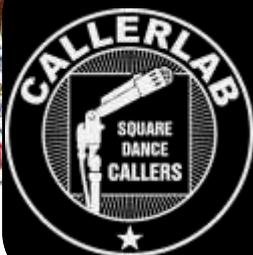


Newsletter
for Members of

CALLERLAB

The International Association
of Square Dance Callers, Inc.

direction



Play Your Cards Right

48th

**CALLERLAB
Convention**

April 24-26, 2023

The Nugget Casino Resort
Sparks (Reno), NV

Convention at a Glance

Interest Sessions (All Sessions Audio Recorded)

Ace of Clubs - "Successful" Square Dancing - Tue 9:00 a.m. - Cascade 4
Advanced SqView: Utilizing the Database - Mon 4:00 p.m. - Cascade 4
Analyzing Modules at SSD - Tue 4:00 p.m. - Cascade 1
Building a Great Hand - Tue 4:00 p.m. - Redwood 6
CALLERLAB Website Resources - Tue 2:30 p.m. - Cascade 4
Creative Advanced - Tue 2:30 p.m. - Cascade 1
Creative Challenge - Tue 1:00 p.m. - Cascade 1
Creative SSD - Thinking Outside the Manual - Mon 10:30 a.m. - Cascade 3
Dealing with Adverse Situations - Tue 4:00 p.m. - Cascade 4
Defining Success - Mon 4:00 p.m. - Cascade 1
Digital Marketing - Tue 10:30 a.m. - Cascade 4
Email Marketing - Tue 1:00 p.m. - Cascade 4
Four Aces - Visit with the Legends - Tue 1:00 p.m. - Redwood 6
From a Jack to a King - Adapting Singing Calls - Mon 1:00 p.m. - Cascade 3
Full House - Work Life Balance - Tue 4:00 p.m. - Cascade 3
Hitting the Clubs - Make it Rain - Mon 2:30 p.m. - Cascade 3
Kings & Queens - How to be a Better Leader - Tue 10:30 a.m. - Redwood 6
Know When to Hold Them & When to Fold Them - Tue 2:30 p.m. - Redwood 6
Knowing the Odds - Using Caller Judgement - Tue 10:30 a.m. - Cascade 1
Learning from the Best - How to be a Mentor - Tue 9:00 a.m. - Cascade 3
Marketing's Newest Tools - Mon 1:00 p.m. - Cascade 4
Music: More Than Background Noise - Mon 10:30 a.m. - Cascade 1
Old Card New Trick - Mon 1:00 p.m. - Cascade 1
Organizational Welcome & Planning Meeting - Mon 1:00 p.m. - Redwood 7
Playing with the Queen of Hearts - Tue 9:00 a.m. - Cascade 1
Relationship Calling - Mon 4:00 p.m. - Cascade 3
Show Your Cards - Tue 1:00 PM - Cascade 3
SSD: The Philosophy Behind the Program - Tue 2:30 p.m. - Cascade 3
Taminations - Mon 2:30 p.m. - Cascade 4
The Gambler - Sight Calling with a Plan - Tue 10:30 a.m. - Cascade 3
Understanding the Mystery of Hex Calling - Mon 2:30 p.m. - Cascade 1
Website Design - Mon 10:30 a.m. - Cascade 4

Committee Meetings (Not Recorded)

Accredited Caller Coaches - Mon 10:30 a.m. - Redwood 7
Advanced - Mon 1:00 p.m. - Redwood 6
Basic & Mainstream - Mon 10:30 a.m. - Redwood 6
Caller Training - Tue 5:15 p.m. - Redwood 7
Challenge - Mon 2:30 a.m. - Redwood 7
Choreographic Applications - Mon 5:15 p.m. - Redwood 6
Committee for Community & Traditional Dance - Tue 10:30 a.m. - Redwood 7
Definitions - Tue 4:00 p.m. - Redwood 7
Marketing - Tue 2:30 p.m. - Redwood 7
Music Producers (closed meeting) - Mon 2:30 p.m. - Redwood 6
New Caller - Mon 5:15 p.m. - Cascade 4
Partner - Mon 5:15 PM - Redwood 7
Past Chair Lunch - Mon 11:45 a.m. - Cascade 5
Plus - Mon 4:00 p.m. - Redwood 6
Public Relations - Tue 9:00 a.m. - Redwood 6
Social Connections - Tue 9:00 a.m. - Redwood 7
Social Square Dance - Tue 1:00 p.m. - Redwood 7
Ways & Means - Mon 4:00 p.m. - Redwood 7
Women In Calling - Tue 5:15 p.m. - Redwood 6

Dances

CCTD Dance - Sun 3:00 p.m.
- Cascade 2
Ways & Means Dance - Sun 7:30 p.m.
- Cascade 2
Advanced Dance - Mon - 9:00 p.m.
- Cascade 2
Mainstream Dance - Tue - 9:30 p.m.
- Cascade 2

Birds of a Feather & Special Meetings (Not Recorded)

How to Be An Expert - Mon 5:15 p.m.
- Cascade 3
SqView Genius Bar - Mon 8:00 a.m.
- Redwood 8
SqView Genius Bar - Mon 5:15 p.m.
- Redwood 8
SqView Genius Bar - Tue 8:00 a.m.
- Redwood 8
SqView Genius Bar - Tue 5:15 p.m.
- Redwood 8

General Assembly (All Recorded Except for Welcome Reception)

Welcome Reception - Sun 5:00 p.m.
- Chalet Terrace
Orientation - Sun 6:45 p.m.
- Redwood 7
Opening Session - Mon 9:00 a.m.
- Nugget 2
Annual Meeting - Wed 9:00 a.m.
- Nugget 2



Convention Portal Link

WELCOME TO CONVENTION!

