

October 2009 Newsletter

Dear Dancers and Dance Parents

I would like to thank you again for your time as well as the support that I have received since the news broke that Donzelle Dance Studio is closing down. I know it came as a big shock to everyone, it did to me too; but as sad as I am that Donzelle is closing down I am just as excited to open this new chapter in our lives.

Firstly I would like to start this newsletter by notifying you that you have automatically been subscribed to the Studio of Motion newsletter (Please send me an e-mail if you wish to be removed from this mailing list). I will send out these newsletters on a monthly basis to keep all parents and dancers updated with what is going on in the studio.

During the Donzelle meeting last Wednesday evening, I handed out my prospectus to the parents that attended. Due to the comments and suggestions that I received during the meeting, I have made some very important amendments to the prospectus. Please find a modified version of the prospectus on the website at www.studioofmotion.co.za or e-mail me for a copy and I will send it to you. I have outlined some of the changes below, but it is still important that you take the time to read through the new prospectus.

Location of studio

A major concern for most parents that I spoke to during the meeting was the location of my new studio. Most felt Waterkloof Ridge was too far to travel to from Centurion. Thus, I have decided to look for an extra venue in the Centurion area and am pleased to announce that there is a very good possibility that I have found a place for classes in Wierda Park. I would like to ask for your patience as I finalise all the details and I will let you know as soon as possible if I have secured the venue. My plan is to offer classes in Waterkloof Ridge as well as Centurion.

New prices

After careful consideration of my costs I have decided to lower the class prices. Below are a few tables with the new pricing structure. (p/m = per month, p/t = per term)

Pre-School classes

1 Item	R140 p/m – R420 p/t
2 Items	R260 p/m – R780 p/t
3 Items	R380 p/m – R1140 p/t

Juniors, Senior & Adult classes

	Juniors	Seniors & Adults
1 Item	R160 p/m – R480 p/t	R180 p/m – R540 p/t
2 Items	R300 p/m – R900 p/t	R340 p/m – R1020 p/t
3 Items	R440 p/m – R1320 p/t	R460 p/m – R1380 p/t
4 Items	R580 p/m – R1740 p/t	R660 p/m – R1980 p/t

Conditioning classes

Juniors, Seniors & Adults
R80 p/m – R240 p/t

Conditioning classes are held on a weekly basis and are highly recommended to students who are serious about their dancing as they help strengthen bodies and prevent serious injury.

Discounts

Additionally, the following discounts will apply:

1. A 10% Discount will be given (for one full year) to all current Donzelle students that register with Studio of Motion.
2. An Early Bird Registration will apply for the first 3 months (or first term): If you register in October and pay your deposit you will receive 10% discount; if you register in November or December you will receive 5% discount.
3. A family discount is also available: If more than one household family member dances or does Pilates at the studio a 10% discount will be given on the total class fees of all participants.

What's on offer?

I would also like to confirm to anyone that is confused about what is on offer, that at the studio I will be teaching Hip Hop, Modern Jazz, Modern Dance, Tap, Ballet, Body Conditioning, as well as Pilates. As you may know I have 5 years of teaching experience with Donzelle. I am still in the process of searching for an Acrobatics teacher and will let students know as soon as I am able to find one. I do have a potential Acrobatics teacher who has many years of experience and I am busy negotiating with her.

Accounts

Another very serious issue that came out in the meeting last Wednesday evening was that of accounts. I understand that it is extremely sensitive issue for all, and I will definitely be handling Studio of Motions accounts with the utmost professionalism. Accounts will go out in the first week of every month – via e-mail or in class. During registration, you can specify how you want your account delivered. Interest will be charged on all late payments unless provision has been made.

Studio management

Some parents have raised concerns with me that Studio of Motion will be run poorly due to previous bad experiences that they have had. Unfortunately, I cannot change what happened in the past but due to the fact that I will now run and own the studio myself, I have full control over decisions made and how the studio is managed. I have assembled a team of experienced business people who are aiding me in the setting up the studio to make sure that the studio is run professionally. I will be doing my utmost best to make sure you are happy with the way we are running the studio. In my books, honesty and integrity are a priority and this is how I will run the business. There will be various channels of communication which you can use to raise concerns with me directly if you feel the need to and I will welcome all feedback, both negative and positive.

New website

Our website will be up and running by the end of this week, as well as our Facebook group. Our new website will include information about us, registration forms, newsletters, picture galleries, a feedback form, a shop and a whole lot more.

Studio of Motion meeting

During the meeting last Wednesday it was suggested that I hold a Studio of Motion meeting with all the parents and dancers interested in classes to further answer any additional questions and queries. If you are interested in being part of this meeting please let me know via email or phone otherwise any questions can be sent to me via email.

Registration

Registrations are now open and you are able to take advantage of the early bird discounts. Upon registration, you will be required to pay a registration fee of R120. The registration fee is used for all administrative expenses, such as ink, paper, student affiliation fees, etc. To register you can either visit www.studioofmotion.co.za and fill out the registration form or request a form via post or email.

I would appreciate and take to heart any suggestions you have for the studio and look forward to hearing from you in the near future.

Kind Regards,

Megan