

Truthful and Transparent? June 2026

To: Instructors, Competitors, Performers, Event Directors, Adjudicators, Scrutineers, Coaches, Studio Owners, Organization Executives and Dancers

Re: Customer Service - Ballroom; From a recent customer service experience of intense evaluation, communication and resolution, the following points stood out. I framed them for our industry and wanted to share.

Dancing is a business which involves a significant amount of money, time, energy and interaction. Let's

- T** Be **Truthful**; personal or professional, things always come to light.
Be **Thankful**; you can serve (teach) others doing something you enjoy.
- R** Be **Respectful**; regardless of customer's age, education, or economics.
Be **Resourceful**; draw on your own skills while learning from others.
- U** Be **Understanding**; you are or have been a customer/student, too.
Be **Useful**; to others to serve the customer/student.
- T** Be **Tenacious**; don't give up even if results don't immediately surface.
Be **Team player**; gathering input from others increases your effectiveness.
- H** Be **Happy**; it will energize learning processes, for you and the student.
Be **Humble**; a secure self-image enables you to be open to all options.

No matter your title or age, seek to grow as you continue to serve.

Respectfully,

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