From the Chair of the Board, Harlan Kerr

Welcome to the fabulous Nugget Resort. I hope that you are ready for an amazing **three days of fun, friendship, learning, and sharing as you “Play Your Cards Right”!**

Over the next three days of the Convention, we will meet as colleagues, associates, friends and, most importantly, as leaders in the worldwide square dance and calling **community. Based around our theme of “Play Your Cards Right” there are many great, interesting, and informative sessions planned, with a focus on providing attendees with fresh ideas, action plans, and innovative approaches to all aspects of calling, teaching, and leadership in square dancing and calling.**

Throughout the Convention, there will also be a focus on friendship and camaraderie with dancing, shared meals, and times to socialize with fellow callers, partners, and supporters. There will be plenty of time for collegial interaction, socializing, recognitions, and just plain fun with so many of our colleagues. There will also be meetings and time for us to discuss and explore areas of interest, concern and improvement to our organization and its important goals and areas of focus.

On behalf of the Executive Committee, the Board of Governors, and the Home Office, I want to welcome you to this year's annual CALLERLAB Convention. The Convention would not be possible without the efforts of our incredible Executive Director, Teresa Berger, and her amazing Home Office Staff, not to mention the many volunteers. Thank you so much to all who made this incredible event possible.

I also want to take this time to thank all the members who have stepped up to share their experience, expertise, and knowledge by participating as panelists and moderators in our many interest sessions. Your contributions are greatly appreciated and without your leadership, the convention could not happen. Thank you so much!

The Home Office Staff, Executive Committee, and Board of Governors are ready, willing, and able to answer any questions or concerns . Let us know how we can be of service to you and help you get the most from your Convention experience.

We are happy to see our convention attendance back up following the pandemic. Thank you all again for coming and making this event such a success! Your attendance is the most vital part of this convention.

I look so forward to seeing each of you and wish that you have the greatest convention ever.



From the Home Office Staff:

We hope you enjoy the Convention! If you have any questions or issues, please be sure to stop at the Convention Registration area in Redwood 1 and let the Home Office staff know. **We want your Convention experience to be fantastic! If we don't know your problem, we can't fix it or even attempt to fix it. We are here to serve YOU!**

This year, you can access the Convention Dashboard online at callerlab.org/convention/2023portal or by scanning the QR code. **This page is for convention attendees only! On the portal, you'll find a digital schedule, session handouts, maps, and more! Check your registration packet for the password.**



CONVENTION MEALS WILL BE SERVED TO THOSE WEARING A BADGE!

Your Convention badge not only identifies you as an official attendee, but it is also your meal ticket for Convention meals. The wait staff have been instructed *not* to serve a meal unless you are wearing your badge.

If you require a special diet, your Convention registration package includes cards with your name, day and meal. Please take the appropriate card to the dining room with you. Place the card on the table in front of you. The wait staff have been instructed to collect this card and bring you a meal that accommodates your dietary restrictions.

While the formal Opening Ceremony starts on Monday morning at 9:00 a.m., there are several events you will want to take advantage of during the weekend as well. Be sure to check out pages 5 and 6 to learn more.

All interest sessions will be recorded. The audio of the interest sessions will be available in MP3 format. CALLERLAB is offering a complete set of convention recordings for only \$25. This a great value, and one that everyone should consider to help capitalize on the information provided at this Convention. Please see the Home Office staff at the Registration Desk for more information or to fill out an order form.

You are a major part of CALLERLAB. Make the most of your attendance at this Convention and be involved. Speak up if you have something to say, and ask questions if you're not sure. We encourage you to participate. Your opinions count!

Home Office Hours

Located in Redwood 1

Saturday	1:00 p.m. to 3:00 p.m.
Sunday	10:00 a.m. to 5:00 p.m. & 6:30 p.m. to 7:30 p.m.
Monday and Tuesday	8:00 a.m. to 11:30 a.m. & 1:00 p.m. to 5:00 p.m.
Wednesday	8:00 a.m. to 12:00 p.m.

The Home Office is your place to go for questions, documents, CALLERLAB shirts, swag, and lost and found. Our Home Office Staff and Volunteers are ready to assist you!

Vendors

Located in Redwood 8

Sunday	1:00 p.m. to 5:00 p.m.
Monday and Tuesday	9:00 a.m. to 5:00 p.m.

Be sure to visit our vendors. They have made a great commitment to be here for you, so let them know you appreciate their contributions to this Convention!

