

HeartBeats 2011 Recital Photo Information

Last year was quite a learning curve for our new green screen studio photos. The photos came out great but they took much longer than anticipated to edit and get posted online for families to review. Also, many families found it a little complicated to view and order their pictures. This year we are applying what we have learned and are adjusting our approach to speed up the production process, simplify the order process, and offer even better deals.

First, I am happy to welcome both **Dawn Biggs** and **Don Marticio** as part of our photo team. They both have extensive professional photography experience and as studio parents they have a special heart for all of our dancers. They also provide a lot of flexibility as we set up our photo schedule. This year, for instance, we are scheduling many of our photo sessions to take place in coordination with regular recreational dance class times. This will save those families from having to make the special trip in for the photo day on May 22nd. It also provides for maximum participation since those class times are already on everyone's busy calendars. And if someone does have to miss their class photo day, they can come in during any other photo session to have their individual photos taken. We have already begun shooting some classes as their costumes have come in. We will send out numerous reminders along with posting a master schedule online and calling each family in advance. **See Photo Schedule Below.**

To simplify the order process here is the new approach:

1. We will take a group picture of each class and at least one full body and one close-up of each dancer in each class costume. With digital previews we can always be sure that we have a good picture before moving on. We are also happy to take additional pictures of siblings together.

2. **The Photo Package.** In this age of digital photos and sharing via email and *Facebook* we are evolving with the times. Hence our basic **\$30 Dancer Photo Package** covers the cost of taking professional high quality, high-resolution digital images, the cost of photo editing and the addition of complimentary backgrounds as appropriate, and includes the following for each dancer:

- A dancer in **one class** will receive the class group photo, one full body and one close-up photo automatically via email.
- A dancer in **two classes** will receive both group photos and two full body photos, one in each costume, automatically via email.
- A dancer in **three classes** will receive all three group photos and one full body photo, and one close-up, automatically via email.
- A dancer in **more than three classes** will receive **every group photo** for every class that they are in, automatically via email. No limit on the number of classes. They will also receive our choice of one full body and one close-up. Others will be available on our Shutterfly web site.

Further, all edited dancer photos will be uploaded to your family folder on our password-protected professional *Shutterfly* site. There, you can view all your photos and order prints in various sizes, special products like mugs and mouse pads, or digital downloads of any additional photos not already included in your basic package.

Since HeartBeats retains copyright to all studio photos, as opposed to an outside photographer, every digital picture file that you receive as part of your package, or subsequently purchase via *Shutterfly*, comes with our permission to make your own prints, upload your pictures to your *Facebook* account or family web site, and to share your pictures via email with your friends and family. The ability to offer such permission was one of our major motives for bringing the process in house.

3. Since recital pictures are such a popular part of the dance experience, and the vast majority of our dancers do choose to participate, we will presume that families want to be included by default. Hence we will automatically charge your HeartBeats account **\$30 per student** for our basic photo package and then make exceptions and adjustments on a case by case basis as needed. If you wish to opt out of the package or make a special modification, please contact me **before May 27th**. I expect we will begin sending out some photos as they become available as early as the **Memorial Day Weekend**. We are certainly aware of special situations like siblings in the same class that don't need a duplicate digital group shot. An extra individual or sibling shot would therefore automatically be substituted. Your satisfaction is our foremost concern. The \$30 charge will be posted to your account on **June 1st**. This automatic approach is what allows us to keep the cost this low. Otherwise every family is an exception to be individually processed and the costs would dramatically increase. Again, if you wish to modify the package, or if you are in a difficult financial position at the moment, please let me know and I will certainly find an acceptable accommodation up to and including a full photo scholarship if needed. We really want everyone to be able to participate.

A Final Note: Because of the difficulties encountered by many families in accessing the photos last year, and our own delays in editing, we are making this new improved arrangement largely retroactive and will be sending out those group shots and initial individual shots to anyone who has not already made their 2010 selections. Thus, no further action is required on your part. Of course you can still access all the edits online at our *Shutterfly* gallery and order any additional prints or products. Also, if you are a returning family, your 2011 photos will be added to your same family folder online so that all of your photos will continue to be assembled in one place. They will not be removed or expire so you under no pressure to move quickly.

