

It's a Nuline it's a new day



If you had a choice between complaining or getting on with whatever life throws at you what would you do? Alison Johnstone certainly knows about this choice and we met her in July 2009 where she told us about her painful recovery from a fractured spine. Today, Alison has not only fully recovered but she is at the helm of an exciting new venture... Nuline dance.

It took her some time but Alison is, once again, hosting Cruises, Workshops, Judging, Instructing and Choreographing. Though told that her future was anything but bright after a terrible accident, she had made a decision. She would NOT let herself go down, she would win! And she did... Before she fractured her spine, Alison lived to dance and was not about seeing her life line go down the drain.

Being a fighter and an optimist does not mean however that she sees life through pink spectacles. As she got better she started to look at the future of her beloved hobby and wondered how she could make it a "must have, must be" pastime. That is when she thought of Nuline dance. She says: "Nuline dance is a funky name and logo for clubs and instructors to use for a very small annual fee in order to gain more participants. That simple." Nuline offers an umbrella of support along with an advertising window to the world. Alison adds: "The idea is to build the global brand and giving Line dance a simple and recognizable look. It has worked well for many other genres, there is no reason it can't work here." She points out that Nuline Dance is NOT about rules or regulations on what instructors teach or how they should run their classes.

After years spent in business, Alison knew she had to start Nuline the right

way. So she registered the Company, trademarked a professionally designed Logo, commissioned the Nuline Dance website and with merchandise already being sold around the world, Nuline Dance is now finally ready to be fully launched.

"I got so tired of preconceptions. Dancers already know how great Line dance is but new blood has so many misconceptions I just wanted to find a way to appeal to them too." And the results are already encouraging. "Nuline has already been asked to hold demos in front of hundreds of spectators. I have to look at this honestly though it is still weird to me. They simply wouldn't have asked for Line dance. I have been used to this over the years but I still had to do something."

Alison is very straight and says: "Looking at Zumba, part of their strength has been an instantly recognizable logo and the Nuline dance orange man will also be recognized everywhere. Line is fun, social, suitable for all ages, great for mental and physical health and covers a huge range of music forms. What is not to like?"

When you believe in something and you are the first in the queue, often sacrifices have to be made and Alison says: "I have spent thousands setting all this up. I just do not want to see Line dance die. It means such a lot to me and I have to do all I can to see it grow."



She also made sure that the process of joining up would be simple and affordable. "Instructors who join can use the name, get the logo in various formats, access the merchandise including business cards, have a Nuline Dance e mail and full exposure on the website - class details, dances taught, forthcoming events, videos, pictures, and a link to their own individual website should they have one." A simple, straightforward and effective way of marketing Line dance.

Alison is already very pleased: "The Nuline Dance website already gets many hits, every day. Dancers are checking out what's being taught and where and potential dancers are enquiring about the closest Nuline Dance class." And in a way because Nuline is redefining Line dance as a one dance pastime rather than an affiliation to certain genres of music it has to succeed. Nuline clubs can run Nuline events, socials, workshops, comps... whatever suits their area. The freedom to act within its name frame is complete.

Alison confirms: "I love all types of music including country and this is not a "them and us" set up. This is about gaining a way forward, new participants, new image. We already have members in the United Kingdom, USA (Forty Arroyo which was a huge honour), Western Australia and New South Wales."

Already those who have joined in are seeing a bright future. For example, 30 years old Shanon Dickson has been teaching for 11 years, Shanon said "I joined Nuline Dance is because I liked the concept, and I believe it will make Line dance the biggest dance brand in the world."

Tina Summerfield from the United Kingdom agrees "I am very excited at Alison's plans for Nuline and I am looking forward to a bright dancing future working with Nuline Dance". Forty Arroyo actually gave Nuline Dance its written mission statement when she said she joined because she loved that Nuline dance aimed "to preserve and perpetuate this form of dance on a global basis."

For many who would love to change a few things and give Line dance a real chance with newcomers, Nuline is a concrete hope. Alison is undertaking a huge task in marketing, financing and liaising the world over for everyone to finally realize that Linedance is not only here to stay, it's here to thrive and become a universally recognized dance genre.

How to enquire about getting onboard?

Contact Alison
alison@nulinedance.com
 Or via the website
www.nulinedance.com.au
 Lets get this party started!

