

2018 CONFERENCE SPEAKERS



Robin Bolden (Atlanta, GA): has been in cheerleading for over 25 years, including 15 years of all-star choreography and coaching. She was a UCA Head Instructor for 9 years. Robin was a NFHS Technical Judge and is a certified USASF Legality Judge. As a presenter at coaches' conferences, Robin shares her knowledge about the rules and point deductions. In 2011, Robin spoke at the Atlanta USASF Regional Meeting on behalf of the IEP. Several companies including Jam Brands, Future Cheer, ATC, Canadian Cheer Evolution, NCA, and AASCf hire her for her expertise as a Legality and Deduction Judge. She has been a Legality Judge for several World Bid Qualifying panels and The Cheerleading Worlds since 2008. Robin was nominated for Spirit Industry Trade Association "Outstanding Cheer Judge" for 2010. Cheer Biz Magazine (FEB – MAR 2013 issue) featured her in the "Judges' Table" article. Robin is one of the USASF Core Safety Judges and a member of USASF Rules Committee. Robin was selected as one of the "Cheer Biz News 35 under 35 Influential People in Cheerleading" Class of 2013. In the 2016-2017 season, Cheer Replay, an innovative deduction and review system, launched with Robin as one of the contributors.

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Kristen Pittman (Little Rock, AR): is an alumnus of The University of Arkansas with a Bachelor of Science in Mathematics. While at the U of A, she was captain of the NCAA Division I Razorback Pom Squad. During this time, Kristen also traveled the country, managing large-scale dance camps as a Head Instructor for National Dance Alliance (NDA) as well as serving as a technical dance consultant for ESPN's coverage of the NDA National Dance Championships. Upon graduation, Kristen trained on scholarship at Broadway Dance Center. In 2010, Kristen founded and became the Director of Rock City Dance Center. She is also proud to serve as the Central U.S. Director of the American Dance Company. Kristen's choreography for the American Dance Company was featured in performances at the 2017 International Dance Organization World Championships in Warsaw, Poland. Kristen is a well-rounded teacher and performer and supporter of the arts. In addition to her busy schedule of dance instruction, choreography, and studio art direction, she serves on the Board of Directors for professional tap dance company Untapped. This Arkansas native has traveled the world, sharing her dance knowledge at competitions, festivals and performing alongside some of the greats in the dance industry. Kristen is an International judge for Starpower, sought after choreographer and master class instructor. Her contemporary choreography was most recently highlighted at the Avalon Theater in the heart of Hollywood while being honored at the 2017 Industry Dance Awards. She has performed at major collegiate and professional sporting events, on nationally syndicated television, and in live theater. Her most rewarding role, however, is that of a dance instructor, choreographer, and Director at Rock City Dance Center. Kristen is thrilled to share her passion for dance as a member of the B² Cheer & Dance family!

Charlotte Tarver (Bauxite, AR): just completed her 34th year of teaching this past year with 29 of those years in the Bauxite Public Schools. She has coached dance and/or cheer for 21 years and is the current dance coach for Bauxite Junior High and Bauxite High School. She has won four state titles while coaching dance: 2003 (2A), 2005 (3A), 2016 (4A), and 2017 (4A). Charlotte was named Dance Coach of the Year and head coach for the All Star West Team in 2016-17.

Ben Lewis (Hot Springs, AR): has been involved in Sports Medicine for 31 years, five as a certified Athletic Trainer. His career began in the clinical setting, working rehab under the head of the Arkansas Physical Therapist's Association, as well as contract sports coverage to the Little Rock area schools. He is currently the Sports Medicine Instructor and Head Athletic Trainer for the Lakeside School District in Hot Springs, Arkansas.

Kristn Elrod (Benton, AR): is a graduate of Benton High School and currently coaches the Benton Junior High dance team. She is in her 6th year coaching the Pep Steppers of Benton Junior High. Her teams focus on school spirit, games, performances, competitions, community service, and being ambassadors for their school. Dance has always been an important part of her life and she is honored to continue the tradition of excellence at her Alma Mater.