All the best,

Rockley Miller, Executive Director
Rockley@hbeats.com

HeartBeats Photo Schedule As of 5/23/11

“Melina’s Gift”

FIRST RECITAL Program Order (Photos Done)

Group #	Routine in Order of the Program
M01	Flower Fairies (Mon. 4 pm W. Queen)
M02	Flowers (Sat. 9 am, W. Queen)
M03	Butterflies (Mon. 4 pm, D. Racz)
M04	Bumblebees (Mon. 3:15 and Tue. 10 am, W. Queen)
M05	Lady Bugs (Tue 4:30 pm, W. Queen)
M06	Spiders (Sat 8:45 am, W. Queen)
M07	Bunnies (Fri. 5:30, W. Queen)
M08	Turtles (Mon. 4 pm, W. Queen)
M09	Frogs (Sat 11 am , W. Queen)
M10	Ducks (Thur. 4:30 pm, W. Queen)
M11	Roly Polys (Sat 11am, D. Mishra Majkot)
M12	Praying Mantas (Friday 6:30 pm K. Faulkner)
M13	Birds (Mon 4 pm, D. Racz)
M14	Owl and Melina (Julia and Allison)
M15	Fireflies (Sat 9:45 am, W. Queen)
Act 2	Act 2 – HeartBeats Gift
	Special Surprise Performances for our younger dancers

“Let’s Go to the Movies”

SECOND RECITAL Program Order and Photo Schedule

#	Routine	Class	Photo Schedule
2101	Dirty Dancing	Teachers	At Dress Rehearsal
2102	The Thomas Crown Affair	Diamond Tap	DONE
2103	Valentine's Day	Sapphire Jazz	DONE
2104	Hairspray	Jazz 2/3 Mon. 6 pm w/ W. Queen	DONE
2105	Ghostbusters	Hip Hop 1 Sat. 12 pm w/ E. Pierro	Wednesday June 1 at 5:30 pm Rehearsal
2106	Beach Blanket Bingo	Opal Jazz	DONE
2107	James Bond Films	Intermed Acro Sat 10 am w/ D. Mishra	See Sunday May 22 Below CHANGE
2108	Fame	Jazz 1/2 Sat. 9:45 am w/ D. Racz	Wednesday June 1 at 5:30 pm Rehearsal
2109	Singing in the Rain	Song and Dance Co.	DONE
2110	Foreign Films	Diamond Jazz	DONE
2111	Clue	Topaz Jazz	DONE
2112	Peter Pan	Ballet/Jazz 1/2 Tue. 5:30 w/W. Queen	DONE
2113	Tarzan	Pearl Jazz	DONE
2114	Out of Africa	African	DONE
2115	Coffee in a Cardboard Cup	Theater Jazz, Mon. 8 pm w/ C. Suchan	Wednesday June 1 at 5:30 pm Rehearsal
2116	Weird Science	Emerald Jazz	DONE
2117	Purple Rain	Ruby Jazz	DONE
2118	Flashdance	Mom's	TBD
2119	Confessions of Shopaholic	Hip Hop 1 Mon 6 pm and Hip Hop 2/3 Wed 5:30 pm	DONE DONE
2120	Meet the Robinsons	Sapphire Lyrical	DONE
2121	Princess Diaries	Ballet Tech Mon 8 pm w/ W. Queen	DONE
2122	Footloose	Tap 2/3 Mon. 5 pm w/ C. Suchan	DONE
2123	Snow White	Hip Hop Co.	DONE
	ACT 2	Class	Photo Date
2201	Cinderella	All Ballet w/ J. Skye and M. Rudolpher	DONE
2202	Breakin'	Arrive to Defy Crew	TBD
2203	Neon Lights	Kaila Bartee – Senior Solo	DONE
2204	The Mask	Sapphire Tap	DONE

2205	Anastasia	Ballet 1/2 Sat 11 am w/ E. Pierro	Wednesday June 1 at 7 pm Rehearsal
2206	The Stepfather	Topaz Lyrical	DONE
2207	Species	Advanced Acro	DONE
2208	Song of the South	Tap 1/2 Sat. 9:45 am w/D. Racz	Wednesday June 1 at 7 pm Rehearsal
2209	Catch Me if you Can	Pearl Tap	DONE
2210	Glee	Glee	Tuesday May 24 th in Class at 6pm
2211	Grease	Jazz 1/2 Mon 4 pm w/C. Suchan	Wednesday June 1 at 7 pm Rehearsal
2212	Back to School	Opal Tap	DONE
2213	Top Gun	Topaz Tap	DONE
2214	Garden State	Ruby Contemporary	DONE
2215	Super Dad	Dad's Dance	TBD
2216	The Lost World	Diamond Contemporary	DONE
2217	Evan Almighty	Jazz 1/2 Tue 5:30 w/W. Queen	DONE
2218	The Wizard of Oz	Production, Diamond, Ruby, Topaz, Sapphire, Pearl Jazz	at Dress Rehearsal