



Arizona Dance e-Star

a publication of the **Arizona Dance Coalition**

Volume 2, Issue 7

July/August 2012

Dear Readers,

Happy Summer! While many of us use this time to vacation, a lot of dancers/producers are busy planning festivals and special events for this fall. Starting July 4, I count *eight* dance festivals through November (see *Calendar of Events* and *Regional Section*). In addition, the *Arizona Presenters Alliance* is holding their 16th annual retreat in Prescott August 14-16 at the Residence Inn. One of the scheduled topics is “Put the FUN into Fundraising.” The article on pg 11 will tell you just how much “fun” has been raised (monies made & spent) thanks to “arts” businesses, programs and activities. If you want to cool off (not guaranteed), you may want to visit the *Western Arts Alliance* in Denver September 4-8 (pg 6).



Our **Member Spotlight** shines on **KU Studios**, a Tucson performing arts organization that teaches acting, singing and dance (pg 10). Two of their alums have performed on **American Idol**, the **X Factor** and one has won Tucson's **Lucky Break** (\$25,000)!

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I have been enjoying **Bunheads** and **Breaking Pointe** ends this Thursday (July 5). Two Arizonans have done very well and are in the top 20 of **So You Think You Can Dance!** Congratulations, **Matthew & Alexa!** Their photos and facebook links are on pg 9. And while you are *liking* them, *like Arizona Dance Coalition* as well - [facebook/groups/AzDanceCoalition!](https://www.facebook.com/AzDanceCoalition/)

Enjoy this issue which covers two months. Don't forget to celebrate **National Dance Day** on July 28th ~ **Arizona's Got Dance!** (pg 3-4). I'll be back in September. *Send me your news.* You have your choice of two Swing Dance events to start your 4th of July holiday in the Phoenix area! **Have a swinging Happy 4th of July!**

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/.*

SUBMISSION DEADLINE

SEPTEMBER ISSUE
of the*Arizona Dance e-Star***August 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

CALENDAR OF EVENTS

July 4-8, The 2nd Annual SWINGdepenDANCE 2012. ADC members **Howard & Gayl Zhao** (Tucson-TheDanceLoft) will be teaching at this Arizona swing dance event. Workshops and competitions will take place at 4 different locations. Check the website for schedule/location details. Locations include: CounterPoint Studio of Music and Performing Arts, 833 N Cooper Rd, Gilbert; Al Moro Swing and Blues, 806 E Camelback Rd, Phoenix; The Kats Korner, 446 E Broadway Rd, Mesa; First Sunday Swingin' Supper, 3905 E Heatherbrae, Phoenix. Other instructors are *Mike Faltasek* - Seattle, *Mark Godwin & Shauna Marble* - Denver, *Nick Peterson & Brandy Little* - Las Vegas, *Jonathan Lindsey, Dabney Hopkins & Karen Vizard* - Phoenix. swingdependance.com



July 7, Saturday, 4 pm. Macy's at Fiesta Mall, Alma School & Southern Ave, Mesa

Yumi La Rosa Flamenco Dance Co at Fiesta Mall

FREE admission. Stage is located near Macy's at Fiesta Mall.

Veronica Earl Photography.

NATIONAL DANCE DAY - Saturday, July 28

The **Dizzy Feet Foundation** has created two new official **National Dance Day** routines: a Hip-Hop Master Class from SO YOU THINK YOU CAN DANCE all star **Lauren Gottlieb**, and an Everybody Dance routine from Zumba Fitness®, which has teamed up with Dizzy Feet to spread the message of dance and movement. Learn both routines, submit videos of you performing them (Like DFF's Facebook page and then click on the National Dance Day tab to submit your video), and show us what you've got on National Dance Day!

Routines: <http://dizzyfeetfoundation.org/national-dance-day>

CALENDAR OF EVENTS

July 16-20, Monday-Friday, 7 pm. Canyon Movement Co/ Dance Academy, 2812 N Izabel St, Flagstaff.

Step-Up Summer Dance Intensive

Julliard dance instruction right here in Flagstaff? You mean I don't have to fly to NYC, pay high tuition, and I can still get a week of instruction from a Julliard graduate? You've got to be kidding me! We're not kidding!