Katrina Southwell (Benton, AR): grew up in Las Vegas, NV where her love for cheerleading began with all star, high school, and coaching elementary cheer teams. After gaining her Masters in Business from UALR, she decided to become a business teacher and coach cheerleading. Katrina is now in her 5th year coaching the Benton High School cheerleaders. She has finished in the top ten each year at the National High School Cheerleading Championships and won an Arkansas State Championship as the coach at BHS. Her teams have a strong focus on both the competitive side of cheerleading as well as the sideline.

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Tara Adams (Hot Springs, AR): is a native Arkansan who grew up dancing in the northwest corner. She has 23 years of dance experience, 16 of those years focused on competitive dance. She received many awards on the regional, state, and national level. Tara previously coached the University of Central Arkansas Dance Team and was a member of the team while obtained her BA. She has choreographed a number of routines for the UCA dance team as well as many competitive and halftime routines for numerous schools in Arkansas. A former UDA instructor, she judges numerous competitions throughout Arkansas each year.

Brooke Williams (Brookland, AR): has been coaching cheerleading for 10 years. She coached at Paragould High School for 6 years and has been coaching at Brookland Junior High for 4. Under her leadership her teams have won 5A Small Varsity State Championship, finished 12th Place at the National High School Cheerleading Championship, and two Junior High Best of the Best Championships. Her core belief is that her teams are cheerleaders for their teams and community first and competitors second. She puts a great deal of time into halftime, quarter, and time out routines with a strong focus on crowd leading cheers and sidelines.

T.J. Maple (Nacagdoches, TX): has been choreographing and coaching dance teams across Texas and beyond for the past 20 years. He has been the coach at Stephen F. Austin State University for the past 11 years and has transformed the dance team from a tradition "pom" squad the focused on high energy hip hop and pom to a higher level of dance and technique. Under Maple's direction, the squad has won 16 American Dance/Drill Team School Collegiate Championships in Division I and Division IA Dance and Hip Hop since 2006 and also won the ADTS Collegiate Academic Championship in 2007. SFA has won the NCA/NDA Collegiate National Championship in 2009, 2012, 2013, 2015, 2016, 2017 (x2), and most recently 2018. Maple has been a choreographer, head instructor, certified adjudicator, speaker and currently part of the Unleashed Master Staff for the National Dance Alliance (NDA) in Dallas, Texas. He is part of the ESP Productions staff for the Citrus Bowl in Orlando, FL. He is also an adjudicator and master instructor for numerous companies including American Dance/Drill Team Schools (ADTS), Crowd Pleasers Dance and MA Dance. He has been a member of the Texas Dance Educators Association (TDEA) since 2001. Maple was the TDEA All-State Choreographer in 2013. His favorite quote is "The ultimate goal is to be better today than you were yesterday."

Erin Coetzee (Bentonville, AR): has called Northwest Arkansas home since the fall of 2000 while pursuing a middle level education teaching degree at the University of Arkansas. After graduating, Washington Junior High became her first school family in the Bentonville School District. She coached the 8th grade dance teams for several years. She now teaches at Fulbright Junior High (BPS) and coaches the Bentonville High School dance team. Erin's teams at Bentonville High School have won numerous Arkansas State Dance Team Championships. Her teams have also competed and were name finalists at the National High School Dance Team Championships.

Taylor Farr (Fayetteville, AR): is the head mascot coach at the University of Arkansas. He has been involved with the mascots at the University for five years now and is going into his second full year as coach. Taylor graduated from the University of Arkansas with a degree in Crop Science and is now pursuing a law degree. He is proud to represent the only mascot family in the country made up of five unique characters: Big Red, Sue E, Pork Chop, Boss Hog, and Ribby. His passion in coaching is student development as well as fan, community, and campus engagement.

Kortlind Johnson (Conway, AR): has been a competitive cheerleader for 18 years and a Division 1 collegiate cheerleader for 4 years at the University of Central Arkansas. During her time cheering at UCA, she won the NCA College National Championship in 2014. She has been the coach of the University of Central Arkansas cheer team for 5 years and is now in her 2nd year as the Spirit Coordinator for UCA. Kortlind is also the owner of River Valley Elite cheerleading and tumbling.

