

Dance



Week

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NDCA BENEVOLENT FUND

VOL. XXXXIII, No. 16

APRIL 17, 2020

Fred Astaire Dance Studios® Million Mask Movement



Fred Astaire Dance Studios® & Partners Step Up, to Help Save Lives

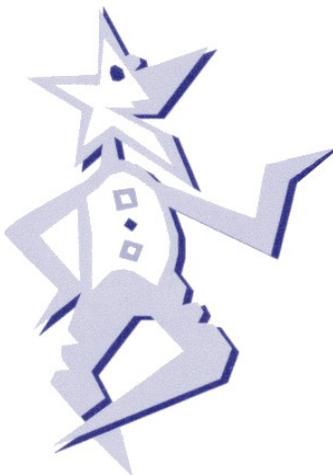
The Million Mask Movement™ was born of one crisis (COVID-19), and two passions: ballroom dance and healthcare. And together, this creative collaboration is helping to provide lifesaving protective masks for American hospitals and healthcare workers.

Lyndean Brick, President and CEO of Advis, Inc., a healthcare consulting firm in Mokena, IL, enjoys ballroom dancing in her leisure time, and takes lessons at Fred Astaire Dance Studios in Illinois. When the COVID-19 crisis struck in the US, she immediately recognized the need. "I've talked to many hospitals that are desperate for these masks," Brick said. "Then I thought about all the seamstresses that are not

working because people currently don't need gowns for ballroom dance competitions. I thought if we could combine forces, we could really make a difference." Brick approached Rae Josephs, Area Franchisor who runs the Fred Astaire Dance Studios® Chicago-Metro Region. "Together, we brought the idea to Luann Pulliam, Fred Astaire Dance Studios® President & CEO", says Josephs. "She responded immediately with a vigorous "YES!!" and we got to work! Dancers are resilient, and during this time of global disarray, while we all wait for normalcy, we are so proud to be doing our part to help save lives."

Fred Astaire Dance Studios immediately approached several premier ballroom industry dressmakers about taking part. Dore Designs, Dance America and Creative Canopy immediately set aside their satin and sequins for mask-making materials, and are now employing a total of 14 seamstresses for this important project. Healthcare professionals approved the design during a test run via video call before production began. The masks feature an interior non-woven fabric lining that works as a filter, and are designed to be worn over N95 medical-grade masks to extend their life while supplies remain scarce.

Says Luann Pulliam, "it's a very difficult time, with our studios temporarily unable to welcome clients personally."



Fred Astaire Dance Studios® Million Mask Movement



“ We're incredibly grateful to be a beneficiary of the Million Mask MOVEMENT. We truly value the generosity of our communities in supporting our healthcare team. ”

FAITH ROBERTS EXECUTIVE DIRECTOR OF COMMUNITY ENGAGEMENT
FOR CARLE HEALTH SYSTEM



(Lessons are currently limited to video & streaming, on a new platform Fred Astaire Dance Studios launched on March 23rd). "It's so important for everyone to do their part, and the dance community is looking for ways we can assist. We are thrilled to be helping to spearhead this effort."

Fabric purchases are made with help from Fred Astaire Dance Studios and a GoFundMe created for the project. All monies raised from individuals and organizations will go toward buying materials to make masks. The manufacturers are providing them at cost. Fred Astaire Dance Studios locations across the country are doing their part too, sharing information on social media and via email to their clients & within their communities. Some are even creating their own fundraising efforts to support the program. At the Fred Astaire Dance Studios location in St. Charles IL for example, Studio Co-Owner Jackie (Josephs) Grytsak is providing raffle tickets to Million Mask Movement™ donors (prize = 2 free private lessons) based on their contribution, and large donations are incented with a bonus free dance lesson which can be redeemed once the COVID-19 crisis is over & the

studio is open.

Dawn Smart, President of Dore Designs, is overseeing mask manufacturing from three production facilities in Florida and California. Smart says, "this project is an opportunity to do something for a lot of people beyond our dancers. It is also 100 % helping us all retain staff." Smart said. The Dance America team is streamlining production time by using their manufacturing equipment to cut all the material pieces by computer, for speed and precision, says Cassandra Valeria Schneider. The pre-cut materials are then shipped to Dore's facility, to make the process as fast as possible. "We hope this effort can make some dent in the shortages, and make a difference in a world that needs community!"

