



COMPANY HANDBOOK

Congratulations, we're excited to have you joining the ASH family and can't wait for an amazing 24/25 Season! Over the course of the season, you will have many life changing experiences, including the unique opportunity to work with, be mentored by, and get to know the ASH faculty and staff on a personal and professional level. ASH The Company program is a very important aspect of the convention. The Company Members help to bridge the gap between the faculty, assistants and the students, and in many cases help to make the ASH experience a more special and memorable one for all of the attendees. You are encouraged to enjoy the process, embrace the highs and lows, and learn and grow as much as possible. We have full confidence that you will step into this role with pride, enthusiasm and confidence, as you will be counted on to represent all that ASH stands for. This handbook includes Company policies, responsibilities and key additional dates for the program.

ASH THE COMPANY CITIES 2024/2025

Orlando, FL #1 - November 1st-3rd, 2024
Pittsburgh, PA - November 22nd-24th, 2024
Nashville, TN - January 3rd-5th, 2025
Philadelphia, PA #1 - January 17th-19th, 2025
Provo, UT - January 23rd-25th, 2025
New Brunswick, NJ - February 7th-9th, 2025
Myrtle Beach, SC - February 21st-23rd, 2025
Boston, MA - February 28th-March 2nd, 2025
Atlanta, GA - March 14th-16th, 2025
Orlando, FL #2 - March 21st-23rd, 2025
Santa Clara, CA - March 28th-30th, 2025
Greenville, SC #2 - April 25th-27th, 2025

Please Note: These are the cities that the Company program will be hosted in, this will include rehearsals and performing in the Closing Show. You are more than welcome to attend cities that the Company are not held in however there will not be a rehearsal and you will not perform with the Company in the Closing Show.

ASH THE COMPANY GENERAL AND EVENT INFORMATION

- A. [ASHDance.com/Company2425](https://www.ASHDance.com/Company2425) will be your go to place to find the event schedule, contract text, contact information, make a request, and more!
- B. The Company schedule will be posted at the webpage by the Wednesday before each event.. Make sure you read over your schedule carefully as there are important details that you will need to know including call times, Performance Showcase work schedule and more!

APPAREL

- A. Outfits for the weekend will be assigned during your Company rehearsal in each city. Make sure to bring ALL ASH merchandise to every event, along with black basics (ie: black sports bra, booty shorts, pants, tanks, sweatpants, shorts, t-shirts, etc.).
- B. You must adhere to your assigned apparel for the weekend, NO exceptions.
- C. If you register for the Performance Showcase, make sure you bring your costume(s).
- D. Make sure to bring all dance shoes to every city! You should wear the same type of shoe the faculty member is wearing.

REHEARSAL & COMPANY CLASS

- A. **DO NOT BE LATE!** Tardiness or absence from rehearsal will result in dismissal from performing in the Closing Show piece. Rehearsal will begin as early as 12PM on Friday in every city. The only exception is Provo, UT - rehearsal will start as early as 12PM on Thursday, January 23rd.
- B. Arrive early to warm up and review choreography.
- C. Rehearsal will consist of rehearsing/staging the Closing Show performance.
- D. There will be a private Company class held in the following cities (*in addition to rehearsal*):
- Orlando, FL #1, Pittsburgh, PA, Nashville, TN, New Brunswick, NJ and Atlanta, GA
- E. The Gala opening number for Nationals will be taught in Orlando, FL #2 and Greenville, SC #2. It is highly recommended to attend at least one of these cities if possible, however if you are not able to attend we will be sending out a video breakdown of the choreography for you to learn before Nationals.



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CONVENTION CLASSES

- A. You will attend all classes in your assigned level - your age as of 1/1/25 (*check the age breakdown on the event schedule for each event*). You are not able to change levels to take specific styles or faculty member's classes.
- B. You will take each class on the floor, but at any point you may be called upon to assist onstage.
- C. Company Members must attend ALL classes and not leave for any reason other than an emergency. (*If that happens, please let a staff member know*)
- D. Support and encourage other dancers in the room! Use your words to build others up, not tear them down.
- E. During scholarship auditions, you will help line up the dancers in numerical order and/or demonstrate the combination if you are asked to. Please stay present and assist in any way necessary. You **MUST** remain neutral during the audition.
- F. **DO NOT BE LATE!**
- G. Parents are not allowed backstage during the event.
- H. You **MUST** adhere to your schedule - any changes that are not approved, will result in consequences.
- I. Do **NOT** ask a faculty member if you can assist them, follow your correct schedule.
- J. Make sure you give 100% in every class and have fun!