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Jeannie Wilson (Rogers, AR): has been involved in gymnastics and/or cheerleading since she was four years old. She has coached cheerleading for 16 years in variety of schools (1A, 4A, and 7A). She has been coaching at Rogers Heritage High School since the school opened in 2008. She has been blessed to coach both of her children: Jed (20) and currently Josie (16).

Brooke Plack (Bryant, AR): is the founder and CEO of Empire Cheerleading, located in Benton, Arkansas. Empire serves over 800 athletes per week in the Central Arkansas area in tumbling, cheerleading, and parkour. Brooke and her team of 30 coaches strive to provide quality instruction using research-based practices that focus on athlete development and injury prevention. Brooke is a former captain of the Arkansas Razorback cheer team and former coach of Bryant Middle School.

Tracy Kaufman (Bentonville, AR): is the Bentonville Public School Spirit Coordinator and coaches BHS 10-12 cheer. She has taught 31 years in Texas and Arkansas. She has coached the varsity cheer and dance team at BHS for 7 years and currently coaches 10-12 cheer. Her coed cheerleading teams have won numerous Arkansas State Championships and has finished top 5 in the National High School Cheerleading Championships for several years. She will be assisted by other coaches from her district during her presentation: Stephanie McDowell and Sarah Jones. McDowell and Jones coach junior high teams in the BPS system and assist with her high school teams. Together, the three of them have 70 years of teaching experience and 45 years of coaching experience.

Christy Law (Alma, AR): has 18 years of collective cheer experience under her belt as an athlete, choreographer and coach. Christy is a 2013 graduate of the University of Central Arkansas where she was captain of the cheer team when they won two consecutive NCA National Cheer Championships. Christy also competed in the Arkansas State Cheerleading competition for her hometown, Benton High School, where she won 3 AAA state championships. She is currently the head coach for the Alma Middle School, Freshmen, and Senior High Cheer teams. Christy has led the Alma High School Cheerleaders to back-to-back AAA State Gameday Championships and recently won the UCA Gameday National Championship in 2018.

Susan Renfrow (Nashville, AR): was born and raised a Scrapper in Nashville, Arkansas. She has been an educator in the Nashville School District for many years. Susan was asked to accept the responsibility of Nashville High School cheer coach in 2009 where she remained for eight years. During her eight years of coaching cheer, she and her squad were the 2014 4A All Girl Runner-up, and 4A State Champions in 2013, 2016, and 2017. In 2014 Susan was named head coach for the Arkansas Activities Association West All-Star cheer squad. Susan has great knowledge of things that can make a cheer program successful as well as issues that can make it flop. Susan prides herself in sharing her information and ideas with other cheer coaches in hopes of making their jobs easier.

Jamie Bunting (Springdale, AR): is the coach at Har-Ber High School in Springdale, AR. She has coached for 15 years. Jamie has coached 4 state championships, 4 State Runner-Up teams and ranked in the top 10 in the National High School Cheerleading Championship the last 3 years. More than competing, she has coached numerous young athletes who are now part of her extended family. Jamie loves coaching for the competitive aspect, but also loves being around young people who can learn so much about life through the sport of cheer.

Brian Bridges (Hot Springs, AR): is the founder and co-owner of B² Cheer & Dance. Brian has been involved in cheerleading and dance for over 25 years. He is a former collegiate cheerleader at the University of Arkansas and former spirit coordinator and coach for the Ouachita Baptist University cheerleaders, pom squad, and mascots; a position he held for 7 years. A well-known choreographer, Brian's routines have seen success on the regional, state, and national levels. Brian has been the choreographer for several college bowl game halftime shows: Liberty Bowl and Independence Bowl. He is the guest speaker at many cheerleading and dance conferences throughout Arkansas and beyond. He speaks on topics ranging from cheerleading and dance team safety, choreography, fundraising, practices, skills and drills, team bonding, and more. Brian is safety certified in cheerleading and dance.