Anna Woolf will be the instructor for this year's Step-Up Dance Intensive. She graduated from Julliard School of Performing Arts in NYC in 2006 and has been performing professionally in NYC since. She has toured Europe and has been teaching all ages. Don't miss this opportunity to learn from the best!

Step-Up is for ages 11-adult. There is still space left, but they are filling up fast! \$475 for the week (July 16-20, 9 am - 4 pm) which includes a performance on July 20th at Heritage Square! Adults can pay a drop-in fee of \$25/class if there's space available. Contact the studio or check the [website](http://www.canyondance.com) to get more information and to register! 928-774-3937 or email canyondance@live.com.

July 20, Friday, Canyon Movement Co & Canyon Dance Academy Summer Dance Intensive Performance at Heritage Square, Six E Aspen Ave, featuring the choreography of Anna Woolf.




Photo by Grigory Gurevich



July 28, Saturday, 7 pm. Herberger Theater Stage West, 222 E Monroe St, Phoenix.

Dancers and Health Together Presents the 2nd Annual Arizona's Got Dance! National Dance Day 2012 Showcase!

This showcase represents the multitude of dance styles and talent flourishing in Arizona. DAHT, Inc.'s mission is to present opportunities that develop awareness of the mind and body connection through dance, so they are proud to bring Arizona's dance companies together to show Phoenicians what amazing movement opportunities exist in this state. Box Office: Adult \$25, Students (must have ID) \$20, Online prices: All tickets \$27. Questions, contact: Mary Lane Porter at marylane@dahtinc.org. 

Performers include: EPIK Dance Co (ADC member), Collaboration Movement (Ingrid Graham), The Aspire Project (Noelani Vierra), JordanDanielsDance, MarioCo. Dance (ADC member), Terpsicore Dance Co., Perfectly Imperfect Dance Company, Zach Robertin, Halo Movement Collective, Sophia Barr and Elora Neal, Rosenkrans Dans, H2M, Bridgette Caron and NoLimitz Dance Crew.


Sponsors are (as of July 3): Arizona Dance Coalition, DoSomething.org, Terpsicore Dance Co, Carolina Herrera, Phoenix Center for the Arts, Trader Joe's & the Phoenix Art Museum.

Workshop schedule on the following page.

CALENDAR OF EVENTS

July 29, Sunday, 9 am – 6 pm. Terpsicore's new dance space: 219 S 5th Ave (4th Ave & Madison St), Phoenix.

Arizona's Got Dance! National Dance Day 2012 WORKSHOP

Terpsicore Dance Co. & Dancers and Health Together, Inc. combined forces to create Arizona's second annual **National Dance Day Workshop!** Some of the Valley's most known dance professionals will teach dancers about how to pursue their passion in a healthy way. 

PRICES (we accept cash and check): \$10 per class, \$60 for the whole day. That means you get one FREE class! Showcase performers/choreographers - half price.

Schedule of Classes - (8:30 am Registration ~ you may also register before your class)

9:00 am - Ballet with *Danna Parker*

10:10 am - Modern with *Elizabeth Johnson*

11:20 am - Salsa with *Marietta Tartaglia*

12:30 pm - LUNCH and DANCE & HEALTH SEMINAR: How to prolong your dance career with *Adam Marr*

1:30 pm - Musical Theater with *Nick Flores*

2:40 pm - Classical Jazz with ADC member *Tracy Marion*

3:50 pm - Krump with *Ivory Myers, a.k.a. Church*

5:00 pm - House with *Melissa Britt*



ADC member Tracy Marion will be teaching Jazz. MarioCo.Dance will present a new work, The Third Wheel, at the Showcase.



September 15, Saturday, 7:30 pm, Leo Rich Theater, 260 S Church St, Tucson. **MEDITERRANEAN NIGHTS with Guest Artist Amaya.** Belly Dancers, Gypsies, Gitanos, Musicians, Singers! Step right up! **Kathryn Ferguson (Xanadu Dance Troupe)** invites you to this dance workshop and gala performance with featured artist, **AMAYA!** AMAYA, a wildly popular international performer, began her long career as a member of a Swiss circus, then went on to win European and U.S. dance awards. In performance, she is known for her passion and fire, tempered with elegance and flashes of fun. She teaches all levels from basic to "super-embellished" to "techno" moves, with a healthy dose of humor throughout the class. Amaya's website: www.wisewomandancer.com.

