



Arizona Dance e-Star

a publication of the **Arizona Dance Coalition**

Volume 2, Issue 5

May 2012

Dear Readers,

Congratulations to our **2012 Arizona Dance Coalition Lifetime Achievement Award** (ADC LAA) winners – *Jeanne Wright* (Mesa) and *Ann Ludwig* (Tempe)!

Jeanne has taught in Mesa for more than 50 years (since 1958) and managed four studios, numerous performance groups and hundreds of instructors over the course of her years. ADC member Carley Conder (CONDER/dance) is her granddaughter — an excellent example of how talent can be hereditary. Ann is director and choreographer of **A Ludwig Dance Theatre** which recently celebrated 35 seasons! Ann has produced more than 200 works, is Professor Emerita - ASU Department of Dance (1979-2003), and is the 2011 Governor's Award for Arts in Education winner — first recipient of this new award. Lisa Chow, ADC President, presented the awards. Read her review on pages 9-10.

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The US Postal Service will release the *Innovative Choreographers* Forever stamps collection featuring *Isadora Duncan, José Limón, Katherine Dunham* and *Bob Fosse* on **July 28, 2012**. In the April issue I thought it would come out during National Dance Week, but I was wrong. You can read about the choreographers [here](#).

This issue's article is on launching dance films. **Joffrey: Mavericks of American Dance** is out now and the **Flagstaff Performance Art and Film Festival** will be showing dance films as well. The “launch” process is very interesting and so different from promoting a stage/theatre production.

International Dance Day was April 29! I was salsa dancing! Happy National TAP Dance Day (May 25) and Memorial Day (May 28)! Enjoy this issue and all it represents!

Krystyna Parafinczuk
Editor & ADC Treasurer

The **Arizona Dance Coalition** is a membership-based, statewide 501(c)(3) nonprofit dance organization creating connections and communication between the general public and the dance community. ADC membership is available to individuals and organizations interested in the art of dance. You may join online at AzDanceCoalition.org. All questions about membership and sponsorship can be sent to Lisa@AzDanceCoalition.org. Calendar of Events are posted online by ADC members. Article submissions, news, letters to the editor and advertising sales can be sent to Krystyna@AzDanceCoalition.org. Additional ADC contact information is on the last page. *Past e-newsletters available at azdancecoalition.org/newsletters/.*

CALENDAR OF EVENTS

SUBMISSION DEADLINE

JUNE ISSUE
of the*Arizona Dance e-Star***May 25**

CALENDAR OF EVENTS listings are taken from the **Arizona Dance Coalition** website postings by ADC members. All postings of events are restricted to 501(c)(3) organizations with the exception of charitable and free events, educational workshops and master classes.

All submissions are monitored. Content may be edited.

AzDanceCoalition.org

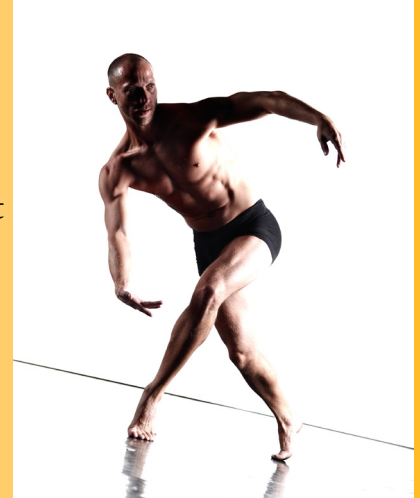
May 3-5, Thursday-Saturday, 7:30 pm, May 4-5, 9:30 pm, Phoenix Theatre's Little Theatre, 100 E McDowell Rd, Phoenix.

Scorpius Dance Theatre "Kick-A" Dance Showcase.

Choreography Lisa Starry is producing this first annual showcase to promote choreographers from Arizona and other parts of the USA! Not your average repertory production, Kick-A will knock you out of your seat with genius compositions and stellar stage performances.

Box Office: 602-254-2151, \$15 plus surcharge.

Photo by Ed Flores, Dancer is Gavin Sisson



May 4-5, Friday-Saturday, 7:30 pm, Saturday, 2 pm, Clifford E White Theatre, Northern Arizona University Campus, Flagstaff.

Flagstaff Performance Art & Film Festival.

