



NEWSLETTER

JANUARY, 2024

HAPPY
New Year
2024

Wishing all of our incredible staff a very Happy New Year!

This new year brings excitement with new beginnings and we cannot wait to see what the SDA Future holds!

2024 REGIONAL SEASON



- 11 DAYS



- 32 DAYS



- 32 DAYS



- 32 DAYS



- 39 DAYS



- 39 DAYS



- 39 DAYS



Important Dates and INFORMATION

January 12-15

- SDA Battle on the Seas & Circle of Excellence Gala Cruise

January 26-27

- Mandatory Directors / Managers / Tabulators Training (arrive early on January 26, depart late on 1/27)

February 28

- Nationals Merchandise Artwork Due
- Power Pak Apparel Artwork Due
- WDP Apparel Artwork Due
- Dance Force Apparel Artwork Due



CONGRATULATIONS!!

The Star Dance Alliance and it's incredible studios raised a WHOPPING \$186,294 at our Janie's Fund Dance-A-Thon!!

TOP 3 STUDIOS:

Starz Dance Company - \$20,025
Michigan Dance Alliance - \$17,085
Michelle Ferraro's - \$15,874 ¹



On January 14, the Star Dance Alliance will honor studios for their 2023 Achievements at our Circle of Excellence Gala. Over 400 clients from more than 200 studios will be in attendance for this incredible event onboard the Royal Caribbean Allure of the Seas!

Our 2024 BATTLE ON THE SEAS competition is the biggest one yet! Two stages of competition will see over 450 acts, with over 1,100 attendees representing more than 50 studios !!!



'NEW' STORE NEWS...

- Our Clearance racks are now simplified... Signage will be included with prices by item/style. Merchandise will NOT be tagged individually.
- We are implementing new square credit card readers (*Generation 2*). These will have a button on the dock to wake it and/or pair it...which should cut down on connectivity issues - *fingers crossed!*
- 2 new 'SDA Branded' fleece apparel items have been added to our stores. These items will be split out through the company trucks. Some will have the pink/purple ombre' hoodie and others will have the black and gold crewneck.