

UDA CULTURE

DANCE LESSONS TEACH **LIFE** LESSONS

FAMILY

A PLACE FOR YOU

MODESTY IN DRESS AND MOVEMENT

EXCEED EXPECTATIONS

HONESTY IN BUSINESS AND RELATIONSHIPS

EXCELLENCE

VALUING EVERY DANCERS EDUCATION
AND OPPORTUNITY FOR GROWTH

"WHAT WE DO HERE IS LIFE CHANGING."

-Brooke Maxwell /Owner

More Than Just Great Dancing![®]
Affiliated Dance Studios[★]

2018-2019

UDA PARENT GUIDE

UDA HISTORY

Utah Dance Artists was established in the fall of 2001 and operated in Brooke Maxwell's basement. In 2005 the dance studio moved out of her home to its first location in West Jordan, Utah. In 2011, UDA moved to its current location in South Jordan, Utah. In the fall of 2014, UDA opened a second location in Draper, Utah. In fall of 2017, UDA expanded the South Jordan location by adding two more studios, to fully occupy their current building. Today UDA serves as the largest dance studio in the Salt Lake Valley.

VISION STATEMENT

TO BE THE PREMIERE PROVIDER OF EDUCATION AND OPPORTUNITIES FOR DANCE ARTISTS IN UTAH; WHERE ALL ASSOCIATES ARE HELD TO A STANDARD OF EXCELLENCE.

MISSION STATEMENT

UTAH – WE EMBODY THE VALUES OF THE PEOPLE IN UTAH WE SERVE.

DANCE – WE EMPLOY DANCE AS THE VEHICLE TO EMPOWER OUR ASSOCIATES TO EXCELLENCE.

ARTISTS – WE EXEMPLIFY OURSELVES AS VALUED AND RESPECTED ARTISTS

CUSTOMER SERVICE HOURS

South Jordan Studio:

Monday-Thursday 9:00 am – 8:30 pm

Friday 3:00-6:00 pm

Saturday 9:00 am – 12:00 pm

Draper Studio:

Monday-Thursday 4:00 – 8:30 pm

Saturday 9:00 am - 12:00 pm

Working with the UDA Office – Who are the key UDA Administrative Team Members?

Studio Owner: Brooke Maxwell

Executive Assistant: Teryn Mozaffari

Operations Director: Krystalyn Leeb

Studio Manager: Jennifer Browning

Project Manager: Caryn Musselman

Accounting Manager: Brenda Christensen

Marketing Team: Alicia Coper and Kerianne Hoth

Costume & Merchandise Manager: Silvia Vigil

Elite Performance Group Director: London Brooksby

Elite Performance Group Manger: Norma Gunderson

STARS Performance Program Directors/Managers: Heidi Barton and Leslie Parker

Varsity Program Director: Amy Jackman

Varsity Program Manager: Tristi Lassig

Conservatory Program Director: Cicily Oldham

Conservatory Ballet Program Director: Sarah Franco

Conservatory Assistant Director: Katie Woodward

Conservatory Program Managers: Stephanie Blodgett and Kristen Kossin

Customer Care Team Members: Marilyn Howard, Jennifer Jensen, Kristen Kossin, Sheila Mann, Hayley Postma, Tanja Rigby and Cari Standing

Communication - HOW WILL I RECEIVE INFORMATION FROM THE STUDIO?

- EMAIL - Please be sure to “unjunk” us and keep your email address current with the office as email will be our primary source of communication with our UDA families.

*“Weekly Wednesday” reminder email

- Monthly Newsletters
- Website
- Social Media (Facebook, Instagram, Twitter and Pinterest)
- Studio Bulletin Boards

Observed Holidays – WHEN WILL DANCE BE CANCELLED DUE TO HOLIDAY OBSERVANCE?