Ten Arizona Dance Companies showing World Premieres of new choreography! This collaborative concert and evening of dance for the camera brings together local, regional and international dance talent for a unique and unforgettable series of performances. Participants include Flagstaff Arts & Leadership Academy, Isolated Incident

Performance Group, Velocity Dance company, Al Rakasaat, Sotida & Nathaniel, Ryan Pinto, Coconino Community College and Jayne Lee & Leonard Wood. Guest Artists CONDER/dance. Suggested donation: \$15 adults, \$5 students & children. 928-774-3937 or cmcgina1@gmail.com

May 6, Sunday, 7:30 pm, Human Nature Dance Studio, 4 W Phoenix Ave, Flagstaff. An Evening of **International Dance Films** including films from the San Francisco Dance Film Festival. Call 928-773-0750 or jayne@humannature.ws

Photo by Scott Sawyer

CALENDAR OF EVENTS



May 10-11, Thursday-Friday, 7:30 pm, Scottsdale Center for the Performing Arts, 7380 E Second St, Scottsdale. **Movement Source Dance Company** presents **Inspiration** - a multi-media dance event culminating the season for Movement Source Dance Company including choreography from guest, Lindsey Brenner of the Gus Giordano Company, Chicago. A select group of students' work will be performed in conjunction with the professional company at the May 10th performance, creating a sense of community and showcasing emerging young artists for the audience. American Sign Language is provided at the May 11th show. \$20/General Admission, \$15/Student, \$10/Group (480) 994-2787

May 11, Friday, Horizon Community Learning Center, 16233 S 48th St, Phoenix.

Latin American Day.

Grupo Folklorico I'naru will be hosting two performances at 9 am and 1:30 pm showcasing the African-rooted music and dance forms of Bomba and Plena of Puerto Rico. (480) 659-3000.



Saturday, May 12, 6 pm Dinner, 7 pm Curtain. **Arcosanti** in Cordes Junction (Arcosanti is located 65 miles north of Phoenix, just off I-17, exit 262). **West Valley Conservatory of Ballet** production of **Peter and the Wolf** ~ a delightful tale that tells of a little boy, with the help of his friend Birdy (a bird), outsmart a big, bad wolf. Original music composed by Sergei Prokofiev. Choreography adapted from The Royal Ballet School's Matthew Hart.

Featuring a live narrative by Jim Haubrich. **Terpsicore Dance Company** will also perform. \$20 - Ticket price includes dinner, dessert and tour of Arcosanti.

May 13, Sunday, 2 pm. **Surprise Community Park**, 15930 N Bullard Ave, Surprise. **Peter and the Wolf.** This production is being presented by the City of Surprise, Second Sundays in the Park. Delight yourself in this classic story that introduces different instruments of the orchestra. The second half of the production will include variations performed by **Terpsicore Dance Company** and **AZDance Group's Motion E-Movement**. Bring the whole family to enjoy this special Mother's Day production. **FREE!**

West Valley Conservatory of Ballet is supported in part by a grant from the Surprise taxpayers administered by the Surprise Arts & Cultural Advisory Board and a grant by the West Valley Arts Council. **May 24, 5:30 pm, Fundraiser at Arizona Broadway Theater (next page).**

CALENDAR OF EVENTS



May 15-20, ASU Gammage, 1200 S Forest Ave, Tempe. **La Cage Aux Folles.** Winner of three Tony® Awards including the award for Best Musical Revival, this hilarious new production was the biggest hit of the 2010 Broadway season! Georges (George Hamilton) is the owner of a glitzy nightclub in lovely Saint-Tropez. Georges' son brings his fiancée's conservative parents home to meet the flashy pair, the bonds of family are put to the test as the feather boas fly! Glorious score of hummable melodies and a dynamite cast featuring the "notorious and dangerous Cagelles." Contains some mature subject matter and is recommended for ages 13 and up.

Tickets: \$23.50 and up

May 18-19, Friday-Saturday, 8 pm, Saturday 2 pm. Scottsdale Center for the Performing Arts, 7380 E Second St, Scottsdale

7 Fingers: PSY Following the success of its awe-inspiring hit performance Traces, this cutting-edge circus from Montreal delves into the surreal underworld of the human psyche in its latest production, PSY. Using the life-affirming language of the circus arts, 7 Fingers' extraordinary acrobats and dancers take a humorous odyssey through a shifting landscape of distorted visions, fading dreams and fractured memories. 480-994-2787.

