



HOUSTON, TX, JUNE 3-6 ★ SUSTAINABLE FUTURE: REALITY CHECK!

June 9, 2009

Dear Dance/USA Colleague,

Reactions from the Annual Conference in Houston indicate it was a terrific success, with a total of 326 attendees, valuable learning, networking, and opportunities to see performances, positive energy, excellent weather, and delicious food. For our first annual national conference, the Houston Host Committee set the barre for gracious hospitality. The Dance/USA website will be populated with a variety of post-conference information, and we will keep you updated as new material hits the site.

The Dance/USA Board of Trustees and staff also worked hard in their board meeting on June 3 to lay the groundwork for next year. In this first post-conference communication, I want to share with you highlights of their convening and discussions.

TRUSTEE ROTATION

The Trustees Committee consisted of the following nine board members: KB Brown, Gina Gibney, Dwight Hutton, Ruby Lockhart, Ken Maldonado, Verdery Roosevelt, Tom Werder, Cookie Ruiz (ex-officio), and Andrea Snyder (ex-officio).

The process began with a strategic examination of the makeup of the Board of Trustees, recognizing the rotation off the board of nine members - Fabian Barnes, Julia Blackburn, Suzanne Carbonneau, Pam Crutchfield, Barbara Gold, Andre Lewis, Glenn McCoy, Verdery Roosevelt, and Tom Werder. Priority was given to balancing the membership of the board along parameters of geographic location, size of organization, genre, role (artist, manager, presenter, agent, service organization, etc.), ethnic/cultural diversity, and gender. A new element was integrated into the committee's evaluation and recommendation – to include representation of local host leadership from future annual conference cities, since we are moving to a yearly event.

Suggestions for the new trustee positions were solicited from the Trustees Committee, and the new suggestions were added to a cumulative, rolling list of about 90 individuals (a combination of membership and board nominations over time). The committee conferred by phone several times to discuss potential nominees from the list, assign contacts to determine interest, and finalize a slate of new trustees. The committee then repeated the process to finalize a slate of officers and a slate of members of the Executive Committee. **The full Dance/USA Board of Trustees voted and approved the following.**

TRUSTEES COMPLETING 1st TERM

The following Board members renewed for their 2nd (final) three-year terms: KB, Matthew Keefe, Victoria Morgan, and Amy Smith.

NEW TRUSTEES

We welcome the following new trustees:

Meg Kowalski Booth – dance presenter, The Kennedy Center, Washington, DC
John Malashock – artistic director, Malashock Dance Company, San Diego, CA
Julie Nakagawa – artistic director, DanceWorks Chicago, Chicago, IL
Sydney Skybetter – choreographer, curator and consultant, New York, NY

OFFICERS

Paul King, Chair (serving 1st year of a two-year term)
Cookie Ruiz, Past Chair (serving 1 year)
Amy Lam, Treasurer (2nd year of a two-year term)
Wayne Hazzard, Vice Chair—Constituency Committee (serving 1st year of a two-year term)
Ruby Lockhart, Vice Chair—Trustees Committee (serving 2nd year of a two-year term)
Rachel Moore, Vice Chair – Development Committee (serving 1st year of a two-year term)
Amy Smith, Secretary (serving 1st year of a one-year term w/a maximum of three years)
Andrea E. Snyder, President (ex-officio)

EXECUTIVE COMMITTEE

Under the recently revised By Laws fixing the structure, officers are automatically included on the Executive Committee; the remaining members are selected from among the trustees at large. The maximum size of the Executive Committee is 15. In addition to the eight officers above, the Executive Committee is composed of:

Laura Burkhart, consultant
Gina Gibney, artistic director
Dwight Hutton, dance company manager
Tom Mossbrucker – artistic director, Council Chair (Artistic Directors w/companies above \$3m)
Harold Norris, agent/artist representative
Paul Organisak, dance presenter, Council Chair (Presenters Council)
Sydney Skybetter – choreographer, curator and consultant

COUNCIL CHAIRS

I want to share with you the results of member-determined Council Chair elections/confirmations. We welcome two new Council Chairs* as representatives of their peer members:

Tom Mossbrucker - Artistic Directors of companies w/budgets above \$3m
*Larry Keigwin – Artistic Directors of companies w/budgets below \$3m

Ken Tabachnick – Managers of companies w/budgets above \$15m
Jack Lemmon – Managers of companies w/budgets between \$3m - \$15m
*Leslie Malmed – Managers of companies w/budgets between \$750,000 - \$3m
Mark Roxey – Managers of companies w/budgets below \$750,000
Ruth Birnberg – Service Organizations
Paul Organisak – Presenters
Ben Pryor – Agents/Artists' Representatives

Board bios will be posted on the [Dance/USA website](#).

FY 10 DANCE/USA OPERATIONAL PLANNING

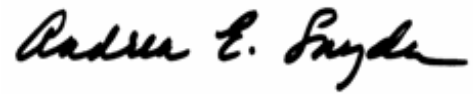
The Board of Trustees voted to change Dance/USA's fiscal year from July 1-June 30 to the calendar year. The most important and timely reason for this change is the relationship of our now annual conferences to budgetary planning and mid-year corrections. At present, with the conference in June and our fiscal year end in the same month, we simply do not have the ability to "course correct" should the necessity arise. By changing the fiscal year to January 1-December 31, we have the ability to monitor our most important (and expensive) event, and adjust accordingly. The impact of changing our fiscal year on other aspects of the organization is under consideration, but some things will remain the same (e.g., membership renewals). We will keep you notified of any impact the fiscal year change may have on you.

No individual or organization is immune from the economic slide. Dance/USA is feeling the impact and taking necessary steps to ensure its sustainability through this unusual time. The Dance/USA Board of Trustees evaluated contingency recommendations made by the staff that still provides service and value to the membership while reducing expenses to address anticipated income shortfalls. For FY 10, the Board approved a budget that takes the following into account:

- Freezes Membership Dues (for the fifth year);
- Suspends the Winter Forum (the difficulty of travel for members, and not to compete with the Annual Conference in Washington, June 16-19, 2010);
- Continues the newly established monthly Council conference calls, and will add layers for additional staff (Development, Marketing/PR);
- Converts the *Journal* to an online publication available for members (hard copies will be for purchase);
- Suspends the National Dance Presenters Leadership Forum at Jacob's Pillow, but Dance/USA will make presentations at a few regional booking conferences;
- Freezes Staff Salaries;
- Offers a new, year-long relationship for members with the Non-Profit Finance Fund through funding from MetLife Foundation;
- Populates the Dance/USA website with new data and information from the Research Department and learning from Engaging Dance Audiences;
- Seeks other distance learning opportunities with counterpart national service organizations.

We will continue to roll out information emerging from the Annual Conference as well as more specific plans for FY 10 and beyond. Stay tuned.

All the best for the summer,

A handwritten signature in black ink that reads "Andrea E. Snyder". The signature is written in a cursive, flowing style.

Andrea Snyder
President & Executive Director