Labor Day: Sept 3rd 2018

Fall Break: Oct 18th -20th 2018

Halloween: Oct 31st 2018

Thanksgiving: Nov 21st -24th 2018

Christmas Break: Dec 20th -Jan 2nd 2019 **classes resume on Thursday, January 3rd*

Civil Rights Day: Jan 21st 2019

Presidents Day: Feb 18th 2019

Spring Break: April 15th -20th 2019

Memorial Day: May 27th 2019

Important Dates - WHAT IMPORTANT EVENTS SHOULD I HAVE ON MY CALENDAR?

First Day of Class: Monday, August 20th 2018

New Parent Meeting: Friday, September 7th 2018 at 6:30 pm

Fundraiser Kick-Off: Wasatch Savings Friday September 14th 2018 at 6:30 pm

Free Dance Days: September 24th – 29th 2018

Wear Halloween Costumes to Class: October 24th – October 31st 2018

Class Change Cut Off: October 28th 2018

Fundraiser Kick-Off: Pies, Cookie Dough, Cheesecake November 2nd 2018 at 6:30 pm

Sierra Newbold Week: Monday November 5th – 10th 2018

Last Day to Enroll In Recital Classes: January 19th 2019

Recital Launch Meeting (for new UDA parents): April 2019 (TBA)

Costume Distribution: Saturday May 4th 2019 from 8:30-11:30 am, and Monday May 6th from 8:30 – 11:30 am

Starry Night Performance (Competitive Program Recital): Saturday May 4th 2019

Costume, Hair & Make-Up Check, Picture Day: Thursday May 16th – 18th 2019

Competitive Program Auditions: May/June 2019 *TBA

Last Day of Class: (TBA)*dependent on UDA Recital Dates

Recital Dress Rehearsal: (TBA) *mark your calendars for June 5th-8th 2019 and June 12th-15th 2019

Recital 2019“Somewhere in Time”: (TBA) *mark your calendars for June 5th-8th 2019 and June 12th-15th 2019

Student Appreciation Celebration: (TBA) *either Monday, June 10th 2019 or Monday, June 17th 2019 from 6:00-9:00 pm

Studio Dress Code – WHAT SHOULD MY CHILD WEAR TO DANCE CLASS?

Preschool and Pre K/Kindergarten:

Ballet: Girls - UDA light blue leotard and UDA pink tights AND UDA pink ballet shoes

Boys – White or black fitted t-shirt or ribbed tank, black UDA hot shorts OR soccer shorts AND UDA black ballet shoes

Tap/Jazz: Girls - UDA light blue leotard and UDA black hot shorts AND UDA caramel Mary Jane tap shoes

Boys – White or black fitted t-shirt or ribbed tank, black UDA hot shorts OR soccer shorts AND UDA caramel tap boot

Tumbling: Girls - UDA light blue leotard and UDA black hot shorts AND bare feet

Boys – White or black fitted t-shirt, or ribbed tank, black UDA hot shorts OR soccer shorts AND bare feet

Hip Hop: All Gender - No specific dress code. Can wear loose, comfortable, exercise/workout clothing (no street clothes or jeans allowed). Black high-top Converse with white toe and white shoe laces

Levels 1- Advanced:

Ballet and Pointe: Girls - UDA black leotard, UDA pink tights, (black sports bra – if needed) AND UDA pink ballet shoes

Boys- White or black fitted t-shirt or ribbed tank, black dance leggings AND UDA black ballet shoes

Jazz and Turns/Leaps: Girls - UDA black leotard or black cami, black UDA hot shorts or dance leggings, (black sports bra if needed) AND UDA caramel jazz shoes

Boys – White or black fitted t-shirt or ribbed tank, black dance leggings or soccer shorts AND UDA caramel jazz shoes

Contemporary: Girls - UDA black leotard or black cami, UDA hot shorts or black dance leggings, (black sports bra if needed) AND bare feet

Boys – White or black fitted t-shirt or ribbed tank top, black dance leggings or soccer shorts AND bare feet