Tickets: \$39-\$49.

Photo by David Poulin.

May 18, noon, **Circus Arts Workshop** for ages 12 and up. (See Workshop.)



May 19, Saturday, 7 pm. DeMeester Outdoor Performance Center at Reid Park, Tucson. **Dance for a Cause Artistic Showcase**

No elaborate costumes. No spotlights. Just creative choreography and pure talent. Enjoy this rare opportunity to see dance in its most natural form. Highlights include original choreography by DFAC company members and performances by guest groups from throughout Tucson. **FREE**, however donations are welcome. For details, call 343 5572 or visit us online.

Photo by Hannah Clyde.

May 24, Thursday, 5:30 pm. Arizona Broadway Theater, 7701 W Paradise Lane, Peoria

Peter and the Wolf – Fundraiser. The **West Valley Conservatory of Ballet** presents the timeless classic Peter and the Wolf, the ballet. Join in the adventure of the precocious young Peter and his beloved friend, Birdy as they navigate the wiles of The Big Bad Wolf. Audiences of all ages will enjoy this whimsical tale composed by Sergei Prokofiev with choreography adapted by Matthew Hart. Proceeds from this event will support the West Valley Conservatory of Ballet and its Intensive Summer Scholarship Program. Tickets: \$55

West Valley Conservatory of Ballet is supported in part by a grant from the Surprise taxpayers administered by the Surprise Arts & Cultural Advisory Board and a grant by the West Valley Arts Council.

Announcements

Dance For A Cause is a non-profit organization giving back to the community through the arts. We are currently raising funds to present a new program for special needs children, piloting in June 2012. This summer camp will focus on music, movement, social skills and communicative development for children ages 7-12. We would be grateful for sponsorships and donations toward our studio fund. For details, call 343 5572 or visit us [online](#).

Call for Volunteers: Dancers, Singers, Musicians - all ages welcome. **Honoring Our Past & Enlightening Our Future.** Junteenth Celebration - 10 am-6 pm - Tucson Parks & Recreation Donna Liggins Center, 2160 N 6th Ave, Tucson. Call 520/390-0155.

Dance program director **Angela Rosenkrans** (ADC member) is the *Charros Teacher of the Year* for the Scottsdale Community College.

Rosenkrans has a BFA degree in dance from Centenary College in Louisiana and a Master's in Performance and Choreography degree from Sam Houston State University. In 2000 Rosenkrans became an adjunct faculty member at Scottsdale and Glendale community colleges. She taught ballet, tap, jazz, hip-hop, modern, performance and history at both schools and was co-artistic director of SCC Moving Company. Along with her administrative duties, Rosenkrans teaches ballet, modern, dance production and choreography and is the artistic director of two of the three companies in residence at SCC. Read more [here](#). *Congratulations, Angela!*

Arizona Dance Education Organization (AzDEO) Announces Recipients of Arizona's Artistic Merit, Leadership, and Academic Achievement Award for 2012

Four high school seniors received the state level award of the **National Dance Education Organization's Artistic Merit, Leadership and Academic Achievement Award**. This is the highest national and state level dance award given to junior and senior age students which honors students for their artistic and technical excellence in dance, outstanding leadership at the school, community, state, and/or national level, and academic excellence earning a GPA of 3.0 or higher.

This year's recipients are Mariah Spears and Amanda Wade from Hamilton High School in Chandler, Shannon Pierson from Xavier Preparatory Academy in Phoenix, and Sydney Harding from Desert Mountain High School in Scottsdale. *Congratulations to all for their hard work and accomplishments!*

NOTE: When you are submitting information / photos, announcements & events, please include *complete* names of venues, locations, addresses and contact information.

Workshop



May 18, Friday, noon - 1:30 pm, Virginia G. Piper Theater, Scottsdale Center for the Performing Arts, 7380 E Second St, Scottsdale.

Circus Workshop with 7 Fingers

(Limited to 40 participants) The high-flying performers of 7 Fingers teach basic circus skills such as floor tumbling, flexibility, hand balancing and human pyramids. The class combines strength, dexterity and discipline with the fun of movement, creativity and team work.

