

PLAID NEWSLETTER



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First Newsletter!!!

By JJ Larson

Hello PLAID members!!!! This is the first PLAID newsletter and as such, there isn't much here. The plan is to feature PLAID news and upcoming events, as well as have articles written by dancers and parents of PLAID. We will also be giving tips and information about maintaining a healthy and safe dance lifestyle.

The January newsletter will feature stories about dancer's goals for the New Year, as well as accomplishments from the previous year. We are also in need of articles about new beginners' experiences from their First Feis. Other topics will be accepted. If you would like to submit an article, e-mail your article to jedlarsonjr@gmail.com.

What is Up and Coming in the New Year

By JJ Larson

As the year 2012 quickly approaches, everyone is making their New Year resolutions and making big changes in their lives. Similarly, PLAID is making some big changes in the upcoming year.

I Am Jumping Into PLAID

Starting in January 1, JJ, will be working to increase market awareness for the academy, as many of you have seen we have a facebook page, twitter, and a new website, I will be working closely with Carla Sancho to keep those up to date. Over the last few weeks I have been experimenting with a few different ideas and have already had some success. I will also be involved with the financial side of PLAID which will include book keeping/accounting. If anyone has any questions regarding tuition, registration, or any other fee payable to PLAID, I will be able to answer them.

Happy Holidays!!!

PLAID would like to wish you a MERRY CHRISTMAS and a HAPPY NEW YEAR!

Wishing that your holidays are filled with fun, family, friends, and lots of love!



If you have any advice or good ideas for advertising, feel free to speak to me at class or e-mail me at jedlarsonjr@gmail.com.

Senior 8 Hand World Irish Dance Championships

The Senior 8 Hand will be heading to Belfast, Ireland in April for the World Irish Dance Championships. This is the first time PLAID has ever taken an 8 Hand team to the World. We are all very excited. The dancers on the team are Nicole Brown, Anna Hsieh, Sarah Hsieh, Meghan Linehan, Becky Sanders, Katie Shaughnessy, Julia Straszewski, and Tasha Straszewski. Keep your eyes open for an opportunity to help them get all the way to Ireland by participating in **workshops in January, February, and March**. The girls on the team will be running these workshops which will be open to all dancing levels. All money raised from these workshops will go towards the 8-hand team's accommodations and transportation while in Ireland. Details for these workshops will be sent out soon.

A Celtic Dream

PLAID will be putting on a show of epic proportion on March 10, 2012. The show will include all PLAID dancers from the newest to the oldest. In January we will begin marketing this fabulous event. You will want to order your tickets as soon as possible. Tell all your friends and family, they will not want to miss this extravaganza starring your child. Sign-up sheets will be in the studios the first week of January along with information regarding costume fees, rehearsal information, and volunteers needed.

There will be a matinee and an evening performance held in the beautiful theater on the Cal Poly Pomona campus.

Advertise, Advertise, Advertise!

By JJ Larson

Recently I have stepped into the role of "Head of Advertising" and since then I realized... that there is A LOT of work to be done! So far I have sent letter, after e-mail, after phone message to everyone and anyone I could think of that could potentially benefit PLAID. But there is one major advertising mechanism at PLAID that has the potential to fill our studios to capacity.

Word of Mouth

That's right! The absolute BEST advertising is word of mouth. I would like to ask all the members of PLAID to take some time and invite someone to try a free lesson at the studio. It is absolutely free!

So the next time you're with someone who is interested in taking dance lessons, or has a relative who is interested, give them PLAID's information! If you like, ask Michelle or myself for some business cards to hand out. Thank you!

For Your Health!



By JJ Larson

When I speak with people about fitness and being healthy, the first thing that pops into most people's heads is dieting and eating salads. This is NOT what living healthy is all about!

I can confidently say that I live a healthy lifestyle, despite occasionally eating fast food and other unhealthy food. A healthy lifestyle consists of 3 things:

1) Eat Healthily

Notice I did not say "dieting" or "no carbs" or any other terms you hear thrown around the fitness scene. It has been discovered that eating small portions throughout the day, or in other words, eating when you're hungry is the healthiest way to eat.

2) Opt For Healthier Meals

In our fast-paced lifestyle it is usually easier to grab that bowl of frosted flaked than to make a full breakfast. Besides, if you eat less it makes you skinnier, right? Wrong. Actually, eating less can make your body go into survival mode, holding onto fat for longer just in case food is scarce.

And making a full meal does not take much time. For example after some practice, I am able to make scrambled eggs, sausage or bacon, toast, and beans in less than 5 minutes. And I still have time for a cup of tea! (Keep in mind that I personally am going for muscle building, and this does not necessarily portray the ideal meal for everyone.)

3) EXERCISE!!!!!!!

This may seem pretty self explanatory, but it is also the most important. Along with Irish Dance, an accompanying cardio activity will work wonders. Some easy cardio activities include biking, swimming, and running (be careful, this is VERY high impact and when paired with dance can easily lead to shin splints.). A cardio workout will tone the body and greatly improve stamina.

Watch for more articles on Health and Fitness for Dancers.