PERFORMANCE SHOWCASE

- A. Company members may have the opportunity to work backstage during the Performance Showcase, lining up dancers and checking them in, assigned dancers will rotate in every city. (*Check your Company schedule/breakdown for assigned dancers*)
- B. You will meet with the Announcer prior to your shift for job positions and tasks.
- C. Dress professionally. You will be on your feet and going back and forth to the dressing room your entire shift. Do not wear shoes you are not able to keep on the whole time or clothing that will not allow you to move quickly. *No short dresses, skirts or shorts.*
- D. If any issues with dancers and/or teachers arise, find a staff member to speak with them. Despite how you may be approached, never raise your voice or be rude to a client.
- E. Absolutely **NO** cell phones or sitting/hanging out while you are working the Performance Showcase.
- F. If you are not working backstage or in the dressing room, you will be assigned to walk around the showroom monitoring photography and videography by attendees, which is not allowed. Dress professionally. You will be on your feet and going back and forth to the dressing room your entire shift. Do not wear shoes you are not able to keep on the whole time or clothing that will not allow you to move quickly. *No short dresses, skirts or shorts.*
- G. If any issues with dancers and/or teachers arise, find a staff member to speak with them. Despite how you may be approached, never raise your voice or be rude to a client.
- H. If you are not working backstage or in the dressing room, you will be assigned to walk around the showroom monitoring photography and videography by attendees, which is not allowed.

theCOMPANY INTENSIVE ON TOUR

- A. Company Members are **NOT** guaranteed to be chosen for theCOMPANY Intensive On Tour piece. You will need to be selected by the ASH Faculty member in the open class.
- B. Make sure you bring all ASH Merchandise to every event as one of those items will be your costume for this piece.
- C. If you are selected to work the Performance Showcase in a city and your shift is during the open class that dancers are selected for the piece, you will not be eligible to participate in theCOMPANY Intensive on Tour in that city.

CLOSING SHOW REHEARSAL

- A. **DO NOT BE LATE!** During the Closing Show rehearsal, you will run theCOMPANY Intensive on Tour piece (*if you are selected*), Closing Show piece and you will help with the scholarship finalists rehearsal.
- B. Assist in any way necessary (*getting groups together, rehearsing in the back of the ballroom, etc.*).

MINI MOVERS & TEACHERS/PARENTS CLASSES

- A. Company members may have the opportunity to assist Mini Movers and/or Teachers/Parents Class. Selected dancers will rotate in every city. (*This will be specified on your Company schedule*)
- B. **DO NOT BE LATE!** - Make sure to use time management and know when to leave the last class in your ballroom to arrive on time for your call.
- C. Assist in any way necessary.
- D. You will wear black leggings/pants and your Company sweatshirt while assisting Mini Movers and/or Parent Class.
- E. Mini Movers:
 - A. **NEVER** leave any of the mini movers dancers alone. They will walk to the main ballroom for rehearsal together and stay together until they are picked up.
 - B. While backstage before/during rehearsal, make sure you are present and keeping an eye on the dancers as there is a lot of equipment backstage (make sure the dancers not running around).
 - C. After their performance, walk the whole group to the lobby by the Merchandise Booth. Wait for **ALL** parents/teachers to arrive and pick up their dancer before leaving the area!
 - D. While assisting, please have extra energy and focus!



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SOCIAL MEDIA

- A. Social media includes Instagram, TikTok, Twitter, Snapchat, Facebook and others.
- B. Make sure you post and tag Artists Simply Human (@artistssimplyhuman) and ASH The Company (@ashthecompany) on social media (a minimum of 2x's per event).
- C. Do NOT post anything inappropriate on your social media, remember you are reflecting ASH with your status as a Company member!