Tap: Girls - UDA black leotard or black cami, UDA hot shorts or black dance leggings, (black sports bra if needed) AND UDA caramel tap shoes

Boys – White or black fitted t-shirt or ribbed tank top, black dance leggings or soccer shorts AND UDA caramel tap shoes

Tumbling: Girls - UDA black leotard or black cami, UDA hot shorts, (black sports bra if needed) AND bare feet

Boys- Black or white ribbed tank top, UDA hot shorts or soccer shorts AND bare feet

Hip Hop: All Gender - No specific dress code. Can wear loose, comfortable, exercise/workout clothing (no street clothes/jeans allowed). Black high-top Converse with white toe and white shoe laces

Ballroom: Girls – UDA black leotard or black cami, black knee length dance skirt, UDA black hot shorts OR black dance leggings and (black sports bra if needed), *shoes will be taken care of the first month of classes/directed by teacher

Boys – Black or white close fitting t-shirt and black trousers that are comfortable to move in *shoes will be taken care of the first month of classes/directed by teacher

HOW SHOULD MY CHILD WEAR THEIR HAIR TO DANCE CLASS?

All dancers with long hair must have their hair pulled back away from their face in a secure ponytail for classes.

All level 1-advanced level ballet and pointe students must wear a bun to class.

CAN I PURCHASE MY DANCEWEAR AND SHOES AT UDA?

Yes! Most dress code items can be purchases at the Customer Care office.

UDA Events and Opportunities - ARE THERE FUNDRAISING OPPORTUNITIES?

YES! UDA will be offering two different fundraisers this year for students who want to raise money for dance expenses; monthly tuition, class uniforms, UDA merchandise, recital fees, etc.

#1 Wasatch Savings Book Fundraiser: Kick-Off Meeting will be held Friday, September 14th 2018 at 6:30 pm at the South Jordan location

#2 Pies, Cheesecakes & Cookie Dough Fundraiser: Kick-off Meeting will be held Friday, November 2nd 2018 at 6:30 pm at the South Jordan location.

DO STUDENTS PERFORM DURING THE MONTH OF DECEMBER?

Yes! During the month of December, select classes may learn special holiday choreography and invite parents into the classroom for an informal performance.

The UDA Office will contact parents via email when a special, in studio performance will take place.

ARE THERE EVENTS THAT TAKE PLACE DURING THE YEAR?

Sierra Newbold Week/Sub 4 Santa: At Christmastime UDA celebrates the memory of Sierra Newbold, a young UDA dancer whose life was cut short due to a tragic event. Each year UDA families are encouraged to nominate a family in need so our UDA family can provide Christmas. Christmas ornaments with gift options are placed on a tree in the lobby for families to select, wrap and purchase. During this week, students are allowed to wear pink and purple to class; Sierra's favorite colors.

Starry, Starry Night: UDA's Competitive Program Showcase will be held Saturday, May 4th 2019 at the Marriott Center for Dance on the University of Utah Campus. This is a wonderful performance to attend if your child is considering participation in UDA's Competitive Program held at the Draper studio location.

UDA's Student and Family Appreciation Celebration held at Cowabunga Bay: This event will be held the Monday after the recital from 6:00 pm – 9:00 pm. TBA - either Monday, June 10th 2019 or Monday, June 17th 2019. This event is FREE to all UDA families. Most Improved Dancer, Dancer of the Year and Recital BEST OF SHOW awards will be announced this evening.

ARE THERE SCHOLARSHIP OPPORTUNITIES?

Yes! We offer a [Boys Scholarship Program](#). Boys at UDA may take ballet and jazz recital classes for FREE. Additionally, if a boy is enrolled in a ballroom class, he may take tap and hip hop classes for 50% off regular price. All boy dancers are still required to pay annual registration, recital and costume fees.

The [Lisa Wells Memorial Scholarship](#) is a need based scholarship given to families who face financial hardship. Applications for this scholarship are available the first part of April and will be due Saturday, May 18th 2019.