SqView Genius Bar

Located outside Redwood 8

Monday & Tuesday	8:00 a.m. to 8:45 a.m. & 5:15 p.m. to 6:00 p.m.
------------------	---

New this year, there will be a SqView Genius Bar. Much like the Apple Genius Bar, the SqView Genius Bar will be staffed with experts who will be available to help attendees with one-on-one SqView support.

Pre-register for the 2024 Convention online at

callerlab.org/convention/2024registration.

All attendees who pre-register for next year before Tuesday at 5:00 will be entered into a drawing to win a FREE Convention registration!





Pre-Convention Activities

Saturday – April 22, 2023

1:00 p.m. to 3:00 p.m. - Registration Redwood 1
Early birds may check in and pick up their convention packet. The Home Office Staff and Volunteers will be available during this time to answer questions.

9:00 a.m. Community Dance Leader’s Seminar Cascade 2
This session presents various ideas for conducting beginner dance parties. Enhance your abilities to present dance parties by attending. There is an additional cost to attend, so register with the Home Office staff. Bob Riggs, Chair and Mike Preskitt, Vice Chair of the Committee for Community and Traditional Dance, will host this event.

Sunday – April 23, 2023

9:00 a.m. to 1:00 p.m. - **Community Dance Leader’s Seminar** Cascade 2
Continuation of Saturday Session (see above)

10:00 a.m. to 5:00 p.m. - Registration Redwood 1
Convention Registration continues

3:00 p.m. to 5:00 p.m. - CCTD Dance  Cascade 2
The Committee for Community and Traditional Dance (CCTD) will host a welcome dance session highlighting the Community Dance Program. Mike Preskitt and Allynn Riggs will emcee this event. A variety of subjects will be presented.

5:00 p.m. - 6:00 p.m. - Welcome Reception Chalet Terrace Room (5th Floor)
The Executive Committee will host the Reception. Look for them in the receiving line. This is also a good opportunity to chat with members of the Board of Governors (identified by a red ribbon on their badge), their partners, and various committee chairs and vice chairs (blue ribbons). The reception also provides a chance to renew acquaintances and make new friends. **Make sure to greet those wearing the “First Timer” ribbon. A cash bar will be available. Snacks will be provided. The Home Office Staff and Volunteers will be on hand to answer questions.**



* **Dinner is on your own Sunday evening. Dine at any of the Nugget's five award-winning restaurants:**

- **Anthony's Chophouse**
- **Oyster Bar**
- **Rosie's Cafe**
- **Island Grill**
- **Game On**

6:30 p.m. to 7:30 p.m. - Registration
Convention Registration continues

Redwood 1

6:45 p.m. - Orientation Session
Moderator Pam Clasper and panelist, Dana Schirmer

Redwood 7

This session is designed to be an informative one, especially for the first-time attendee, but it is also a good review for attendees who have not been to a Convention for some time. There will be an opportunity to ask questions after the formal session is over. We encourage you to ask any questions you may have about the Convention or about CALLERLAB.

7:30 p.m. – Square Dance 🎵

Cascade 2

The Ways and Means Fund Raising Dance: The Ways & Means Committee will host a dance featuring the calling talents of Misha Case, Vic Ceder, Dee Dee Dougherty, Hunter Keller, Tim Pepper, Mike Seastrom, and MC, John Sloper. Donations accepted at the door will go to the CALLERLAB Foundation.

Remember, you can access the 2023 CALLERLAB Convention Portal online at callerlab.org/convention/2023portal or by scanning the QR code. This page is for convention attendees only! Check your registration packet for the password.



WANTED: Candidates to run for the Board of Governors. Candidates must have a sincere interest in the future of CALLERLAB and the square dance activity. Monetary pay is non-existent, but personal rewards are priceless and you get to work as a leader for the organization. Convention is a good time to pass a petition to run for the Board. To be eligible, candidates must have been a Voting Member in good standing for the past four years and provide a Petition with 25 signatures of Voting Members. Stop by the Home Office (Redwood 1) for more information.





Monday, April 24, 2023

8:00 a.m. to 11:30 a.m. and 1:00 p.m. to 5:00 p.m. - Registration Redwood 1
The Registration Office will be open for late registrants and for attendees who have questions about the Convention or about their membership. CALLERLAB merchandise will also be located in this room.

8:00 a.m. to 8:45 a.m. - SqView Genius Bar Outside Redwood 8
Geniuses: Barry Johnson and Jack Pladdys
Stop by the SqView Genius Bar for one-on-one SqView support.

9:00 a.m. - Opening Session & Keynote Address  Nugget 2
Harlan Kerr, Chair of the Board, will be presiding along with Teresa Berger, Executive Director. The Board of Governors, VIPs and representatives from various square dance organizations will be introduced. Teresa will present an overview of the Convention and announce any changes to the schedule. Eric Henerlau will give a Keynote Address.

10:15 a.m. - Beverage Break Foyer

———— 10:30 a.m. to 11:45 a.m. - Breakout Sessions ————

Music: More Than Background Noise  Cascade 1
Panelists: Hunter Keller, Pat Carnathan, and Rick Hampton
Learn the tools needed to utilize music more effectively in your calling. What is the feel of the song? How can callers use music to create a better experience for dancers? Panelists will share how to use your music to really enhance your calling.

