

# T4TEACHER4TEACHER

DANCER'S *edge* STUDIO

## DANCER'S EDGE STUDIO

### The Best of All Worlds

Fusing Studio, All Star and Dance Team for Excellence and Growth

Family owned and operated since 2002, Dancer's Edge Studio in Macomb, Mich. has evolved to occupy a unique space in the dance industry. Owners (and sisters) Kelly Bettin and Alisa Ruppenthal, thanks to their varied dance backgrounds, have blended the best benefits of dance studio, school dance team and All Star dance to create a distinctive program that enjoys success and is influencing programs across all segments of the industry. Kelly and Alisa share the philosophies that have shaped their journey with iD readers in this month's T4T.

**Dancer's Edge has had amazing success in both the studio and All Star dance industries! Please share with us some history about how your studio was first established and how it has evolved over the years within both competitive markets.**

We were influenced by our competitive studio training as well as our high school and professional dance team experiences, and, we both have our degrees in dance. This combination of training helped us decide that bringing a program such as All Star to our new studio would be extremely beneficial. Our first All Star team consisted of nine dancers of all different ages and skill levels. We knew it was important to expose our dancers to competitions at a national level so they could see what was out there and to open the door for our dancers to continue to grow. Ultimately, this helped bring interest from new dancers to our programs.

We now have two locations with eight classrooms and offer more than 100 classes per week in Jazz, Ballet, Pointe, Tap, Lyrical, Contemporary/Modern, Choreography, Pom, Hip-Hop, Technique and Conditioning. We've grown to more than 200 Performing Company students and ten All Star teams. Our studio is unique in that we are able to offer students the opportunity to participate in our Performing Company and be a part of our All Star Program, while still being able to participate in their school activities. We understand the importance for each of these programs for the growth of our studio. It is our goal for our students to excel in all aspects of dance.

Our studio has received awards at studio competitions including KAR, NUVO, JUMP, Starpower and many other regional and national events. On the All Star side of dance, we've done well at Universal Dance Association, JAMfest and Ameridance, and we've even won eight World Champion titles at The Dance World Championship, hosted by the U.S. All Star Federation. It has been very gratifying to see that our students have been able to succeed at both studio and All Star competitions simultaneously.

**Your community is quite loyal to the arts programs, both in schools and studios. Share with us how you work together across programs within your city.**

Many of the dance team coaches in our area truly understand the importance of ballet and proper training in the studio setting. We carry around 40 company dancers who cross over to their high school dance teams and also compete on our All Star teams. We believe that being able to juggle homework, after school activities and dance commitments helps these dancers learn to really manage their time and schooling wisely. We have stressed the importance of being involved with school to our students since we opened our doors, and believe that there are many valuable life lessons taught to young people when they are working on a team and are part of their school. We learned over the years that studio and dance team really can go hand in hand.



### Share with us goals you have for your dancers, studio and each other as business partners.

A short term goal for our students is for them to realize the importance of hard work, positive attitude and trying their best each week. In the long term we want to instill in our students passion, structure, discipline, good sportsmanship, respect and we want them to recognize the wonderful athletes they have become. It is not just dance that we are trying to teach, to us it is so much more than that.

A goal for ourselves is to always become better business owners, teachers, mentors and choreographers. We truly wish to have an impact on our dancers and for them to be proud to be part of our studio.

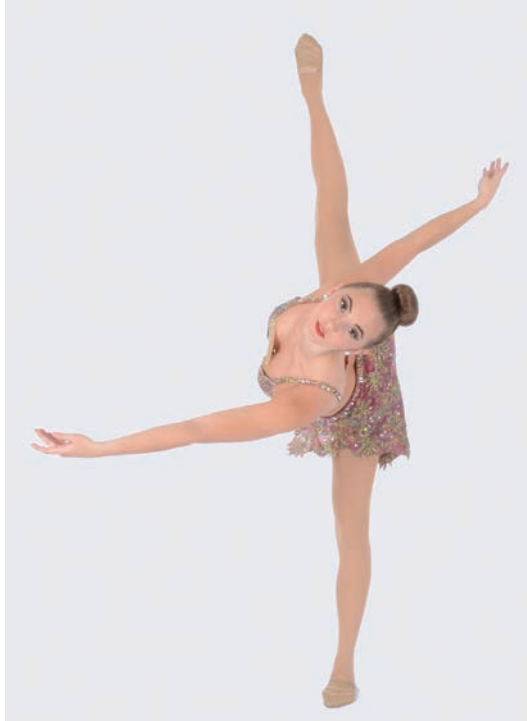
### What is the one lesson that you would like to share for the younger generation of teachers who are starting a program of their own?

Stay true to yourself and believe in your plan. People will be inspired by your passion and will follow you. We were not sure that we would be able to build our program with only one team and nine dancers, but we did not give up and continued to push. Stay positive and keep at it, even if you do not feel it will work out. Every new coach/teacher will go through different challenges, but keep working hard and reaching, you can do it!

### What is the one lesson that you always want your students to remember as they graduate into adulthood?

We want our students to remember that they can do anything they set their minds to if they are persistent, determined and when they persevere. Our goal is not for students to necessarily make dance their career, but to learn lessons that they can take with them anywhere they decide to go.

To learn more about Dancer's Edge, visit [www.dancersedgestudio.com](http://www.dancersedgestudio.com).



“We learned  
over the years  
that studio and dance team  
really can go  
hand in hand.”

## noelle's NOTES



**power  
pak**

*Inside Dance is proud to include an exciting new column especially for junior dancers! Starting January 2016, we are honored to introduce you to Noelle Pate Packett! As Director of POWER PAK, Noelle will be offering words of wisdom and talent tips, along with encouraging and educational advice to our youth, pre-teen and teen generation of dancers that are the future of this beautiful world of dance. Leading up to 2016, we want you to get to know Noelle!*

Noelle Pate Packett has been surrounded by dance in all shapes and forms since birth. Growing up as a studio owner's daughter, she paid attention to everything about the industry; learning as she trained under her father, Gary Pate and other well known master teachers and choreographers including Ray Leeper, Karen Hebert, and the late Frank Hatchett and Gus Giordano.

She continued her training throughout high school and into college where she was the captain of the nationally ranked dance team at The University of North Carolina at Wilmington. After graduating with honors with her degree in Elementary Education and Psychology from UNCW, she decided to become more involved with the education side of the dance industry. From that point on her involvement with Starpower and Power Pak expanded and led her to become the director of the program.

Since Noelle has taken on her role as Power Pak Director, the program has grown by leaps and bounds. She works closely with her Co-Director, Chrystan Sheatzley to make sure her participants get the best out of their week-long intensive using all of her lifelong knowledge on the dance industry. She truly loves working so closely with the young performers and cherishes the role she has in their lives.

Stay tuned for her first edition in our upcoming January 2016 Issue!

To learn more about PowerPak and touring opportunities for young dancers, visit [powerpakdance.com](http://powerpakdance.com).

NOV/DEC 2015 [INSIDEDANCE.COM](http://INSIDEDANCE.COM)