Ages: 12 and up. Skill level: Basic knowledge of gymnastics is suggested.

Notes: Workout clothing that allows full range of movement is suggested.

\$15. *Photo by Peggy Faye.*

Auditions ~ Performance

Saturday, May 12, 1:30-3 pm. Center Dance Ensemble Auditions for 2012-13.

Dance Theater West, 3925 E Indian School Rd, Phoenix

Center Dance Ensemble, the resident modern dance company at the Herberger Theater Center, will hold auditions for dancers for the 2012-13 season. The company is seeking advanced ballet and/or modern dancers, both male and female. These are paid positions for the season; rehearsals start in late August. To register for the audition class, and for more information, contact Frances Cohen, artistic director, 602-997-9027.

By appointment only. **Tucson Tap Attack** is holding auditions for its advanced youth tap dance group. NEW GROUP FORMING for grades 4-5 as a training ground for the company. Call 520-444-9276. Director, Frank Trent, will set a day & time for your audition.

May 7, 9, 14, 16 - 6-7:30 pm. **Desert Dance Theatre** is looking for dancers for the 2012-13 Season. Dance Theater West, 3925 E Indian School Rd, Phoenix. Info 480-962-4584.

JOB

Dancin Savvy, Tucson, is growing! I am looking for an Artistic Director & Manager position. Also need new teachers in Jazz, Lyrical, Ballet/Point & Hip Hop! Janine Aguilar, Dancin Savvy, 520-861-0514, dancinsavvy.com.

Non-ADC member performances, workshops, and master classes are mentioned in the **Regional Section** of the *e-Star*.

We welcome your **announcements**: job postings, auditions, scholarships, awards & recognitions, new positions, reorganizations, and invitations to participate in FlashMobs!

Regional News

Central Arizona

May 31-June 3, Symphony Hall, 75 N Second St, Phoenix. **All Balanchine** presented by **Ballet Arizona**. Three ballets by the genius choreographer, George Balanchine, set the bar for brilliant staging by director Ib Andersen, and dynamic presentation by the Ballet Arizona dancers. Tickets: \$17-121, 602-262-7272.

Southern Arizona

Saturday, May 5 @ 7:30 pm, Sunday, May 6 @ 2 pm, UA Centennial Hall, Tucson.

Ballet Tucson presents **Cinderella**. The classic fairy tale comes to life with humor, fantasy and Prokofiev's cherished score. Ballet Tucson invites you to experience this spectacular finale to the 2011-2012 season. Tickets \$26-\$41. 520-621-3341.

May 10-12, Stevie Eller Dance Theatre, UA Campus Tucson. **Art.if.Act** presents **The Great American Dance Tour**. *Built in Tucson - Bound for China May 16 (5-week tour)*. 4 shows, 28 dancers, 11 musicians. Tickets: 520-344-8984

May 11-12, Friday-Saturday 7:30 pm, May 12 2 pm. Pima Community College CFA, West Campus, Tucson. Dance program presents **Four Seasons**. Tickets: \$10. Call 520/206-6986.

May 12, Saturday, 2 pm, ASDB Berger Performing Arts Center, 1200 W Speedway Blvd, Tucson **Danswest Company Concert** with guests Dance for a Cause, The Dancecatz (youth ballroom group), TAP 24.7 and The Human Project. Tickets \$10 in advance, \$12 at the door. *****\$2 discount for tickets purchased in advance if you mention you saw it in the Arizona Dance e-Star!**

May 27-June 3, Tucson Prime Time Dancers depart on the **Star Princess** Cruise Line where they will be performing while touring the inside passage of Alaska. *Bon voyage!*

Photos of the Month

Dancer *Angel Castro*

Scorpius Dance Theatre

Photo by Ed Flores



Arizona Dance e-Star Editor/Designer, Krystyna Parafinczuk
Contributors: Marlina Kessler, Lynn Monson and Lisa Chow

