



**HISTORY OF THE BEAT**

**MUSIC: A NATURAL HIGH**

Researchers at McGill University in Montreal are now saying what we've been saying for a long time...music makes you happy! A new study showed that listening to moving music causes the brain to release dopamine, the chemical that makes you feel good, as well as controls motivation and addiction.

Music has always brought us intense pleasure, causing our bodies to move almost involuntarily. You can make any household chore better

by adding music...laundry, cooking, dusting. And don't you hear a song from way back when and it brings you back? Puts a smile on your face and you can imagine being there again? Music stimulates so many senses. That's why it has been a part of civilization for so long. During the month of endless New Year resolutions, why not make one that makes you happier? Isn't that one of the best resolutions to have?

**IN THE NEWS**

**BILL DANCES TO BETTER HEALTH!**



One of our favorite students, Bill Koehler, was on News Channel 8 WFLA with Rod Carter on November 23rd discussing how dancing at Fred Astaire has changed his life and his health for the better. Did you miss the segment? Check it out here: <http://www2.tbo.com/video/2010/nov/23/man-dances-way-to-better-health-42112/video-news/>

**AND THE WINNERS ARE...**



Fred Astaire students! On Thursday, December 2nd, Fred Astaire honored its hard-working students at the 2010 Trophy Ball. This regional year-end event, held at the Rusty Pelican in Tampa, included pro/am solo demonstrations, a formal, sit-down dinner, general dancing and a ceremony where certificates and trophies were given out to individual students for completing sections or their entire dance programs. Congrats to all the winners...your dedication and passion for the art have definitely paid off!

**FRED EXPANDS!**

Fred Astaire Dance Studios Tampa Bay is now expanding into Brandon! David and Kelle Chancellor, the new owners of the Brandon studio, recently moved to Brandon from Tallahassee and they couldn't be more excited to join the Tampa Bay community. David has been with Fred Astaire for almost ten years and is seeing the dream of owning his own franchise come to fruition here in Tampa Bay. Kelle, in the business for six years, spent her pre-teen and teenage years in Brandon and has returned to find a whole new city, full of promise and adventure, a perfect place to open a Fred Astaire. When searching for the most promising area to open their studio, Tampa Bay was an obvious choice, being a fast-growing metropolis and an outstanding region. David and Kelle are thrilled to join the Fred Astaire Tampa Bay region as it includes some of the top studios, teachers and coaches in the entire country. They are looking forward to bringing the excellence and proud reputation of Fred Astaire to Brandon!

**Brandon studio scheduled to open February 1st!**

**FRED HAS A NEW DANCE PARTNER!**

Fred Astaire Dance Studios Tampa Bay is proud to announce a new partnership with Ruth Eckerd Hall, one of the premier centers for performing arts in the Tampa Bay area. Fred's first order of business is to dance at the luncheon before the Glenn Miller Orchestra, celebrating America's love of the Big Band sound. Tickets are still available for the performance and the luncheon on Wednesday, January 26th. For more information, visit <http://www.rutheckerdhall.com/event/glenn-miller-orchestra/7596/?loc=event-buy>.

**DANCING TIPS AND FUN FACTS**

**DANCE FLOOR SOCIALIZING**

A main reason why people dance is for the social aspect. Social dancing is fun. There's no competition...just individuals getting together to relax, let loose and enjoy the music and the beat (see above about music making your brain happy). Just because social dancing isn't a competition, doesn't mean there aren't rules. Beyond the basics of dance etiquette, there are a few tools to help you become a dance floor socializing pro.

- Prepare yourself. If you know that there is a big event coming up that will include dancing, learn the steps. And don't forget to practice. This will take some of the stress off when the event day comes.
- Dress to dance. You need shoes that will allow you to move safely and clothes that will make it easy for a partner to make contact as you move through the various steps.
- If you want to be asked to dance, look approachable. Smile, make eye contact and tap your feet to the beat. When you are asked to dance, don't refuse an invitation. Be courteous. That doesn't mean you should only dance with one person all night. Dancing with everyone is what social dancing is all about!
- Be entertaining on the dance floor. Engage your partner. Make him or her feel appreciated.
- Never blame your partner for anything that may happen on the dance floor.
- If you are leading, do so comfortably. Do not teach your partner for fear they might be embarrassed. If you are following, don't try to steal the lead from your partner.