Kick-off dance party Sept 14, 7 pm, Hotel Tucson - meet Amaya!

Tickets \$16 available at Xanadu Dance Studio, 2408 N Loretta, Tucson AZ 85716 (Mail checks payable to Kathryn Ferguson) or at Antigone Books, 411 N 4th Ave, Tucson.

Workshop location TBA (larger space needed)

Saturday, Sept. 15, 9:30-11:30 am, a hot NEW drum solo; 12-2 pm Amaya's Gitana Mix: a combination using Arabic/Gypsy with a flash of techno!

COST: \$75; \$60 if registered before Aug 20. More details [here](#) or call 520/881-0883.

ADC Member Announcements

West Valley Conservatory of Ballet is holding an **OPEN HOUSE** on **July 7, Saturday, 10-12 pm**. Learn more about our organization, meet the teachers, and register for our upcoming season of classes. Light refreshments will be provided. Hope to see you there!

Desert Dance Theatre is now accepting applications for the **Arizona Dance Festival 2012**. Application submissions deadline is **August 3**. The festival is scheduled for **October 12-13** at the Tempe Center for the Arts. For more details contact Lisa@DesertDanceTheatre.org.

The **Mesa Arts Center** is thrilled to announce our very first **Educator Preview Night, August 23, 4:30-6:30 pm**. This event is **FREE** and will introduce educators to our arts and culture programs in the coming season. If you could help us distribute in any way, we would greatly appreciate it! Mandy Buscas, Arts Education Outreach Coordinator 480-644-6609, outreach@mesaartscenter.com.

Kathryn Ferguson is organizing **Mediterranean Nights Dance Workshop and Show** with **Amaya** in Tucson with classes in a location TBA and gala performance at the Leo Rich Theater. It will be **September 15**. See previous page. Visit kathrynferguson.net, kathryn.ferguson1@gmail.com, or call 520/881-0883 if you want to be involved.

Spotlight Dance Academy, formerly **University Dance Project**, 6318 E Broadway Blvd, is now and under the ownership/direction of **Frank Trent**, who also directs **Tucson Prime Time Dancers** (senior tap dance company ages 40 and over) and **Tucson Tap Attack** (youth tap dance company ages 10-18). For more information or auditions, call 444-9279.

PROJECT DANCE PHOENIX 2012 ~ November 9-11

You are invited to participate in **Project Dance Phoenix 2012** ~ a movement of dancers seeking to positively impact culture through artistic integrity. Our desire is to see every dancer nurtured to their fullest human potential for their own well being and their contribution to the world. We offer training, education, and performance opportunities for dancers worldwide who desire to dance with integrity to inspire. The event will include master dance classes, motivational forums, networking and a free, all-day dance concert held in a prominent location. This year's cities include Orlando, Houston, New York, London, Kansas City, Atlanta, Sydney, Hong Kong and, *for the first time*, **Phoenix**. Details: projectdance.com. Phoenix-specific promo video on YouTube: <http://www.youtube.com/watch?v=ngUUb6H01g&feature=youtu.be>. Facebook as *Project Dance Phoenix*. For more information, contact Erin Lovrien, Event Producer, at erin@projectdance.com or call 602/456-0002.



Other Announcements

DANCERS NEEDED ~ Looking for a few members for the **Rodeo City Wreckettes**, a senior dance revue in Tucson. For an audition, call **Carol Ross** at **760-1883**. For more information, see our Facebook page: Rodeo City Wreckettes.

CAN YOU TEACH A DANCE WORKSHOP? ~ Dance workshop presenter opportunity at **ReAwaken**, a nonprofit organization geared towards supporting women find confidence, empathy, and spiritual growth in a safe environment. There will be a retreat on **Aug 24-26** at Whispering Pines and they are looking for someone to lead/teach a movement workshop. If you are interested, email Jarrett Ransom Jarrett@reawakenforwomen.org.