Launching the new docu film *Joffrey: Mavericks of American Dance*

For the past six months, my company, Hybrid Cinema, has been working on the release of Bob Hercules's new documentary film *Joffrey: Mavericks of American Dance* about the history of the **Joffrey Ballet**. *This is a capsule post to explain the highlights of launching a documentary into the marketplace when working with a modest budget.* With at least 35,000 feature films on the film festival circuit every year, very few films are going to premiere at one of the top 5 film festivals. When that happens, filmmakers need to decide what is the best launch for their film. We concluded that in the case of the Joffrey film (and we feel that this is the case for many films), some form of robust live event premiere would help to create awareness for the film in the oversaturated media landscape. Live events are great publicity generators, allowing you to focus marketing efforts on a specific event. Festivals are great partners for these types of events - even if you don't get into a top 10 festival - because you can create a unique experience by partnering with open minded and adventurous festival that is already connected to press and audiences. In creating a live event premiere, you need to consider the following:

1. **A premiere [to] reach your audience.** We targeted the Dance on Camera Film Festival.
2. **Creating an event** that will garner attention for your film. We decided early on to simulcast the screening of Joffrey at the DOC festival not only to reach a nationwide audience, but to create a larger story for the press. We created a post-screening panel of former dancers that the audience in the theater could interact with after the screening, but we also enabled audiences even across the country the ability to interact as well.
3. **The budget you have to work with.** We have a modest budget [and] a small staff. We needed the most bang for the effort. Utilizing the Emerging Pictures network only costs at most \$1000. Similar satellite systems through companies like Fathom and Cinedigm can cost \$75,000 to \$250,000 because of the cost in satellite time. In addition, by covering much of the country at the same time - it allowed us to pursue reviews and articles in multiple markets - thereby most effective use of our publicity budget.
4. **Creating assets before and during the release.** Garner additional assets by filming your events. For the premiere we created two videos. The first is about the film, opening night and audience reaction. The second concerns the simulcast and the audience participation.
5. **The need to have the next steps planned.** Many times filmmakers are so busy planning their premiere, they neglect to prepare for what will happen after this. There is no reason that direct distribution should not be the next step and that some kind of event theatrical screenings can be booked. We also launched our online store just after the premiere and have sold several thousand dollars in DVDs/merchandise.

We ended up screening in 45 cities throughout the US to launch the release of the film. We received press articles and reviews in a number of major markets (even though the film was only screening once). Through TweetReach, we were able to quantify the exposure via Twitter for the event: according to our report, our hashtag #joffreymovie reached 200,549 people through 270 tweets just on that day.

This article is from the [Jon Reiss blog](#), 3/9/12

About the Authors: Jon Reiss is a filmmaker, author and strategist who wrote the book Think Outside the Box Office and is a year round lab leader for the IFP Filmmaker Labs. Sheri Candler is an inbound marketing strategist for independent films. Through the use of content marketing tools such as social networking, podcasts, blogs, and online media publications, as well as relationship building with organizations & influencers, she assists filmmakers in building an engaged & robust online community for their work that will help develop and sustain their careers.

2012 Lifetime Achievement Awards *by Lisa Chow*

This is the third year ADC is presenting the **Lifetime Achievement Awards** (LAA) to Arizona dance professionals that have demonstrated exemplary artistry in performance, choreography, direction and staging and/or leadership, research, scholarship, philanthropy or service to dance in Arizona. Last month **Jeanne Wright** and **Ann Ludwig** were nominated and presented with the LAA for 2012.

On Saturday, April 14, 2012, the first LAA was presented to **Jeanne Wright** who opened the longest running dance studios — **Jeanne's School of Dance** — in Mesa in 1958. The presentation was given at the end of **CONDER/dance: inextricably linked** at the Tempe Center for the Arts. This was an exceptionally appropriate event for this presentation because **Carley Conder**, artistic director of **CONDER/dance**, is Jeanne's granddaughter. This memorable evening full of

exceptional dancing was the perfect set-up for this awards presentation.

Jeanne's award was a framed piece of art by **Gary Zaimont** (25" x 19" Ink on Paper Drawing of a Dancer) and a gift certificate for photography services from **Danielle Deutsch**. ADC is very grateful to Gary and Danielle for their generous contribution of these awards and to Carley for graciously offering her stage for this presentation. We would also like to acknowledge ADC member **Bruce Nelson** for submitting the nomination and Jeanne Wright's daughter, **Jeanine Smith**, for her assistance.

On Saturday, April 21, 2012, the second LAA was presented to **Ann Ludwig** at her 35th anniversary concert for **ALudwig Dance Theatre** called **Celebrating 35 Years of Dance: Looking Back; Moving Forward**. This event, held at the Tempe Center for the Arts, highlighted many

years of Ann's choreographic works and it was the perfect occasion to honor one of my mentors from the ASU Dance Department.