Creative SSD - Thinking Outside the Manual  Cascade 3
Panelists: Vernon Jones and Mike Seastrom
This panel will present creative and unique approaches to designing and using an SSD Program. By design, SSD should be smooth standard application choreography in flowing Dance Mode (instead of stop-and-go learn mode). Learn how you can keep dancers long-term, using only 50 calls!

Website Design  Cascade 4
Panelists: Kris Jensen and Ray Owens
Come learn the 5 things every square dance website should have.



Basic and Mainstream Committee

Redwood 6

Chair Dana Schirmer and Vice Chair Michael Braithwaite

All Basic and Mainstream Committee members, and other interested parties, are invited to attend the Basic and Mainstream Committee meeting. The meeting will include: Triennial Review changes; discussion of whether there is interest in changing the name of Basic; report on Emphasis calls, and additional items submitted by Committee members.

Accredited Caller Coaches Committee

Redwood 7

Chair Ken Ritucci and Vice Chair Tom Miller

This is a closed meeting for the Accredited Caller Coaches. The agenda includes the following items: 1. On-going Guidelines project; 2. Results of Kip's oral exam via zoom; 3. Discuss Kip Garvey's suggestions of different types of Callers Schools.

11:45 a.m. - Lunch

Nugget 1

Be sure to wear your convention badge for all meals!

Past Chair Committee

Cascade 5

Past Chair Ken Ritucci

The Past Chair Committee will be meeting at the Reno Convention to discuss ways in which the committee can be of value to CALLERLAB. The committee members have a wealth of information as well as leadership and stand-by to assist in any way.

———— 1:00 p.m. to 2:15 p.m. - Breakout Sessions ————

Old Card New Trick

Cascade 1

Panelists: Bob Riggs, Vic Ceder, and Betsy Gotta

Square Dancing has a rich history with many calls that didn't make the list. Come learn how to utilize past calls or higher-level calls that aren't currently in use at the Basic, Mainstream or Plus Programs. These calls can help add variety to your program during a dance by calling the parts without even giving it a name.

From a Jack to a King - Adapting Singing Calls

Cascade 3

Panelists: Scott Bennett, Mike Sikorsky, and Travis Cook

Why settle for being a Jack when you could be a King? This panel will discuss how you can adapt your singing calls to best fit your program and elevate the experience for your dancers.



Marketing's Newest Tools

Cascade 4

Panelists: Justin Russell and Jack Pladdys

This session will feature the new Live Lively Square Dance website intended to market our activity to the non-dancing public with high quality videos and pictures. The site features an interactive google style map where folks can search for contact information for any area in the US, Canada and eventually worldwide. Learn how you can utilize these new tools to build square dancing in your area.

Advanced Committee

Redwood 6

Chair Ray Brendzy and Vice Chair Jeremy Butler

The Advanced Committee will meet to discuss the changes to the Advanced Program as well as the suggestions that have been received during the Triennial Review Survey. All members are welcome to come and share their thoughts on the proposed **suggested adds and drops for this year's review as well as meet-up** with other Advanced committee members.

Organizational Welcome and Planning Meeting (Not recorded)

Redwood 7

Chair of the Board, Harlan Kerr, will host this meeting with representatives of invited organizations. Discussions will include mutual interests in the square dance activity. Similar meetings in the past have resulted in better communication between these organizations.

2:15 p.m. - Beverage Break

————— 2:30 p.m. to 3:45 p.m. - Breakout Sessions —————

Understanding the Mystery of Hex Calling

Cascade 1

Panelists: Bear Miller and Dan Sahlstrom

It doesn't take just 8 people - come learn creative ways to utilize 12 dancers in hexagons. This panel will emphasize easy ways to set up hex dancing as well as resolution from the hexagon. Our panelists will help make this complicated topic easier to understand and utilize in your programs.

Hitting the Clubs - Make it Rain

Cascade 3

Panelists: Ken Ritucci and Barry Clasper

A 'rainmaker' is defined as a person whose influence can initiate progress or ensure success. Have you ever wondered why some callers seem to be more successful? Would you like to find out some of the tips and tricks of these callers that would help YOU expand your calling opportunities? As leaders in the activity, we're much more than the hired help. Our panelists will explore ways you can succeed when you're hired by a club.



Taminations

Cascade 4

Panelists: Eric Henerlau and Brad Christie

Taminations is a digital resource with animations for square dance calls from Basic through C-3B. Join Brad Christie, the designer and webmaster, along with moderator, Eric Henerlau for a more in-depth look at this tool for callers and dancers.

Music Producers Committee *(closed meeting)*

Redwood 6

Chair Shauna Kaaria and Vice Chair Ted Lizotte

Active music producers will meet to discuss ongoing production business. Closed to committee members only.

Challenge Committee

Redwood 7

Vice Chair Bill van Melle

The Challenge Committee will discuss the upcoming C-1 definitions cleanup and other improvements to the Challenge programs.

3:45 p. m. - Break (No Beverages)

————— 4:00 p.m. to 5:15 p.m. - Breakout Sessions —————

Defining Success

Cascade 1

Panelists: Wade Driver and Ray Brendzy

Where do you see yourself in 10 years? How will you get there? Goal setting and self-promotion are important parts of any profession. Join this panel for real-life advice on setting goals for yourself and improving your self-promotion.