The most important rule we can give is this: just have fun!

**FEATURED PROFILE**

**UP CLOSE AND PERSONAL with Studio Owner Kelle Chancellor**

Kelle Chancellor has lived in Florida the majority of her life, and lived in Brandon for her junior high and high school years. She has studied music for twenty five years, singing and playing the piano. She sang with the Tampa Bay Children's Chorus, won a state vocal contest, and went on full scholarship to USF, receiving her degree in voice performance. She has traveled to several countries with vocal groups, and was teaching music and performing in musical theater venues when she came as a guest to a Fred Astaire party. She was hooked and soon became an instructor. She has been a part of the Fred Astaire business for six years. Her love of dance and her approach to teaching has made her a popular teacher, and she has also branched out into makeup consulting and choreography. She has won pre-championship divisions, a salsa competition, and several awards for guests and outstanding achievements. Kelle is thrilled to co-own the Brandon studio and be a part of the Tampa Bay region.



**"ALL ABOUT FRED"**



**DO YOU KNOW FRED?**

Go ahead and put your Fred knowledge to the test and get a **COMPLIMENTARY** lesson at the studio of your choice! Congratulations to **Georgia Andrews** from the Safety Harbor studio for winning last month's contest! Take a shot...you have nothing to lose and a **FREE** lesson to gain!

**Q: In what movie did Fred dance on the ceiling?**

Please send answers to [central@fredastairetampabay.com](mailto:central@fredastairetampabay.com)

**NOW, THAT'S A GREAT LINE!**

*"I suppose I made it look easy, but gee whiz, did I work and worry."*

-Fred Astaire

**FRED'S CALENDAR OF EVENTS**

**BELLE OF THE BALL!**

Our Tampa Bay Freddy Ball is almost here! This big event is being held at the Westin Harbour Island from January 28-30, with judges Charlie and Jeannie Penatello and Hayk Arshakian, along with Tommy Ditommaso. The competition schedule will be focused around the infamous Gasparilla pirate invasion, one of the most anticipated events of the year for Tampa Bay residents! We will be dancing Friday afternoon and then Saturday night will be our professional dance divisions and the finale on Sunday for both our instructors and students. Call your studio for details.

**CALIFORNIA DREAMIN'**

Maksim Chmerkovskiy is teaching us and you his dance moves. You know...the hunk from the hit ABC show, "Dancing with the Stars" who always takes his shirt off? Umm...where do we sign up? Our next pleasure trip includes a dance workshop taught by the stars of the show! We are offering this professional dance camp in LA in sunny Cali during the weekend of February 3 - 7. Students and professionals can come with us, attend group classes taught by the show's professionals AND enjoy private parties at night with the DWTS team! Ask your individual studio for more details! Group classes are available for every dance level!

**DANCE CARD:**

**CLASS SCHEDULES OFFERED AT ALL FIVE STUDIO LOCATIONS**

Fred Astaire Dance Studios Tampa Bay has amazing parties, events and classes scheduled for your dancing pleasure! To find out what's going on at your favorite studio, visit [www.FredAstaireTampaBay.com](http://www.FredAstaireTampaBay.com)!

**TAMPA BAY LOCATIONS**

**ST. PETERSBURG CENTRAL**  
7019 Central Avenue  
St. Petersburg, FL 33710  
Phone: 727-347-7700

**ST. PETERSBURG NORTH**  
3238 4th Street North  
St. Petersburg, FL 33704  
Phone: 727-525-2500

**PALM HARBOR**  
32828 US Highway 19N  
Palm Harbor, FL 34684  
Phone: 727-447-9885

**SAFETY HARBOR**  
801 Main Street  
Safety Harbor, FL 34695  
Phone: 727-723-2623

**BRANDON**  
1076 E. Brandon Blvd.  
Suite 114  
Brandon, FL 33511  
Phone: 813-438-5963