Ann's award was a framed, colored pencil drawing called **The Icon** by **Phyllis Steele** and a gift certificate for photography services from **Danielle Deutsch**. ADC is very appreciative to Phyllis and Danielle for their generous support and awards. We would also like to acknowledge **Beth Lessard**, **Dan Lane** and **Diane Hunt** for their consultation and assistance.

ABOUT THE AWARDEES

JEANNE WRIGHT loved dancing as a child. It was probably fate that during the depression teachers were sent to the schools to teach such things as guitar and dance. Jeanne loved her dance classes and took every dance class in high

school and continued in college. She attended every dance convention that she could find as well.

In February 1958, upon hearing that her 5-year-old daughter's dance class was being cancelled due to low enrollment, Jeanne began teaching Joy and two other friends in her house in Mesa. By May Jeanne had 35 students. By the end of the first year there were more than one hundred and it doubled the second year. Now, 53 years later, **Jeanne's School of Dance** four studios are located in Mesa, East Mesa, Chandler and Queen Creek.

She supported one of the early ballet companies in Mesa — **Ballet Etudes** — for more than 20 years. Dance enthusiasts were able to enjoy the art form of dance on a professional level. Her studios have employed hundreds of

dance instructors and support staff over the past 50 years. Currently Jeanne sponsors the **Arizona Youth Ballet Company**. Jeanne's family also sponsors activities at the Mesa Art Center on a regular basis.

ANN LUDWIG founded **A Ludwig Dance Theatre** in 1977 and is the director and choreographer. Ann's work has been seen throughout the United States, Portugal, Germany and Mexico. The **New York Times** wrote "*Ludwig's pieces careen through a wide assortment of female responses in theatre-dance that has all the ragged, irrational reasonableness of life lived slightly below the polite formalities.*"

Ann is Professor Emerita of Dance at the Arizona State University where she taught from 1979 to 2003. Prior to ASU she was at the University of Kansas, San Diego State University and the University of Iowa where she chaired the Dance Program.

Ann is a multi-award winner:

- Arizona Governor's Award for Women Who Create (1985)
- Honorary Dance Award from the Arizona Dance Arts Alliance (2000)
- Alumni Achievement Award from North Dakota State University (2002)
- President's Award from the National Dance Education Organization and Arizona Dance Education Organization (October 2010)
- Governor's Award for Arts in Education presented by the Arizona Commission on the Arts, Alliance for Audience and the Office of the Governor (2011). *Ann was the first recipient of this new category award.*

She is on the Tempe list of All-American Women, served on the Board of Visitors for College of Human Development and Education, NDSU (2006-2009) and was an original board

member of the **Arizona Dance Coalition**. She is a council member of the Emeritus College at ASU.



Ann Ludwig (left) with Lisa Chow, ADC President



(left to right) Lisa Chow, Gary Zaimont (artist), Danielle Deutsch & Jeanne Wright

Avi Kaplan is the Online Coordinator, AKA Coordinator of Awesomeness, at Rad Campaign, a firm that provides web design, web development and online marketing and strategy to nonprofit organizations and political campaigns. He wrote a great article for Frogloop.com (4/12/12) on the underestimated superpower of nonprofits — *creativity*! He quotes Maya Angelou, “...people will never forget how you made them feel.” “If you want people to take action to advance your mission you will need them to *feel emotionally invested* in your work. You don’t invest your heart in that way for things that are boring,” Avi writes. Read his list of 22 ways to *show your personality* (awesomeness) at your organization here. Be creative!

COSTUME TIP

by Marlina Kessler

Sometimes *simplicity* is the key for large group dances. If you have more than 15 dancers on stage at once, consider a costume with clean lines and simple, complimentary colors (colors opposite each other on the color wheel). You can always use sparkle to keep it from being boring. Complex costumes can overwhelm the dance and the choreography can be overlooked by the audience.



APP DEVELOPMENT TIP

by Krystyna Parafinczuk

A budget between \$200-\$400 and tools like AppMakr and AppFlight can help you create a custom app (relatively bare-bones) for the *mobile* experience your supporters may want to use to make donations or other business transactions.



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