Relationship Calling

Cascade 3

Panelists: Barry Johnson and Don Beck

How do callers "snapshot resolve"? Why do some callers seem to have total control of the floor? Have you ever wondered how some callers can call without relying on sight calling? If so, you'll want to learn more about Relationship Calling. The panel will discuss how to utilize versatile systems of calling to have more control of your choreography.

Advanced SqView: Utilizing the Database

Cascade 4

Panelists: Jack Pladdys and Ted Lizotte

Are you utilizing all of the features in SqView? The choreography manager in SqView helps you manage the choreography. You can make a playlist for choreography in the same way as you make a playlist for the music. Join our panel to learn how to utilize the database.



Plus Committee

Redwood 6

Chair, Skip Cleland, and Vice Chair, Hiroshi Nakagawa.

All Plus Committee members and other interested parties are invited to attend. The meeting will include an opportunity to discuss any issues related to the Plus Program. If you are calling the Plus Program and are not on the Committee, please come and participate in this year's meeting and/or consider joining.

Ways & Means Committee

Redwood 7

Chair Justin Russell and Vice Chair John Sloper

The Ways & Means committee tries to plan activities that will bring funds to the CALLERLAB Foundation. At our committee meeting we will discuss our three special events at this Convention: the Sunday evening Pre-Convention Dance, the Silent Auction open from Sunday evening until lunch time on Tuesday and the Tuesday Night Live Auction following the banquet. The committee will also discuss a major fundraising match campaign for 2024 and legacy giving. We invite current members as well as folks with creative ideas on fundraising to attend this committee meeting.

————— 5:15 p.m. - Additional Committee Meetings —————
& Birds of a Feather (BOF) Sessions

If you need a room for a special meeting or just to get together, please contact the Home Office in the Registration Area. *Empty appearing rooms may be designated for other purposes.*

SqView Genius Bar

Outside Redwood 8

Geniuses: Travis Cook and Scott Bennett

Stop by the SqView Genius Bar for one-on-one SqView support.

New Caller Committee

Cascade 4

Chair Vernon Jones

All callers who self-classify as being a new caller are invited to attend. Come to the **committee meeting to learn more about CALLERLAB's New Caller Committee.**

BOF: How to Be an Expert

Cascade 3

Hosted By: Barry Johnson

Becoming an "expert" requires not only a large amount of time working on the topic, but that there are four other characteristics about the work or practice that are necessary. Come learn more about this topic and how it relates to square dance callers.



Choreographic Applications Committee

Redwood 6

Chair Dottie Welch and Vice Chair Doren McBroom

Have you investigated the new Novelties section of the Online Teaching Resource? Do you have additional ideas about choreographic games that we can document? Are you interested in assisting with compiling information for an Advanced Program section of the Online Teaching Resource? Come discuss ways to help us enhance our online offerings.

Partner Committee

Redwood 7

Chair Allynn Riggs and Vice Chair Ri-Shea Schlitter

The Partner Committee will gather to discuss how much more, if anything, needs to be included in the Partner Resource document. Combining all the updated articles into one document for editing and formatting will be put into process after the Convention. We look forward to seeing you at Convention. Callers, please let your partners know both of you are welcome to attend the Committee meeting.

Monday Evening Activities

6:00 p.m. – Social Hour Begins

Foyer

6:30 p.m. - Doors Open for the Banquet

Nugget 1

7:00 p.m. - Banquet

Nugget 1

Wendy VanderMeulen will be our MC for the evening. Committee Chairs and Vice Chairs will be recognized from the audience. Twenty-Five Years of Calling Certificates, BOG Service Awards and CALLERLAB Foundation Awards are presented at this banquet. **All award recipients—please stay for photographs immediately following the banquet.*

9:00 p.m. - Advanced Dance

Cascade 2

Join MC, Debbie Ceder for an Advanced Dance with Don Beck, Dan Sahlstrom, Tim Stephens, Allan Hurst, and Jack Pladdys. There will also be a C-1 Star Tip with Doren McBroom.

9:00 p.m. - 11:00 p.m. - Social

Chalet Terrace (5th Floor)

New this year, we hope you will join us in the Chalet Terrace Room overlooking the scenic night views for an evening social. This informal gathering is a time to relax, network and make new friends. A cash bar will be available.





Tuesday - April 25, 2023

From the Home Office Staff:

We hope you are enjoying your Convention. If you have any questions or issues, please be sure to stop at the Convention Registration area in Redwood 1 and let the Home Office staff know. **We want your Convention experience to be fantastic! If we don't know your problem, we can't fix it or even attempt to fix it. We are here to serve YOU!**

8:00 a.m. to 11:30 a.m. and 1:00 p.m. to 5:00 p.m. - Registration Redwood 1
The Registration Office will be open for attendees to ask questions about the Convention or about their membership.

8:00 a.m. to 8:45 a.m. - SqView Genius Bar Outside Redwood 8
Geniuses: Jack Pladdys & Bob Riggs
Stop by the SqView Genius Bar for one-on-one SqView support.