WEST COAST PERFORMING ARTS Market Coming to Denver ~ September 4-8, Hyatt Regency Denver at Colorado Convention Center. More than 700 performing arts executives, artists and managers from the Western Arts Alliance (WAA) will meet in Denver to see, buy and sell touring performances for stages across the West. Annual conference includes 185 exhibitors representing more than 2700 artists as well as an exhibit hall, showcase performances, guest speakers, and educational seminars on strategies in social/mobile marketing and contracts and negotiation. WAA exhibitors include major music agencies, dance agencies such as Pentacle and Cathy Pruzan Artist Representative, and self-managed artists and companies including Paul Taylor Dance Company and Arizona's Scorpius Dance Theatre. WAA's presenter members come from across the western U.S. and Canada. AZ members include ASU Gammage, Scottsdale Center for the Performing Arts, Del E. Webb Center for the Performing Arts, and Chandler Center for the Arts. On average, each WAA presenting organization hosts 22 events a year. Venues operated by WAA members have a combined inventory of almost 9.5 million seats. To register or learn more about WAA, please visit www.westarts.org, call 503-274-4729 or email staff@westarts.org.

Other nationwide dance audition links:

Dance.net ~ <http://www.dance.net/danceauditions.html>

DancePlug.com ~ <http://www.danceplug.com/insidertips/auditions>

StageDoorAccess.com ~ <http://www.stagedooraccess.com/>

DanceNYC ~ <http://www.dancenyc.org/resources/auditions.php>

BackStageDance.com ~ <http://www.backstage.com/bsa/dance/index.jsp>

SeeDance.com ~ <http://www.seedance.com>

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

Attention Non-ADC Members

Your performances, workshops, and master classes are mentioned in the **Regional Section** of the *Arizona Dance e-Star*.

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

Auditions ~ Performance & Scholarship

July 27, Friday, Program Auditions for the Dance Education Program at Grand Canyon University, 2012-2013 audition for the GCU Dance Education Program. Auditions will be held from 2:30–4 pm in the Recreation Center Sanctuary Room, 2nd floor. Audition will determine both acceptance into the program and dance performance scholarships awards of up to \$4,000 per year. A brief list of requirements for scholarship auditions is available at <http://www.gcu.edu/College-of-Fine-Arts-and-Production/Auditions.php>. You may contact Director of Dance Susannah Kéita to register and to receive an audition application. The B.A. degree in Dance Education leads to K-12 teaching certification. Please view the Description and Program of Study for the Bachelor of Arts in Dance Education here: www.gcu.edu/danceeducation

Desert Dance Theatre is now accepting applications for the **Arizona Dance Festival 2012**. Application submissions deadline is **August 3**. The festival is scheduled for October 12-13 at the Tempe Center for the Arts. For more details contact Lisa@DesertDanceTheatre.org.

Frank Trent, director of **Tucson Prime Time Dancers** (senior tap dance company ages 40 and over) and **Tucson Tap Attack** (youth tap dance company ages 10-18) is holding auditions. For more information or auditions, call 444-9279. *FYI - The Prime Time Dancers just returned from an Alaskan cruise where they performed on ship and received a rousing standing ovation!*

✿ DANCE NEWS FROM AROUND THE WORLD ✿

BALLET-THEMED ESCORTED HOLIDAYS

Tours en Pair carefully designs *ballet-themed* escorted holidays to see the best companies perform exciting repertoire in beautiful places, with sightseeing also arranged. Whenever possible, opportunities to watch class or rehearsal, meet dancers, tour opera houses, or visit ballet schools are included. You can join a trip from anywhere. Email: toursenlair@gmail.com Twitter: @thewordlady.

Katherine Barber, the tour guide, has a packed website, filled with great blogs and information. Give it a visit and maybe you will be tempted to take a tour ... even if it is to a company in Arizona!

PUTTIN' ON THE RITZ – RUSSIAN STYLE (flash mob)

As the person who sent this to a friend observed:

“What a crazy, delightful ever-changing world! Who could have thought that in 2012 young people in Moscow would put on a “flash mob” happening, dancing to an 83-year-old American song written by a Russian-born, American Jew (Irving Berlin)?”