SLACK APP

- A. Please download the Slack app on your phone, and create an account. We've created an account for ASH The Company where we will send out reminders and important information at events ONLY.
- B. ashthecompany2425.slack.com

NATIONALS

- A. Company Members, parents, teachers and family members/guests will need to purchase Gala tickets at Nationals.
- B. Convention classes are covered with your Company status and you will receive the Apprentice scholarship rate if you choose to register for ASH Assistant Audition and/or theCOMPANY Intensive. The ASH The Company audition fee for the 25/26 Tour will be \$100.
- C. A minimum of **one** Company Member will be chosen as an ASH Assistant for the 2025/2026 Tour.

IMPORTANT DATES

Year Long Observer Band Deadline

Date: Tuesday, October 15th

Fee: \$300

Link: <https://form.jotform.com/241913985014155>

ORLANDO, FL #1

Arrival Date: Wednesday, October 30th, 2024

Rehearsal will begin as early as 8AM on Thursday, October 31st.

Departure Date - Sunday, November 3rd - *You will be done by 4PM at the latest.*

COMPANY CLASSES *The following cities will have a private Company class for all attending Company members (in addition to rehearsal):*

- Orlando, FL #1 - November 1st-3rd, 2024
- Pittsburgh, PA - November 22nd-23rd, 2024
- Nashville, TN - January 3rd-5th, 2025
- New Brunswick, NJ - February 7th-9th, 2025
- Atlanta, GA - March 14th-16th, 2025

GALA - OPENING PIECE REHEARSALS *The following cities will have a gala piece rehearsal for all attending Company members (in addition to rehearsal):*

- Orlando, FL #2 - March 21st-23rd, 2025
- Greenville, SC #2 - April 25th-27th, 2025

NATIONALS - Orlando, FL

Arrival Date: Friday, June 27th, 2025

Rehearsal will begin as early as 8AM on Saturday, June 28th.

Departure Date - Sunday, July 6th, 2025 - *The Gala will end late on Saturday, July 5th*



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MISCELLANEOUS

- A. Company Members cannot drop/change cities without approval.
- B. Your appearance should be pulled together (hair, makeup, clothing, etc.).
- C. Be friendly to other dancers attending the event and offer to help whenever needed.
- D. Please respond to all emails within 24 hours.
- E. You can purchase a year long observer band for \$300, which includes all 19 regional cities and nationals at <https://form.jotform.com/241913985014155> through October 15th, 2024. Every event you attend, please stop by the Merchandise Booth to pick up your wristband when you arrive. Please note: Year long observer bands will NOT be available for purchase after October 15th, 2024.
- F. ***If you leave the studio you registered with upon receiving your ASH The Company title, your Company status will be revoked. Please Note: You must stay with the studio in the same capacity you received your title with. This training is an extension to your studio training, not a replacement.***
- G. Inappropriate behavior will not be tolerated, there is a 3 strike plan:
 - A. 1- Warning
 - B. 2- You can attend your next city however you will not be eligible to perform in the Closing Show
 - C. 3- Your Company status will be revoked
- H. If you are called on to assist on stage, bring your water and put at the edge of the stage to refrain from going back and forth during class.
- I. Adult supervision is required at all times. *(Company members must have a chaperone at all events)*
 - A. *Chaperone Code of Conduct:*
 - A. *Do not private message faculty members for requests*
 - B. *Do not come backstage*
 - C. *Do not request for your dancer to assist certain faculty members/classes*
 - D. *Please conduct yourself professionally in all areas of the event*
- J. Be prepared to jump in and help at all times.
- K. Absolutely NO GOSSIPING will be tolerated. Never discuss ASH dancers/attendees, faculty, performance showcase routines, etc. in the hotel/venue. This includes restaurants, elevators, hallways, etc. The walls have ears and if something is said, it will always come back to us.
- L. Remember the rules in your contract (your contract is posted on www.ASHDance.com/Company2425).
- M. **NO TOLERANCE POLICY!** Fraternalizing with Faculty/Staff/Crew - Being friendly is okay, it is an important part of the program to make connections and learn from our incredible Faculty and Staff however, being overly social is not okay. Absolutely NO hotel room visits, texting, phone calls, DM's, etc.
- N. Please keep a positive and uplifting attitude during the event!
- O. Have fun and enjoy the experience!!