9:00 a.m. to 5:00 p.m. - Vendors Redwood 8
Be sure to visit our vendors. They have made a great commitment to be here for you, so let them know you appreciate their contributions to this Convention!

———— 9:00 a.m. to 10:15 a.m. - Breakout Sessions ————

Playing with the Queen of Hearts  Cascade 1
Panelists: Deborah Carroll-Jones and Patty Greene
Which couples do you watch when you're calling? You don't always have to watch the #1 man and his corner. Why not switch it up and watch the #1 lady and her corner? This panel will discuss sight calling from the #1 lady.

Learning from the Best - How to Be a Mentor  Cascade 3
Panelists: Dottie Welch, Tom Miller, and Don Beck
Part of the future success of the square dance activity will be the recruiting of new callers. Come learn tips and techniques for current callers and club leaders to encourage development of new callers. This session will present ideas to help fan a spark to those interested in the art of calling and share resources available for mentors.



Ace of Clubs - "Successful" Square Dancing

Cascade 4

Panelists: Buddy Weaver and James Cha

Join these panelists as they share real life experiences of successfully using SSD in their local areas. They'll share tips and tricks to getting started and then maintaining an SSD group. Come learn how YOU too can use SSD to ace the SSD Program.

Public Relations Committee

Redwood 6

Chair Wendy VanderMeulen and Vice Chair Ron Giuliana

Join the PRC meeting – you don't have to be a member to attend! We will discuss the ongoing project on improving CALLERLAB presence at international events. We will also discuss how to better promote attendance at the annual convention. As always, we are open to other suggestions to help us carry out our mandate, as found in the Committee Brief (<https://callerlab.org/download/public-relations-committee/>).

Social Connections Committee

Redwood 7

Chair Mike Seastrom and Lisa Seastrom

The Social Connections Committee wants your input on future projects to help us all improve the social connectivity between leaders and dancers at our events and in our clubs. Come and help us help you!

10:15 a.m. - Beverage Break

Foyer

————— 10:30 a.m. to 11:45 a.m. - Breakout Sessions —————

Knowing the Odds - Using Caller Judgement

Cascade 1

Panelists: Mike Hogan and Jeremy Butler

Caller judgment plays a significant role at dance events and your success as a professional. Many issues arise from poor caller judgment. This panel will address areas such as choreography, stage presence, body flow, and professionalism over the microphone. Following this session, you'll understand how to create the best chance for success while teaching and calling.

The Gambler - Sight Calling with a Plan

Cascade 3

Panelists: Ted Lizotte and Tony Oxendine

Don't gamble with your calling! This won't be your average Sight Calling Session. What if we told you Sight Calling isn't really extemporaneous? Come learn about planning for the unplanned during this session on Sight Calling.



Digital Marketing

Cascade 4

Panelists: Ray Owens and Allan Hurst

Social media has constantly evolved since its inception. That means that how we market to potential dancers needs to evolve too! There are many tools to use to reach out, but you need to know who your target audience is. The panel will discuss different social media outlets you may want to consider using to reach your recruitment goals.

Kings and Queens – How to be a Better Leader

Redwood 6

Panelists: Eric Henerlau and Shauna Kaaria

Being a leader is not about what title you have or how many people report to you; leadership is about how much influence you have. Come learn how you can be a better guide for your dancers and the entire square dance activity.

Committee for Community and Traditional Dance

Redwood 7

Chair Bob Riggs and Vice Chair Mike Preskitt

The agenda will include an update of the committee activities during the last year, results of the 2023 CDLS, and discussion of future projects/activities.

11:45 a.m. - Lunch

Nugget 1

Be sure to wear your convention badge for all meals!

————— 1:00 p. m. - Breakout Sessions —————

Creative Challenge

Cascade 1

Panelists: Bill van Melle and Guy Steele

Challenge by design is already creative! This panel will delve into two calls/concepts from the C-1 Program, presenting teaching tips and creative ways to use them while staying within the bounds of good Challenge usage. The presentation is intended for existing Challenge callers looking for fresh approaches and for those who dance Challenge but are not yet calling it.

Show Your Cards

Cascade 3

Panelists: Justin Russell, Tim Merino, and Hiroshi Nakagawa

Would you like some ideas for different patten and singing call music? Join this unique session as the panelists "Show their cards" and share their music libraries. They will give you examples of the music they use and include details about where and why they use it.



Email Marketing 📧

Cascade 4

Panelists: Bob Riggs and Shauna Kaaria

More than 90% of internet users in the US utilize email. E-mail is one of the most widely used (digital) tools for communication, organization, and marketing. Since the first electronic message was sent across computers in the early 1970s, e-mail has not only connected millions of people around the world, but it has also become an essential part of everyday personal and professional life. This panel will explore how to utilize MailChimp and other mass email systems to communicate.

Four Aces - Visit with the Legends 📧

Redwood 6

Panelists: Jerry Junck, Kip Garvey, Deborah Carroll-Jones, and Tony Oxendine

Join this outstanding panel as they discuss how we got to where we are today. With more than 200 collective years of calling experience, this panel is well qualified to provide information about our past and the rich heritage of square dancing and calling.

