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PRESS RELEASE

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FOR IMMEDIATE RELEASE

December 10, 2009

Dance/USA Announces 2010 Annual Conference

*Themed "DANCE Beyond Borders," the conference will
take place June 16-19, 2010 in Washington, DC*

Washington, DC – **Dance/USA**, the national service organization for professional dance, announces its **2010 Annual Conference** taking place this year in **Washington, DC** from **Wednesday, June 16 through Saturday, June 19** at the **Ritz-Carlton Pentagon City**. Carrying the theme **DANCE Beyond Borders**, this year's conference will examine the borders—real or imagined—that define the dance field, including cultural heritage, diversity, international and national borders, technology, styles, genres, audiences, disciplines, and generations.

Through four days of professional development sessions, advocacy on Capitol Hill, networking and information sharing, and in-depth discussions on important issues facing the field, attendees will explore:

- New technology and social media platforms
- Cultural diplomacy and exchange
- Audience engagement across communities
- Artistic innovations and pioneering partnerships
- Management solutions from varied and successful models

The conference will begin with a day of advocacy on the Hill, followed by a special reception at the **House of Sweden** on Wednesday, June 16. The conference continues with two and a half days of professional development offerings. An Honors Celebration will be held to recognize this year's winners of the **Honor, Ernie** (named for the late Ian "Ernie" Horvath), and **Champion Awards**. The conference will also feature performances of national companies appearing in The Kennedy Center's Ballet Across America series and local artists in a specially produced showcase.

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.

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A broad coalition of over 25 individuals and groups from the DC metro area has been gathered to serve as the **Annual Conference Host Committee**. It is chaired by **Meg Booth**, director of dance programming for The John F. Kennedy Center for the Performing Arts; **Michael Ann Mullikin**, manager of dance programming for The John F. Kennedy Center for the Performing Arts; and **Gesel Mason**; co-founder and artistic director of Mason/Rhynes Productions and Gesel Mason Performance Projects.

Dance/USA is grateful to **American Harlequin Corporation**, title sponsor of the 2010 Annual Conference, for their generous support. Dance/USA also wishes to thank the **National Endowment for the Arts**, **The Andrew W. Mellon Foundation**, **The Shubert Foundation**, and the **Doris Duke Charitable Foundation** for their support of the 2010 Annual Conference.

CONFERENCE REGISTRATION & FEES

Registration will be available online at www.danceusa.org beginning February 16, 2010. Full conference rates are listed below. One-day rates are also available.

Members	Non-Members
\$350 for individuals	\$425 for individuals
\$175 for dancers	\$210 for dancers
\$315 for team members <i>(two or more from same organization)</i>	\$385 for team members <i>(two or more from same organization)</i>

HOTEL INFORMATION

Ritz-Carlton at Pentagon City

1250 South Hayes Street, Arlington, VA 22202 (Metro accessible at Pentagon City station)

\$149/night for single, double, triple, or quadruple occupancy

For reservations, call 1.800.542.8680 (*use group code DAU*) or visit:

<http://www.ritzcarlton.com/en/Properties/PentagonCity/Default.htm> (*enter group code DAUDAUA online*)

Additional details about conference schedule, speakers, content, registration, 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 400 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.

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