes, friends are welcome to register for classes at the studio. If your friend registers, you and your friend each receive a \$25 tuition credit (both you and your friend need complete the season to be eligible for the tuition credit).

BRING A FRIEND WEEK
September 24 - 29, 2018
(complete and return prior to class)

Dancer's Name	_____
Friend's Name	_____
Friend's Address	_____
Friend's City, State, Zip	_____
Friend's Email	_____
Parent/Legal Guardian Signature of Guest	_____
Date	_____

As a participant or participant's parent/legal guardian, I understand that participating in any dance class, such as those provided by Lake Area Dance Center, LLC, there is a possibility of physical injury. I therefore agree to assume all risks of any such injury having arisen out of, connected with, or in any way associated with the activities of Lake Area Dance Center, LLC. I further grant permission to Lake Area Dance Center, LLC to use photographs or video recordings of my minor child or I for publicity purpose in print or on the Internet.

LAST BUT NOT LEAST!

SIGN UP FOR OUR TEXT MESSAGING SERVICE USING THE REMIND APP!

Text @ladcnews to 81-010 for reminders throughout the dance season, such as newsletter publications, special events and important deadlines among other helpful hints to make your dance education experience a seriously fun one!