Social Square Dance Committee

Redwood 7

Chair Barry Johnson

Join the SSD Committee as they set goals for the committee for the coming year and assign responsibilities for projects.

2:15 p. m. - Beverage Break

Foyer

————— 2:30 p.m. to 3:45 p.m. - Breakout Sessions —————

Creative Advanced 📧

Cascade 1

Panelists: Bill Harrison and Doug Davis

This panel will highlight two calls from the Advanced Program. It will present teaching tips and creative ways to use the calls with both standard and extended application usages. It will take a fresh look at how you might use new ways to feature the uniqueness of these calls in your Advanced choreography.

SSD: The Philosophy Behind the Program 📧

Cascade 3

Panelists: Buddy Weaver, Janice Cha, and Janienne Alexander

What is SSD and why is SSD designed the way it is? Join this panel as they discuss the need for this type of program and how to implement the SSD philosophy.

CALLERLAB Website Resources 📧

Cascade 4

Panelists: Teresa Berger and Patty Greene

Resources on a website aren't helpful until you know how to find and use them! This session will help you navigate the wealth of information available on the CALLERLAB website and related sites. The panelists will present a hands-on session to help you access resources online including: CALLERLAB.org, teaching.CALLERLAB.org, dances.CALLERLAB.org, knowledge.CALLERLAB.org, the members only website, and more!



Know When to Hold Them and When to Fold Them 🗣️

Redwood 6

Panelists: Allynn Riggs, Roy Gotta, and Harlan Kerr

This session will explore how to reconnect by disconnecting. Panelists will talk about how to make time for yourself, reconnection methods between caller and partner, and how to disconnect and reconnect with the dance activity when necessary.

Marketing Committee

Redwood 7

Chair Jack Pladdys and Vice Chair Justin Russell

An update will be provided on the development of a team to review and recommend updates to the Marketing Manual. Other items on the agenda include: 1. Digital Marketing Survey; 2. YMCA Integration; and 3. Radio Ad Project.

3:45 p. m. - Break (No Beverages)

————— 4:00 p.m. to 5:15 p.m. - Breakout Sessions —————

Analyzing Modules at SSD 🗣️

Cascade 1

Panelists: Jerry Junck, Bear Miller, and Tom Davis

Geared toward newer callers, this session will identify how to successfully utilize modules for an SSD floor. Modules are a powerful tool for creating and presenting square dance choreography and they are something that all callers need to be familiar with. The panel will explain how to identify potentially problematic modules and how to fix those problems for successful calling and dancing.

Full House - Work Life Balance 🗣️

Cascade 3

Panelists: Mike Seastrom and Shelly Lizotte

By definition, work-life balance involves minimizing work-related stress and establishing a stable and sustainable way to work while maintaining health and general well-being. Join this session as panelists share ways to balance your day job, calling career, and personal life while maintaining a healthy lifestyle.

Dealing with Adverse Situations 🗣️

Cascade 4

Panelists: Harlan Kerr and Dana Schirmer

Unfortunately, as callers and leaders we are sometimes called on to address difficult situations. These include concerns about dancer roughness, hygiene, behavior and, at times, harassment. In addition, we sometimes must address concerns about the caller. Learn effective approaches to dealing with challenging situations, concerns and complaints in a manner that will de-escalate tension, and produce positive, productive outcomes.



Building a Great Hand

Redwood 6

Panelists: Wendy VanderMeulen and Michael Braithwaite

This session will focus on the work of the Social Connections Committee. Callers, dancers and club leaders need balance. There's more to having a successful club than the calling. This session will focus on what the caller can do to place more emphasis on the team. We're going beyond themes, food, and club activities to build a great program!

Definitions Committee

Redwood 7

Chair Guy Steele and Vice Chair Dottie Welch

The main topics of discussion will be the revisions to the Formations document and a review of the current draft of the Additional Details document. Other topics may be raised during the meeting.

Items left with the vendors should be picked up before they close at 5:00 p.m.!

————— 5:15 p.m. - Additional Committee Meetings —————
& Birds of a Feather (BOF) Sessions

SqView Genius Bar

Outside Redwood 8

Geniuses: Barry Johnson and Jeremy Butler

Stop by the SqView Genius Bar for one-on-one SqView support.

Women In Calling Committee

Redwood 6

Vice Chair Kris Jensen

Join WIC for a face-to-face meeting to exchange ideas, plan projects and hear about the **calling career of one of our own "legends" (Patty Greene). See you there!**

Caller Training Committee

Redwood 7

Chair Betsy Gotta and Vice Chair John Marshall

Members of a Sub Committee headed by Kip Garvey and Daryl Clendenin have been diligently working on a rewrite to simplify the Starter Kit for Newer Callers. The Caller Training Committee will be meeting to discuss the recommended new document. Please come to give your ideas and suggestions.



Pre-register for the 2024 Convention online at callerlab.org/convention/2024registration. All attendees who pre-register for next year before Tuesday at 5:00 p.m. will be entered into a drawing to win a FREE Convention Registration!