Together, the teams are producing approximately 500 masks per day, which are shipped to medical facilities around the country based on requests made to Advis , Inc., and assessed need. By publication date, Lyndean Brick, President & CEO of Advis, Inc., states that nearly 10,000 masks have been delivered to hospitals across the country. We have sent to Illinois, Florida, Georgia, Virginia, New York, Louisiana, Texas, Indiana,

Fred Astaire Dance Studios® Million Mask Movement



Parent Company Owners of Fred Astaire Dance Studios®, L to R: Stephen Knight, Rae Josephs, Pahjmon Lipsey, Cindy Lipsey, John Gates, Jean Penatello, Kim Haidinger, Charlie Penatello, Elizabeth Joy, Tad Joy, Luann Pulliam, Bruno Trillieci. Missing: Jan Damkjaer.

Ohio, New Jersey & Kentucky. More than 30 groups of hospital staff members have received our masks. Our waiting lists of hospitals continues and we are seeking additional donations to continue! Each package includes a note from Dore Designs with a rhinestone, thanking each mask recipient for their efforts on the front lines.

For more information, and to support this project, visit the Million Mask Movement GoFundMe page.

Million Mask Movement Partners: Lyndean Brick & Advis, Inc., Dawn Smart & Doré Designs, & Cassandra Valeria Schneider & Dance America



Lyndean Brick & Advis, Inc.



As her clients, leading hospital providers from across the country, continue to navigate

the challenges of minimal access to personal protective equipment as they combat COVID-19, a desperate need was obvious. And the Million Mask MOVEMENT was born.

Lyndean Brick, President and CEO of Advis, Inc., a leading healthcare consulting firm located south of Chicago, in Mokena, Illinois, knows firsthand what frontline healthcare workers are facing, and she wanted to act.

The MOVEMENT was born when Brick took her two passions, healthcare and ballroom dancing, combined them, and came up with a unique solution to making respiratory masks for healthcare worker on the 4 front lines - employ out-of-work ballroom gown seamstresses to make masks.

“I’ve talked to many hospitals desperate for masks,” Brick said. “Then I thought about all these seamstresses out of work because people currently don’t need gowns for competitions. I thought we could combine forces to make a difference.” Brilliant.

Lyndean reached out with her idea to Fred Astaire Dance Studios and the dance industry’s leading ballroom dress makers, Dore Designs, Dance America, and Creative Canopy, to partner with Advis and start to build a MOVEMENT. FADS jumped at the opportunity. Tony Dovolani loved the idea and got on board as spokesperson. The Million Mask MOVEMENT has been off to the races ever since.

Their combined force of will and personality and action now makes available professionally sewn masks used to extend the life of N95 masks for healthcare professionals. Each mask is made of 100% cotton with a layer of non-woven non-porous interfacing. Clinical personnel are wearing these masks over their N95s and other hospital personnel are wearing them in non-clinical areas. Hospitals have queued up for product.

The seamstresses are working six days a week to produce masks. Masks have been shipped out daily ever since the sewing began. In the first week alone thousands of masks have been delivered to nearly 10 large healthcare systems across the country. “These hospitals need PPE and they are so grateful to receive the high quality masks these seamstresses produce,” said Brick. “I know I speak everyone involved when I say how proud we all are of the work being done. The MOVEMENT has taken on a life of its own. Demand continues to rise.



News Briefs



HERITAGE
DANCE
FOUNDATION



NDCA Benevolent Fund for victims of COVID-9,

Plans were announced earlier this week regarding the initiation of a 'Go Fund Me' page for affected competitors that NDCA would start with a donation of \$10,000. However, after further research it has been determined that there is a better way to help our stricken competitors. The Heritage Dance Foundation, a 501(c)3 not for profit charitable organization that has been in business for more than twenty years, will accept donations to the NDCA Benevolent Fund-COVID19, and, as indicated earlier, the NDCA has initiated this account with its donation of \$10,000.

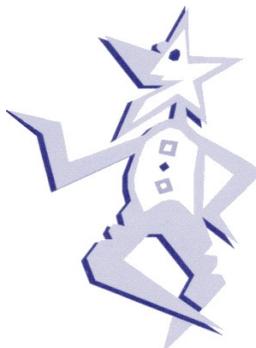


Dr. Charles Zwerling, the founder and Chairman of the Board of the Heritage Dance Foundation, has very kindly offered to administer donations to the NDCA Benevolent Fund without charge, thereby ensuring that 100% of donations are made available for competitors that are under a hospital or doctor's care, gravely affected by the virus, and find themselves in dire need of help. Additionally, donations made through the Heritage Dance Foundation are fully tax deductible. As stated previously, donations will be managed by the NDCA Competitors Commission, the chairman of which is Travis Tuft.