<http://www.youtube.com/embed/KgoapkOo4vg?rel=0>

Regional News

Northern Arizona

August 9, Thursday, 5-7 pm, Heritage Square, Six E Aspen Ave, Flagstaff

Ballet de Folklorico de Colores presented by Flagstaff cultural Partners. **FREE** admission. Info call 928/853-4292.

Central Arizona

July 1-15, Scottsdale at University of Phoenix Stadium, One Cardinals Dr, Glendale. **Cirque du Soleil – KOOZA**. Times vary. Tickets \$43.50 - \$130. <http://www.cirquedusoleil.com/en/shows/kooza/tickets/phoenix.aspx>

July 4-8, Wednesday-Sunday, Camelback Inn & Spa, 5402 E Lincoln Dr, Scottsdale

International 4th of July West Coast Swing Dance Convention. Fees start at \$10 and up. Tickets [here](#). Schedule [here](#).

July 18, Wednesday, 2-3 pm, Foothills Branch Library, 19055 N 57th Ave, Glendale

WOW! Wednesday: **Yellow Bird Indian Dancers**. Experience the rich tradition of the American Indian through Native song and dance, including the creativity and sheer athleticism of the Hoop Dance. Call 623-930-3830. **FREE** admission.

Southern Arizona

July 7, Saturday, 11:30 am – 2:30 pm, **The Flamenco Studio**, 375 S Stone Ave, Tucson (studio is located behind the Casa Vicente Restaurante Espaniol patio with alley access) **GRAND OPENING CELEBRATION** – food, fun, and door prizes. Details at www.tucsonflamenco.com.

August 4, Saturday, Grand Re-Opening - New Location - Tucson Dance Academy is moving to the NE corner of Shannon & Ina in the former **Shall We Dance** facility.

August 11, Saturday, 9 am – 6 pm, Loews Ventana Canyon Resort, Grand Ballroom, 7000 N Resort Dr, Tucson. **Summer Dance Expo 2012** presented by the **Studio West School of Dance**. Watch gorgeous ballroom dancing throughout the day for only \$5. We start at 9 a.m. - noon with smooth and standard dancing, then break at noon for lunch, but we will have general dance music while we eat. 1-2 pm is country western and 2-6 is rhythm & latin dancing. 6-6:30 is a professional demonstration. There will be some general dancing throughout the event. Vendors will be on site-shoes, costumes, jewelry. Call Linda Lowell at 747-9464 or email expo_tucson@hotmail.com for more information. **Vendors**-Julia Gorchakova-Artistry in Motion-competition dresses, Designs by Kalina-competition dance dresses, Karen Siggel-jewelry in dichroic glass, Chris Baker-ballroom dance shoes, Carol Dupois-swarovski crystals and dance bags, Carmen Evans-dance dresses.

Upcoming September Festivals

The Tucson Tango Fall Festival Sept 20-23 & Tucson Spanish and Flamenco Festival Sept 27-30.

Arizona Dance e-Star Editor/Designer, Krystyna Parafinczuk

Contributors: Marlina Kessler, Carol Sottosanti, Lisa Chow & Casey Blake



Alexa Anderson, 19, from Chandler and **Matthew Kazmierczak**, 21, from Peoria made it to the top 20 in this season's **So You Think You Can Dance!** Congratulations! Show your support and like them on facebook: [Dance9Matthew](#) & [Dance9Alexa](#) & don't forget to vote! SYTYCD airs on Wednesdays on FOX.