Tuesday Evening Activities

6:00 p.m. - **Chair's Social Hour**

Foyer

Current Chair of the Board, Harlan Kerr will host a social in the Foyer as part of the end of his term as Chair of the Board. A cash bar will be available.

6:30 p.m. - Doors Open for the Banquet

Nugget 1

7:00 p.m. - Banquet

Nugget 1

Tom Rainer will be our MC for the evening. The Board of Governors will be recognized from the audience. Fifty Years of Calling Certificates, Recognition Awards and other special awards will be presented at this banquet. **All award recipients—please stay for photographs immediately following the banquet.*

9:00 p.m. - Live Auction

Nugget 1

Immediately following the banquet, there will be a live auction benefiting the CALLERLAB Foundation, hosted by the Ways & Means Committee. Auctioneers will be Jon Jones and Vernon Jones. Auction numbers will be available when you enter the banquet. Thank you in advance for your generous support of the Foundation!



THE FOUNDATION

For the Preservation and Promotion of Square Dancing

9:30 p.m. – Creative Mainstream Dance

Cascade 2

Jeremy Butler will MC a dance featuring the Mainstream Program. Be sure to attend and enjoy an entertaining dance with callers, Scott Bennett, Ray Brendzy, Eric Henerlau, Vernon Jones, Ted Lizotte, and Mike Seastrom.

2024 CONVENTION SESSION CONTEST

Got an idea for a session at the 2024 CALLERLAB Convention? Turn it in to the Home Office or Convention Registration area. If the EC selects your idea, **you'll be entered to win free CALLERLAB Swag!! Be sure to include your name** along with your suggestion. You may also include your idea on your post-convention survey.





Wednesday – April 26, 2023

8:00 a.m. to Noon - Registration

Redwood 1

The Registration Office will be open for attendees to ask questions about the **Convention, about their membership, or to register for next year's Convention.**

9:00 a.m. - Annual Meeting (Closing Session)

Nugget 2

Harlan Kerr, outgoing Chair of the Board, and Ted Lizotte, incoming Chair of the Board will be presiding. Teresa Berger, Executive Director, and Parliamentarian, Debbie Ceder will be seated at the front table. Ray Brendzy, Scott Bennett, Barry Johnson, and Vernon Jones will serve as Sergeants-at-Arms. This is the **Annual CALLERLAB Business Meeting as noted in the "Call to Convention"**.

*****REMEMBER YOUR VOTE CARD!*****

Thank you for attending the 48th CALLERLAB Convention!

On behalf of the Board of Governors, Executive Committee, and Home Office staff, we hope you have enjoyed this Convention. If you have comments that will help us plan better for future Conventions, please let us know by filling out the post-convention **survey**. **Next year's planning committee will review all comments and consider your ideas** while planning for future Conventions. As you return home, have a safe trip. Once you are safely home, reflect on what you learned at this Convention. We hope you feel refreshed, energized and ready to *"Play Your Cards Right"*!

Be sure to take a copy of this *DIRECTION* to dances and organizational meetings and let others know what happened at this Convention.

On behalf of the Board of Governors, Executive Committee and Home Office Staff, thank you for your attendance and input at this Convention! Make plans to attend the 49th CALLERLAB Convention in Grapevine, TX at the Hyatt Regency DFW. You can register for the 2024 Convention online at callerlab.org/convention/2024registration or by scanning the QR code. Hope to see you there!



THANK YOU!

Teresa Berger, Executive Director



Monday, April 24, 2023

6:00 p.m. *Social Hour*

Nugget Foyer

6:30 p.m. *Banquet Doors Open*

Nugget 1

7:00 p.m. *Banquet*

MC - Wendy VanderMeulen

Banquet Menu

Baby Spinach Salad

Fresh Rolls

Pork Tenderloin

Water, Coffee & Tea

Mustard Rosemary Crust

Sweet Potato Gratin

Chocolate Decadence

Caramelized Apples

Introductions - MC

Committee Chairs and Vice Chairs

BOG Service Awards, 25 Years of Calling Recognition,

Good Night - MC

9:00 p.m. - *Advanced Dance*

Cascade 2

MC - Debbie Ceder

9:00 p.m. - *Social*

*Chalet Terrace
(5th Floor)*

It's the company, not the cooking, that makes a meal.



Tuesday, April 25, 2023

6:00 p.m. Chair's Social Hour

Nugget Foyer

6:30 p.m. Banquet Doors Open

Nugget 1

7:00 p.m. Banquet

MC - Tom Rainer

Banquet Menu

Classic Caesar Salad

Fresh Rolls

Filet Mignon

Water, Coffee & Tea

Grilled Vegetable

Fingerling Potato Hash

White Chocolate

Port Wine Demi

Cheesecake

Introductions - MC

Executive Committee, Board of Governors

*50 Years of Calling Certificates, Award of Excellence,
Chairman's Award, Other Special Awards*

Good Night—MC

9:00 p.m. Live Auction

Nugget 1

Auctioneers - Jon Jones & Vernon Jones

9:30 p.m. Creative Mainstream Dance

Nugget 2

MC - Jeremy Butler

Good food is sweeter when shared with good friends.



Meeting Space
Floor Plan—2nd Floor

