

EXCEL ATHLETICS

ALL STAR DANCE



AGES 4-18

**2026-
2027**

**INFORMATION
PACKET**

TUESDAYS

4:00-7:00PM

REGISTER NOW

701 42ND ST NW - WINTER HAVEN

**COMPETITIVE
TEAMS COMING
SOON**

WWW.EXCELATHLETICSINC.COM



863.845.2933



www.excelathleticsinc.com



701 42nd Street NW - 33881

May 14th , 2026

To our Excel families,

Welcome! We are so excited to begin this journey with the Excel Athletics family.

Creating this dance program has such a wonderful experience so far, and I am incredibly grateful for the opportunity to build something truly special. My hope is to create a positive, encouraging, and disciplined environment where young athletes can grow—not only as dancers, but as confident, respectful, and resilient individuals.

Whether your family is completely new to dance or has years of experience, my goal is to guide you through every step of the journey. This Welcome Packet has been created to answer your questions, introduce you to our program, and help you feel informed and excited about what lies ahead.

Sincerely,

Dance Instructor

Holly Trudeau
Kathy Parnell

Gym Owners



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ABOUT THE INSTRUCTOR

Originally from Long Island, New York, I have spent most of my life involved in athletics. I began dancing at six years old, discovered a passion for all-star cheerleading, and later earned a collegiate cheerleading scholarship to Missouri Valley College.

During my five-year collegiate career, I earned five Collegiate Regional and Conference Championships, as well as one NAIA Collegiate National Championship. In 2021, I graduated with both an Associate of Liberal Arts and a Bachelor of Arts in Interdisciplinary Studies with concentrations in Biology, Psychology, and Dance, while also studying exercise science, human nutrition, injury prevention, choreography, and performance.

I have been coaching since I was sixteen years old and have worked with athletes from preschool through the collegiate level in dance, cheerleading, and gymnastics. I have coached athletes to State, National, and World Championship success, with several continuing their athletic careers at the collegiate level—including a former dancer who now serves as the captain of Northeastern University's Dance Team, a milestone that makes me incredibly proud as a coach.

Outside of coaching, I am an EMT with extensive ambulance, hospital, and large-event medical experience. This background has strengthened my focus on athlete safety, injury prevention, and creating a safe training environment.

Above all, I am passionate about helping young athletes build confidence, character, and a lifelong love for dance.

My Coaching Philosophy

I believe dance is about so much more than learning choreography. It is an opportunity to build confidence, discipline, teamwork, resilience, creativity, and self-expression while helping young athletes discover what they are capable of achieving.

My goal is to create a positive, encouraging environment where every dancer feels challenged, supported, and celebrated. Through strong technique, safe training, and consistent encouragement, I strive to help each athlete grow at their own pace while building a strong technical foundation for long-term success.

While I hope to develop skilled dancers, my greatest success will always be watching young people leave my program as confident, respectful, compassionate, and hardworking individuals who carry those values with them long after they leave the dance floor. If every child walks through our doors feeling valued, supported, and excited to learn, then we've accomplished something truly special.

Thank you for trusting me with your child. I am honored to be part of their journey and look forward to everything we'll achieve together.



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HOW IS THIS DIFFERENT THAN A TRADITIONAL DANCE STUDIO?

Traditional dance studios and all-star dance programs each provide wonderful opportunities for children, and one is not better than the other. In fact, many dancers choose to participate in both.

Our goal is not to compete with or replace the outstanding dance studios in our community. Rather, the Excel Athletics All-Star Dance Program exists as another opportunity for children who enjoy performing, teamwork, athletic training, and the exciting world of all-star sports.

Because this is our inaugural season, our focus is intentionally simple.

We are not rushing to build competition teams. We are building confident dancers.

Our goal is to help children discover a genuine love for dance while developing confidence, discipline, friendships, strong technique, and a lifelong appreciation for movement.

As our dancers grow, our program will grow with them.

FREQUENTLY ASKED QUESTIONS

Does my child need previous dance experience?

Not at all! Our program welcomes both beginners and experienced dancers.

Will my child compete?

As our program grows, competitive opportunities may become available. Our first season is focused on building confidence, technique, and a strong team culture.

What is our class schedule?

For now, class runs on Tuesdays 4:00pm-7:00pm. If there is enough interest, we may be able to open more classes on more days.

What should my child wear?

Comfortable athletic clothing- sports bra and shorts are preferred, hair secured away from the face, no jewelry.



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CLASS OFFERINGS

TINY TOTS

A fun introduction to movement, rhythm, coordination, imagination, and classroom structure.

HIP HOP

Build confidence, musicality, rhythm, freestyle movement, and performance through energetic choreography.

JAZZ

Develop strong dance technique, flexibility, turns, leaps, stage presence, and performance quality.

CONTEMPORARY/LYRICAL

Explore creativity, storytelling, artistry, musicality, and emotional expression through movement.

POM/KICK

Learn precision, synchronization, sharp motions, teamwork, and performance skills inspired by collegiate and professional dance.

STRENGTH AND FLEXIBILITY

Strengthens posture, flexibility, balance, turns, leaps, body awareness, and the technical foundation needed for every style of dance. Safely improve flexibility, mobility, balance, strength, and injury prevention.



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HOW TO GET STARTED

TUESDAY	\$90 MONTHLY FOR ONE HOUR PER WEEK
4:00-5:00PM	INTRO TO DANCE
5:00-6:00PM	ACRO
6:00-7:00PM	STRENGTH, FLEXIBILITY AND FOUNDATIONS

Your first class is \$90 per month for a total of 4 classes. If you would like to add another hour it is \$45 to make a total of 8 classes per month.

All 3 dance classes for \$180 per month.

There is a \$50 annual registration per family

Your Child's Recommended Placement

Based on my observations throughout summer camp, I believe your child would thrive in the following class(es):

Hip Hop
Jazz
Contemporary
Pom
Intro to Dance
Stretch & Flexibility

Coach's Notes