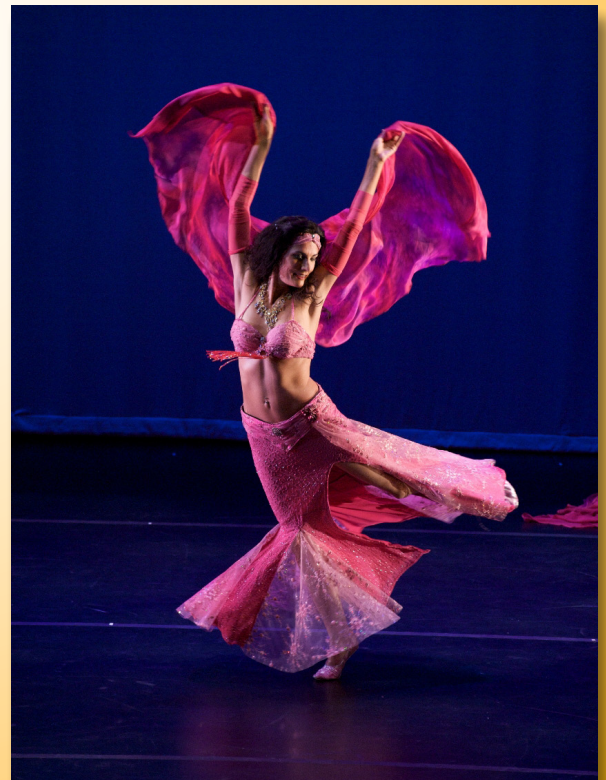
Photos of the Month

Photos by **Heather Hill**
2011 Arizona Dance Festival



AZFlamenkathak

Dancers **Yumi LaRosa** and **Radhika Kotwal**



Astarte Belly Dance Troupe

Dancer **Sihaya**



MEMBER SPOTLIGHT

shines on
KU Studios/Home of Kids Unlimited



KU Studios, home of **Kids Unlimited**, is a non-profit 501(c)(3) performing group and performing arts studio for children and teens that has been a part of the Tucson community for 26 years. With the primary purpose of providing Tucson youth with an opportunity to exhibit their individualism through the performing arts, Kids Unlimited (KU) is committed to providing a safe stage for all of those who love to perform, act, sing and dance. "No other organization in Tucson provides the unique performance classes where students learn a diverse combination of dance, musical theatre, voice and drama by professionals who have entertained across the U.S. and abroad," states director Carol Sottosanti. KU is a place where young people can:



- ✿ *Perform* as a performing group member and know what it feels like to shine.
- ✿ *Dance* their heart out and learn to do so with solid technique.
- ✿ *Sing* that song that is in them and let others hear it, loud and clear.
- ✿ *Act* out and get a standing ovation.

KU performs for charitable organizations including retirement/nursing facilities, homeless and abuse shelters, hospitals and military groups in and around the Tucson area.

They have also performed as part of *Stars At Sea* since 2004 on Royal Caribbean Cruise Lines and Celebrity Cruise Lines. Upcoming Tucson shopping mall performances include:

August 4, 3:30-4:30 pm & August 7, 6-7:30 pm, Foothills Mall, Food Court

August 11, 4-6 pm, Park Place, Food Court

The next full scale theatrical production ~ **ENCORE-Revisited** ~ will be held November 16-17 at the Arizona School for the Deaf and the Blind - Berger Performing Arts Center, 1200 W Speedway, Tucson, and will feature some of their most popular numbers from their rich 27 year history.

Carol Sottosanti started KU in 1986 with several families to allow young performers to gain stage experience. She grew up singing (father was an Opera singer) and is a vocal coach who has created many great successes. Among them are alumni who have placed in the top 40 on **American Idol** & top eight women for the **X Factor**, who also won Tucson's **Lucky Break** competition held at the Desert Diamond Casino last summer — a \$25,000 award! Co-directors Jennie Marshall and Kelli Workman perform professionally as well as teach at KU. Dance teachers include David McMahan, Tanya Fisher, Erin McBride, Lindsay Spencer, to name a few.

Awards: 2011 *Making Children's Lives Better Award* from Children and Family Services, 2006 *Tucson Pima Arts Council Lumie Award* for *Established Arts Organization* and *Governor's Special Recognition*, 2007 *Ordinary Women Doing Extraordinary Things* honor from the University of Arizona Eller College of Management, and the coveted **Copper Letter** from Mayor **Bob Walkup** praising the organization for their outstanding contribution to the community.

KU Studios also offer classes for adults. No matter your age or skill level, come have some fun with us.

