

Devoted to...

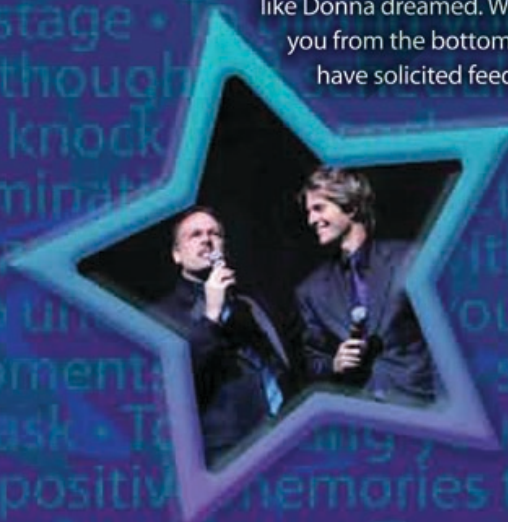
21 years ago,

my sister in law Donna met with me to review my plans to launch StarQuest. It was a lengthy and intense meeting. She had been a Studio Owner for over 15 years and had been competing for quite a while, so she had very strong feelings about what she wanted in a good competition and asked, "How are you going to make any kind of a difference?" I was excited and began with how there would be a musical surprise between each routine, a video screen would be showing the dancers larger than life, a 'show feed' would be going to each dressing room area so everyone always knew what was going on, and we would have a Stage Manager backstage to manage even the smallest issue. She smiled and said, "Yeah, right." That was well and good, but running on time – that was the deadliest problem in the industry. I knew she was gravely & rightfully concerned since my research had already confirmed this. I responded that I had a custom designed computer program that was going to allow me to ensure that EVERY performance would always have no less than 4 routines to change. She did not believe me at first. It had never been done. Parents and teachers had been willing to sacrifice and suffer through events with their kids that routinely ran 1-3 hours late and into early morning hours. Yet, here I was, telling Donna we could change that and do it at every event. She began pummeling me with scenarios. What about wrong music? What about when the dancers are not ready? What about studios rehearsing in the hallways, What about...? What about...? She was intense and covered every possible situation imaginable. After all, it had never been done.

I saw a competition as a Musical Revue - a continuous string of routines that could be artistically and logistically woven together just like the Broadway shows and Tours that I had worked. I explained this to her. This meant I needed a script (Schedule) and management (Stage Manager) to work together to create a unique event while bearing in mind the primal needs for competitors. The schedule would create ample time to change costumes while the Stage Manager would easily handle unforeseen circumstances. We would assign every studio their own dressing room area and create a backstage environment that gave so much support that the dancers & teachers would always successfully be on time for their performances. We would be 'greasing their wheels' to a positive outcome. Her answer floored me. "Steve, if you can do that every weekend, all you really need is your Stage Manager, THAT schedule, the music and 3 strong judges and it will be unlike any other I have ever seen! You don't need to do anything else. Good luck, because I really think you're gonna need it."

It was not that StarQuest was intending to run smoothly and on time – we planned to do it each and every time. We have done it for 20 years and every event is still dedicated to achieving that smooth and seamless outcome. Every student, parent, teacher and Studio Owner has a memorable experience like Donna dreamed. We have been devoted to an experience 'Unlike All Others' from the beginning. We will continue that tradition and I thank all of you from the bottom of my heart for your support. The nucleus of many of our ideas comes from the Studio Owner. That is why, from the start, we have solicited feedback from you and will continue to be devoted to your success. Devoted to you.

Oh, and Donna...thank you for being there with me when it was just a dream.



StarQuest is by far the most organized competition we have attended. The schedule is received will in advance, customer service is second to none, but most of all the competition runs on time and ORGANIZED!! So efficient!

—Melissa Robinson,
Masters Upper Level

StarQuest provides the entire package for all who attend its competition! The best part of a StarQuest competition is the exciting atmosphere created at the competition!! Each child feels special, and both teacher and dancer are recognized for their love, commitment and dedication to dance in the most professional way possible!

Thank you StarQuest!

—Angela Preisman,
Eleanor's School Of Dance