Heritage Dance Foundation
107 South Center Street, Goldsboro, North Carolina 27530
Phone (919) 736-3500
Attention Patti Troy
www.ballroom.org

HDF FEDERAL TAX ID Number: 58-2001459 <http://www.ballroom.org/legal.html>
Donation checks should be made out to: Heritage Dance Foundation, please note in the memo or in an accompanying letter 'For NDCA Benevolent Fund Covid-19'.
In closing, we thank Dr. Zwerling for his most generous offer, and sincerely thank you in advance for donations, both large and small, to support competitors afflicted by this rogue virus. We hope that you will all stay safe and healthy at this very difficult time.

Sincerely,
NDCA Executive Committee



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Danceweek is a biweekly publication of the

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It is available by subscription at \$33 a year for US residents and \$40 (US) in Canada or \$50 (Canadian)

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Cassandra Valeria Schneider & Dance America



Dance America is celebrating its 21st year in business and 15th year manufacturing the world renowned practice wear line Dance America Attire. Over the past 5 years we have invested heavily in our equipment, from a continuous feed C&C machine to 25 fully computerized high speed industrial sewing machines.

When Dawn Smart, of Dore Designs, reached out to us we had already begun prototypes for masks. However, the knowledge the foundation provided in materials and construction to manufacture the best product possible to assist our Medical Heroes on the Frontline was invaluable! We jumped at the chance to become part of something greater. Fred Astaire has opened the door and we feel the teamwork involved will produce the best quality in the fastest amount of time!

We will assist in streamlining the production by using our C & C machine to cut all the material pieces by computer – there will be no error and every piece will be exact in dimension. The pre cut materials will be shipped out to everyone to make the manufacturing process as fast as possible. Our amazing team at Dance America is working 100% together. One heat presses the materials together and scores the fabric, the next inserts the ear loops and makes the initial seam, the next turns the masks right side out, then two ladies are working on pleating and finishing, then on to the iron station and from there to the packing table!

If we can get the funding for a larger materials order we are contacting all our overseas suppliers to find out inventory and delivery times!

It is a pleasure (a very stressful and busy one) and a true honor to be involved in such a noble and necessary effort. The Dance America team is thrilled to be working for the good of the community in this time of crisis and

we hope that the efforts the MMM is making nationwide with everyone involved can make some dent in the shortages, provide comfort to those in need and make a difference in a world that needs community rather than exclusion!

We thank Fred Astaire, Advis, Dore Designs and Creative Canopy – without the roots of the plant there is no flower formed!

Please let me know if you need anything or want anything changed

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The Doré Designs Million Mask Story



It seems like months ago now, but the first Friday that Gov Cuomo of NY had a press conference, we had it live on one of the computers at the shop. My General Manager and I were trying to stay informed, make plans and be calm. The Gov said they needed supplies and masks - that they needed companies to make them. And then he posted phone numbers and email addresses. My cell phone went nuts. People were sending me pics of the tv screen and asking me to help. And we were dialing #'s that had no one at the other end...a crazy couple of hours.



So I took to Facebook and made a post asking for people who were connected to their state govts to help me get in touch with someone who I could direct questions toward. And when I did, Cassandra Schneider of Dance America posted she could make masks too. A lot of responses later, plus texts and fb messages with videos and info, I was still

at zero for some of the big questions that I had. We needed to know what kind of mask a hospital would take, it needed to be fast to construct and we needed to know where we were sending them.

Sunday afternoon I got call from Rae Josephs of Fred Astaire Dance Studios. Rae and I have known each other since the mid 90's. I respect her so much and am so grateful to have her in my world.



She said she had just gotten off a call with some of the board and Lyndean Brick of Advis. She asked me, "do you know Lyndean?" I said "of course!!! She is one of my wonderful customers!!" I have to say, the best things that happen in my life are often this way, people from different parts of my life intertwined in new ways.

Rae said they were forming a foundation and were going to raise money to make masks. Could I help make it happen - I was beyond ready!! So I added Cassandra and Peter's Dance America team and Creative CanopySF's team in so we could make big numbers happen and we got to work.

Doré Designs has been in business since 1979. We have creates all the styles, worked with all the fabrics, even made catsuits. We have never worked on cotton! My team in-house adjusted fast. And we have been putting out between 250 and 325 masks a day.

We are happy to be a part of the solution and grateful to all the people who have contributed to the gofundme to make this happen. Hearing that hospitals want more makes me happy and at the same time so sad, but we will be pumping out masks as fast as we can for as long as we can to fulfill the needs of our wonderful healthcare workers.

Dawn Smart, President, Dore Designs, Inc

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