KU Studios... Where Everyone is a Star

6066 N Oracle Rd, Tucson, AZ 85704
(520) 293-1225



U.S. Nonprofit Arts Drive \$135.2 Billion In Economic Activity

Summary Report of “Arts & Economic Prosperity IV” ~ Americans for the Arts

Our fourth study of the nonprofit arts and culture industry’s impact on the economy, the most comprehensive study of its kind ever conducted, features customized findings on 182 study regions representing all 50 states and the District of Columbia as well as estimates of economic impact nationally. Despite the economic headwinds that our country faced in 2010, the results are impressive.

- Nationally, the industry generated \$135.2 billion of economic activity—[including] \$61.1 billion by the nation’s nonprofit arts and culture organizations.
- This economic activity supports 4.1 million full-time jobs.
- Attendance at arts events generates \$74.1 billion in expenditures by audiences for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends \$24.60 per event in addition to the cost of admission. In addition, data shows nonlocal attendees spend twice as much as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.
- Our industry also generates \$22.3 billion in revenue to local, state, and federal governments every year—a yield well beyond their collective \$4 billion in arts allocations.

Arts and culture organizations are resilient and entrepreneurial businesses. They employ people locally, purchase goods and services from within the community, and market and promote their regions. Arts organizations are rooted locally; these are jobs that cannot be shipped overseas. Like most industries, the Great Recession left a measurable financial impact on the arts—erasing the gains made during the pre-recession years and leaving 2010 expenditures 3% behind 2005 levels. The biggest effect of the recession was on attendance and audience spending. Inevitably, as people lost jobs and worried about losing their homes, arts attendance—like attendance to sports events and leisure travel—waned as well. Yet, even in a down economy, some communities saw an increase in their arts spending and employment.

As the economy rebounds, the arts are well poised for growth. This study puts to rest a common misconception that communities support arts and culture at the expense of local economic development. ***In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. This report shows conclusively that, locally as well as nationally, the arts mean business.***

About the Organization: Founded in 1960, Americans for the Arts is the nation’s leading nonprofit organization for advancing the arts and arts education. From offices in Washington, DC and New York City, they provide a rich array of programs that meet the needs of over 150,000 members and stakeholders. They are dedicated to representing and serving local communities and to creating opportunities for every American to participate in and appreciate all forms of the arts.

A Dancer's Retort

In Reply to *Lightsey Darst*, National Endowment Arts Fellow
Brittany Beyer for **The Dance Enthusiast**, June 25th, 2012

National Endowment for the Arts Fellow, *Lightsey Darst*, recently wrote a series of blog entries about dance and income for **The Huffington Post**. Her pieces highlight what is already common knowledge for those of us in the dance field: dancers make very little money. Darst went so far as to suggest we should sleep with wealthy people to make up for the lack of funds, and sadly her attention grabbing solution wasn't presented with much humor. Continued [here](http://www.dance-enthusiast.com/features/view/349) or copy/paste into your browser:
<http://www.dance-enthusiast.com/features/view/349>

COSTUME TIP

by *Marlina Kessler**

For costumes that just need a little jazzing up, try using a complementary color as an accent or accessory color. Complementary colors are opposite each other on the color wheel, green and red are classic complementary colors that we associate with Christmas, but an olive and a berry are a variation of those and look great together.



PROMOTION BIZ TIP

by *Krystyna Parafinczuk*

Visit SeeDance.com, a website where you can promote, find and review *dance*. It includes listings (artists, companies, education, merchandise, etc), events, classifieds (auditions, CD/DVD/Film/Video, costumes, etc), articles (blogs, reviews) and *deals*. While it is LA & NYC based, the opportunity for involvement is significant.

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JOIN ADC



Become an Arizona Dance Coalition Member ~ online (PayPal) or snail mail / click on the icon to download application

Board Members are needed with expertise in organization & event planning, marketing/graphics, writing and computer/website maintenance.
Help us grow and make a difference.

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Arizona Dance Coalition, PO Box 64852, Phoenix AZ 85082-4852
AzDanceCoalition.org, 

Lisa Chow, President (Central Az), Lisa@AzDanceCoalition.org
 Office: 480-962-4584; Fax: 480-962-1887; Cell: 602-740-9616

Krystyna Parafinczuk, Treasurer (Southern Az)

Krystyna@AzDanceCoalition.org, 520-743-1349, call first to send fax