

# 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!*<sup>®</sup>  
Affiliated Dance Studios

2019-2020

# UDA PARENT GUIDE

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## UDA HISTORY

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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 2014, UDA opened a second location in Draper, Utah, and a year later added UDA Creative Arts Preschool. In 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

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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

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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

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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

Friday 3:00-6:00 pm

Saturday 9:00 am - 12:00 pm

## GET TO KNOW UDA'S ADMINISTRATIVE TEAM

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**Studio Owner:** Brooke Maxwell

**Studio Manager:** Jennifer Browning

**Director of Operations:** Krystalyn Leeb

**Accounting Manager:** Brenda Christensen

**Marketing Manager:** Kerianne Hoth

**Graphic Design:** Chelsea Knight and Rachel Haider

**Costume & Merchandise Team:** Jeanette Peacock and Haylee Postma

**Recital Production Team:** Caryn Musselman, Jennifer Tripp, Ashley Christianson, Haley Nelson, Joey and Greg White

**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 Assistant Director:** Tiffany Sobel

**Varsity Program Manager:** Kate Doty

**Conservatory Program Director:** Cicily Oldham

**Conservatory Ballet Program Director:** Sarah Franco

**Conservatory Assistant Director:** Sarah Franco

**Conservatory Program Manager:** Stephanie Blodgett

**Competitive Program Financial Manager:** Tristi Lassig

**Customer Care Team Members:** Julie Baker, Marilyn Howard, Terri Klein, Kristen Kossin, Jeannette Peacock, Haylee Postma and Mackenzie Smith

**Webmaster:** Yvonne Israelson

## Communication - HOW WILL I RECEIVE INFORMATION FROM THE STUDIO?

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- EMAIL - Please be sure to “unjunk” our email [info@utahdanceartists.com](mailto:info@utahdanceartists.com) and keep your email address current with the office. Email is our primary source of communication with UDA families.
- “ Weekly Wednesday” reminder email
- Monthly Newsletters
- Social Media (Facebook, Instagram, Twitter and Pinterest)
- Studio Bulletin Boards
- Website

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

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Labor Day: Sept 2<sup>nd</sup>, 2019

Fall Break: Oct 21<sup>st</sup>-26<sup>th</sup>, 2019

Halloween: Oct 31<sup>st</sup>, 2019 \*all morning classes will be held, classes after 4:00 will be canceled

Thanksgiving: Nov 27<sup>th</sup>-Nov 30<sup>th</sup>, 2019

Christmas Break: Dec 23<sup>rd</sup> -Jan 4<sup>th</sup>, 2020 \*classes resume on Monday, January 6<sup>th</sup>

Civil Rights Day: Jan 20<sup>th</sup>, 2020

Presidents Day: Feb 17<sup>th</sup>, 2020

Spring Break: April 6<sup>th</sup> -11<sup>th</sup>, 2020

Memorial Day: May 25<sup>th</sup>, 2020

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

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First Day of Class: Monday, August 19<sup>th</sup>, 2019

Fundraiser Kick-Off: Wasatch Savings TBA

Free Dance Days: September 23<sup>rd</sup> – 28<sup>th</sup> 2019

Wear Halloween Costumes to Class: October 24<sup>th</sup>- October 31 (PS and PKK classes during the morning and afternoon only)

Sierra Newbold Week: Monday November 4<sup>th</sup> – 9<sup>th</sup> 2019 \*wear pink and purple to dance class

Fundraiser Kick-Off: Pies, Cookie Dough, Cheesecake November 8<sup>th</sup>, 2019 at 6:30 pm

Last Day to Enroll in Recital Classes: January 18<sup>th</sup>, 2020

Costume Distribution: Saturday May 2<sup>nd</sup> and May 4<sup>th</sup>, 2020 from 8:30 – 11:30 am

Starry Night Performance (Competitive Program Recital): Saturday May 2<sup>nd</sup>, 2020

Costume, Hair & Make-Up Check, Picture Day: Thursday May 14<sup>th</sup> – 16<sup>th</sup>, 2020

Competitive Program Auditions: May 2020 \*TBA

Last Day of Class: Tuesday, June 9<sup>th</sup>, 2020

Recital Dress Rehearsal: June 10<sup>th</sup>-12<sup>th</sup>, 2020

Recital 2020“Our Hometown” June 11<sup>th</sup>-13<sup>th</sup>, 2020

Student Appreciation Celebration: Monday, June 15<sup>th</sup>, 2020 from 6-9 pm

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

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### 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 black 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 Genders-** 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

### **LEVEL 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 shorts, or 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. All of Haley Nelson's classes need to purchase UDA black lace up tap shoes

**Boys-** White or black fitted t-shirt or ribbed tank top, black dance leggings or soccer shorts AND UDA black 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

**Musical Theatre: All Gender-** No specific dress code. Can wear loose comfortable, or exercise workout clothing. Must wear socks in the studio.

## HOW SHOULD MY CHILD WEAR THEIR HAIR TO DANCE CLASS?

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Female 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?

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

## UDA Events and Opportunities - ARE THERE FUNDRAISING OPPORTUNITIES?

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

Info regarding dates and times coming soon.

## DO STUDENTS PERFORM DURING THE MONTH OF DECEMBER?

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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.

## OTHER THAN RECITAL, WHAT EVENTS TAKE PLACE DURING THE YEAR?

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**Sierra Newbold Week/Sub 4 Santa:** November 4<sup>th</sup> – 9<sup>th</sup> 2019, UDA will celebrate the memory of Sierra Newbold, a young UDA dancer whose life was cut short due to a tragic event. This week, students are allowed to wear pink and purple to class; Sierra's favorite colors. In the month of September, UDA families are encouraged to nominate a family in need so our UDA family can provide Christmas. During Sierra Newbold Week, Christmas ornaments with gift options for selected families will be placed on a tree in the lobby for families to select, wrap and purchase.

**UDA Performance Programs Christmas Performances:** STARS and Elite Performance Group dancers will perform several times during the month of December; The Festival of Trees, Dickens Festival and Holiday Magic. Performance Dates and Times will be announced as they become available.

**Starry Night:** UDA's Competitive Programs Showcase will be held Saturday, May 2<sup>nd</sup>, 2020 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 one of UDA's Competitive Programs; Varsity or Conservatory at our Draper location.

**UDA's Student and Family Appreciation Celebration held at Cowabunga Bay:** This event will be held Monday June 15<sup>th</sup>, 2020 from 6:00 pm – 9:00 pm. This event is FREE to all UDA families. Most Improved Dancer, Dancer of the Year and Lisa Wells Memorial Scholarship awards will be announced this evening.

## ARE THERE SCHOLARSHIP OPPORTUNITIES?

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**Boys Scholarship Program:** Boys at UDA may take ballet and jazz recital classes for FREE at our South Jordan studio. Additionally, if a boy enrolls 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.

**Lisa Wells Memorial Scholarship:** Lisa Wells was UDA's seamstress for many years before she passed away due to complications after a four wheeling accident. The mission of the LWMS, is to "inspire and reward ones hard work, passion and dedication to dance" by providing a \$1,000 scholarship to further provide dance education. Applications will be available on April 1<sup>st</sup>, 2020.