

# CELEBRATING SUCCESS

## Starr Studios Salem School of Dance



Serenity Guzman

Dance Instruction

Salem, OR - (503) 581-7103

Started June 2009

Employees - 3

*"Everything Dance Should Be!"*

### Starr Studios Salem School of Dance

offers a wide variety of classes that focus on personal development and building confidence. Classes are available to everyone from age 2 ½ to adults in ballet, tap, jazz, dance aerobics, lyrical, hip hop, show, movement exploration, and salsa. Owner Serenity Guzman opened the school on June 17, 2009.

Serenity and her instructors adapt each class specifically for the students enrolled at the time in order to ensure that they are able to learn, have fun and feel good about themselves. **"Its more comfortable and students are more confident because we design classes based on what the students enjoy, what they are interested in and what they need to work on so they naturally are more successful."** Starr Studios offers most of its classes to students of all ages. In fact a third of their students are adults. Dance is a fun way to get in shape and private lessons are available. Serenity has been offering private instruction to an adult student since June, who told her she has more energy and is excited to see her body becoming stronger and more fit as a result of the classes.

#### History

Serenity has 18 years of dance experience. She has been dancing since childhood and instructing for many years.

She is also enrolled in school for early childhood education, in order to better serve her students. Prior to starting her business, Serenity was doing medical coding work in clinics in Salem, but felt something important was missing from her life. She chose to open her school in order to pursue a life-long passion for dance. She loves the freedom to make her own decisions that comes along with owning a business. And, although the studio is a brand new business, this summer's enrollment was high and business is just as good this fall!

#### Partnership with MERIT

Serenity participated in the Fall 2008 MERIT class and has also received advisement at the SBDC. She continues to refer back to the resources she obtained in the class, such as the guide on How to Start a Business in Oregon. Although there are lots of surprises that come up when starting a business, Serenity found that she was well prepared for many of them because of MERIT. She also appreciated the networking opportunities the class opened up to her with other entrepreneurs. Sharing her ideas with MERIT classmates allowed her to benefit from the perspective of people with no dance experience- her potential customers. And through MERIT, Serenity met a dance studio owner in Monmouth to ask her questions about how she got started. **"I would come home with so many ideas. It was amazing."**



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#### MERIT is a Collaboration of:

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#### In Partnership with

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