



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

November 17, 2010

### **Dance/USA Announces 2011 Annual Conference**

*“Design It. Dance It. Be the Architect of Your Future.”*

*July 13-16, 2011 in Chicago, IL*

**Washington, DC** – Dance/USA, the national service organization for professional dance, announces its **2011 Annual Conference** will take place this year in **Chicago, IL** from **Wednesday, July 13 through Saturday, July 16** at the **Hyatt Regency McCormick Place**. Carrying the theme *“Design It. Dance It. Be the Architect of Your Future,”* this year’s conference aims to examine and share new approaches and models, identify areas of challenge and need, and inspire new thinking throughout the dance field.

What better place to be to draw inspiration from than Chicago, the city of magnificent skyscrapers and brilliant architecture. Through four days of professional development sessions, networking and information sharing, and in-depth discussions on important issues facing the dance field, attendees will explore:

- Artistic innovations and pioneering partnerships – *Craft the vision.*
- Management solutions from varied and successful models – *Lay the foundation.*
- New technology and social media platforms – *Construct platforms.*
- Audience engagement across communities – *Build shared bridges.*

The conference keynote speaker, **Pico Iyer**, a widely proclaimed philosopher and writer, will address how artistic and administrative creativity will prove to be significant as we move through the next decade towards a successful future for dance. The conference continues with two and a half days of professional development offerings. An Honors Celebration will be held to recognize this year’s recipients of the **Honor, Ernie** (named for the late Ian “Ernie” Horvath), and **Champion Awards** at the **Chicago Cultural Center** on Friday, July 15, 2011. The conference will also feature performances by local artists in two specially produced showcases.

Attendees include: executive directors; managing directors; artistic directors; those involved in development, marketing, human resources, finance or operations for any sized dance company; presenters; agents; service organizations; trustees, choreographers; and dancers. Dance/USA members and non-members are invited and welcome to attend.

(more)

A broad coalition of over 30 individuals and groups from the local Chicago area has been gathered to serve as the **Annual Conference Host Committee**. It is co-chaired by **Brett Batterson**, executive director for The Auditorium Theatre of Roosevelt University; **Patti Eylar**, co-director for Chicago Ballet Arts, and **Gail Kalver**, executive director for River North Chicago Dance Company.

Dance/USA is grateful to **American Harlequin Corporation**, title sponsor of the 2011 Annual Conference, and thanks **Freed of London** for its sponsorship of the Conference. Additional support is provided by the **National Endowment for the Arts**, the **Andrew W. Mellon Foundation**, the **Doris Duke Charitable Foundation**, and the **Shubert Foundation**.

### **CONFERENCE REGISTRATION & FEES**

Registration will be available online at [www.danceusa.org](http://www.danceusa.org) beginning January 17, 2011

### **HOTEL INFORMATION**

**Hyatt Regency McCormick Place**  
2233 South Martin L. King Drive  
Chicago, Illinois, USA 60616-9985

***Additional details about conference schedule, speakers, content, registration and hotel rates, and award winners are forthcoming.***

### **About Dance/USA**

Dance/USA is the national service organization for the professional dance field. We believe that dance is essential to a healthy society, demonstrating the infinite possibilities for human expression and potential, and facilitating communication within and across cultures. Dance/USA sustains and advances professional dance by addressing the needs, concerns, and interests of artists, administrators, and organizations. By providing services and national leadership, Dance/USA enhances the infrastructure for dance creation, education, and dissemination.

Established in 1982, Dance/USA is a membership organization serving a broad cross-section of professional dance (currently over 350 ballet, modern, ethnic, jazz, and tap companies, dance service and presenting organizations, individuals, and related organizations). With an informed understanding of local dance communities and an eagle-eye view of dance nationally, we occupy a unique position in the field. By working primarily in the interests of our membership, Dance/USA strengthens the dance field as a whole and the performing arts field in general. Dance/USA's priorities include **advocating** for dance, providing **information & research** on the field, **convening & networking**, and building **leadership** among dance professionals.

Learn more about Dance/USA and our branch offices by visiting our website, [www.danceusa.org](http://www.danceusa.org).

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