Competitions

American Dance

Why Choose American Dance/Drill Team?
Where does my money go?

Everyone seems to be more cost conscious these days and one of the largest single expenditures of a dance/drill team member is summer camp. This is also one of the most critical investments that is made for the team. Summer camp can either set the year off to a great start or create a negative beginning with an enormous amount of preparation for the team members, the officers and the director. It is important to select carefully the camp company that is right for the team and officers and one that uses educational values and principals, as well as being an established company with a great reputation, that knows the needs of the team and the directors.

We, at the American Dance/Drill Team®, want to continue a special tradition started by Gussie Nell Davis and Dr. Irving Dreibrodt in 1958, where educational values and quality are imperative for a positive camp experience. Below are listed just some of the reasons that you will want to continue to choose only the best when it comes to the team and officers training, and understand some of the elements that will contribute to that success:

1. American Dance/Drill Team® is **privately owned** by Joyce and CR Pennington. Therefore, the decisions about improving the quality and curriculum are immediate and confident. There are no board meetings, nor investors for approval. Dance/Drill Team is our ONLY business and we specialize in providing a full scale of services to our clients through summer camps, winter dance intensives, special event performances, and competitions, including our National/International event with over 125 teams.

2. American Dance/Drill Team® offers the **top quality audio and visual materials** and equipment that continues to lead the industry with digitally recorded music at performance tempo, that will provide practice quality and performance quality recordings for each team. We are constantly updating our sound systems to provide a better quality sound at competitions and camps.

3. American utilizes the **best indoor air-conditioned facilities** at college campuses, hotels and convention centers for camps and competitions. This means that thousands of extra dollars are spent in order for your team to be in a quality, learning environment.

4. **Support materials** are offered for directors, officers and managers including easy online access to the routine notes on our web site so that each student has access to this information. We have the most extensive web site in the industry with support material on our Education Support page, and a weekly motivational message for both directors and students that is e-mailed every Wednesday during the school year. Visit us at www.DanceADTS.com and compare to other web sites in the industry.

5. American hand selects the **top dance professionals in the industry** for our staff. These will include college and professional dance team members, high school and college dance team directors, studio owners and dance professionals. You will find that each of our staff members are mature and professional and will always make themselves available to help make your camp experience a success. Each one has a positive attitude and will be a great role model for your students. We have the least amount of staff turnover in the industry. The staff meets annually to choreograph and train for summer camps, including the video shoot of the Visual Notes Feature DVD. These two weekends of training costs over $30,000.00 in preparation for summer camp routines.

6. American has a two million dollar **liability insurance policy** that is required by universities and hotels. This policy costs in excess of $30,000.00 annually and offers protection against negligent injuries.

7. American has qualified and knowledgeable **office administrative staff** that has extensive experience in our industry so that you can always be in touch with someone on the phone or by e-mail that will have answers for you right away. There are seven full time employees that work in our office year 'round to make sure that all events are a success. They have full employee benefits and provide longevity with very little turnover in our office. We treat our employees as family and share the passion of our business with them. A professional CPA has been preparing the taxes, financial statements and other important business consulting and was a former instructor for American while in college at SMU. He has been with the company for over 40 years.

8. At each camp, special event or competition, there are always **on site administrators** to supervise the event and ensure that your experience is seamless and positive. These administrators have had extensive experience in our industry and know what it takes to have a successful event.

9. **Special awards** at camp and contests offer the quality and difference it makes for your team to have pride in their achievements. Handsome plaques, glistening trophies, flashy metal trays, contemporary acrylics are presented at camps and competitions along with individual medals, special ribbons, certificates, performance opportunities and scholarships for individuals to earn.

10. American has a **fleet of vehicles and trailers** to carry staff and supplies to all camps and competitions. Each one is maintained year 'round to be in top condition so that you can always depend on the supplies arriving safely at each location. This is just one of the details that is behind the scenes to make each camp and competition run effectively.

11. The latest in **Apple computers and technology** are found both in our office and at our camp and contest events. All full time employees have an office computer and laptop to carry home so that work can always be accessed if you have a question. American hires a technology expert to write the tabulation programs as well as the online registration forms on our web site. This makes for a smooth transition of information from start to finish.

12. American is active and supports many **state and national professional associations** and exhibits at each of their conventions. American provides or sponsors workshops, individual director gifts, All Star gifts and workshops, door prizes and grand prize trips, as well as advertising in publications and more. Our company spends in excess of $30,000.00 each year in support of these state and national professional associations and conventions.

13. American provides a **free service** to send a contact list of qualified judges that are in your area that you can resource for tryouts.

14. There are **many 'extras'** that make every director feel special to be a part of American Dance/Drill Team®: personal notes, prompt communication, free gifts, free t-shirts, motivational material, professional development workshops, resource material for curriculum, weekly inspirational messages, and more. When a director receives one or more of these items from us, remember that it is because we really care about you and your team. This is not just a business to us, it is our life long commitment to an industry that we love.