

NEWSLETTER  
for Members of  
CALLERLAB



The International Association  
of Square Dance Callers

Box 679, Pocono Pines, PA 18350

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**FROM THE CHAIR**

Last month the Executive Committee met in Orlando for the first of two planning sessions for our 1990 CALLERLAB Convention. We read over the critique sheets that were turned in at Nashville and considered all the suggestions included. This is in an attempt to give the majority of our members what they want at our next convention and to make CALLERLAB more meaningful to the Square Dance Activity.

I am already excited about our convention in Orlando. The facilities for this convention are excellent as well as being just a short distance from Disney World and Epcot Center. The program for our convention should be beneficial as well as entertaining for everyone. NOW is the time to plan and budget your time and money so you can attend the 1990 Convention in Orlando -- April 9-11, 1990!

In our discussions concerning what we can do to improve Square Dancing, we always talk about teaching, timing, styling, choreography and many other topics. All of these are very important. However, the conversation always gets around to the general consensus that "we need more people in our classes". At this point in time, you should be aware of our efforts to raise money over the past two years and the TV videos we have produced for Square Dance promotion and recruiting. I'm sure you will agree that the only way these will be effective at all is if they are used and shown to the general public.

In traveling around to various areas, I find many people who are not aware of our efforts or the videos. Please make it a point at each of your dances over the next few weeks (months) to tell the dancers about these videos and how they can be used. If you call for a club and the club does the promotion and recruiting, be sure your club officers are aware of these tapes.

If you have any questions about the videos and how to obtain them, please call the CALLERLAB Home Office. Now is the time to start using these videos and accumulating names of prospective class members for your Fall classes.

I sincerely hope you all have a great summer and we look forward to seeing you next April in "Mickey Mouse Town"!

Darryl McMillan  
CALLERLAB Chairman of the Board

## MILESTONE AWARDS

Presentation of the CALLERLAB Milestone Award to BILL DAVIS by Kip Garvey - 1989 Nashville Convention, March 21, 1989

This evening's Milestone recipient was born in Los Angeles. After serving in the Navy, he acquired a degree in Electrical Engineering from Cal Tech. Later, while employed by a major defense contractor, he earned his Master and Doctorate degrees in Electrical Engineering at Stanford University.

He began his calling career in 1955. In 1958 he was one of five co-founders of his local callers association.

He immediately set his sights on determining the structure and nature of square dance choreography. In 1966 he presented a paper entitled "Introduction To Sight Calling" in which he first presented the concept of the "state" of the square.

In 1972, he published Symmetric Choreography And Sight Calling in which first appeared an in-depth analysis of the "state" of the square along with the development of the concept of Formation, Sequence, and Association. In this text he also presented a new symbol system used to identify FSA.

In 1972, a time in which CALLERLAB was in its embryonic state, he recognized the potentially unstable effect of so many new experimental calls being used in that day. He began a procedure of counting the frequency of use of calls in order to align calls into some logical order based on their frequency of use.

He became research chairman of his callers association in 1972 and began publishing notes for callers. His note service is the longest running note service published by a single individual.

In 1972 he published the first volume of the annual Top Ten in which he published the first square permutation for use in "mixing" dancers from tip to tip.

In 1975 he began teaching caller schools with Bill Peters, another Milestone recipient. Together they renamed FSA to FRA for Formation, Rotation and Affiliation, and published papers on "Zeroes vs. Technical Zeroes" and "Equivalent vs. Technical Equivalent".

In 1976 he published the paper "Unsymmetric Sight Resolution".

In 1979 he published the book Sight Callers Textbook that included for the first time in print a chapter on return-to-home get-outs and techniques. He revised this text book in 1981 making the terminology agree with that which CALLERLAB had adopted regarding Formation, Arrangement, Sequence, and Relationship after helping with the development of this terminology through participation in CALLERLAB committees designed to resolve such matters.

And most recently, in 1988, he developed notation system using quadrant designators for return-to-home get-outs.

His involvement in CALLERLAB began in 1974. He was a member of a very important committee of that day, the Think Tank Committee. In 1976 he chaired the Formations Committee and helped develop the "Arrangement" notation currently accepted by CALLERLAB. In 1977 he helped devise the written examination for use in the CALLERLAB Caller-Coach program. In 1978, he became a CALLERLAB Accredited Caller-Coach.

He has chaired the Advanced Definitions Committee, the Advanced Dancing Committee. He participated in a special Ad Hoc committee that finalized the accepted terminology of Formation, Arrangement, Sequance and Relationship (FASR).

In 1983 he began a five year term as a member of the CALLERLAB Board of Governors. In 1988, he was re-elected to that board for another three year term.

Bill Davis currently teaches beginner classes each year for his Plus club. In addition, he calls Advanced and Challenge dancing for another club of his in San Jose.

He has accomplished all this while holding a full time position as an aerospace engineer at Lockheed in Sunnyvale, responsible in part for the development and placement of many sophisticated commercial and scientific satellites into orbit. Just recently retired from Lockheed, Bill Davis resides in Sunnyvale, California with his lovely wife Bobbie and two of his six daughters.

The contributions Bill has made to the science of square dance calling are uniquely his, and will last the test of time. Bill has been at the heart of the development of sight calling techniques since the phrase was first coined. His many papers dealing with the subject, along with his development of terminology that describes the "state" of a square, including Formations, Arrangements, Technical Zeroes and Technical Equivalents, the Symbol System and Formation/Arrangement management attest to the long lasting value and permanency of his contributions to square dancing. This, along with his unfailing love for the activity, and his continued involvement in leadership and training, give us, his contemporaries, a rare opportunity to thank him for his individual efforts through presentation of our highest award, the Milestone Award.

Ladies and gentlemen, Dr. William R. Davis --

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Presentation of the CALLERLAB Milestone Award to DECKO DECK by Earl Johnston - 1989 Nashville Convention, March 21, 1989 --

Good evening, ladies and gentlemen and Bob "Fatback" Green, MC for the Tuesday night banquet! It is a great honor and pleasure for me to be a presenter at the 16th Annual CALLERLAB Convention.

It seems that it is more exciting and satisfying to me to present than it would be to receive. The Square Dance Caller I have the privilege of presenting to you has been a pioneer in the Western Square Dance program since 1949. From the very beginning, he has been teaching and helping others. However, he, too, was helped along the way by such famous personages in our activity as "Pappy" Shaw, Ken Smith, Jr. of Colorado and Ricky Holden of Texas.

After starting to call in 1949 in San Antonio, TX, he was transferred to the Washington, D.C. area where there was very little square dancing at the time. Through his efforts, with Pat Paterick and Pappy and Nan Heir, he and his partner started groups from ground zero and built what turned into one of the strongest Western Square Dance programs in the USA.

They were transferred in 1954 to Ottawa, Ontario and started all over again. Building -- always building but on their own foundation not on a foundation built by others.

However, they never failed to work in close harmony with whatever program was in place no matter how small. While in Ottawa, they worked hand in hand with Angus

and Catherine McMorran and Art and Isabelle Wilson. I keep mentioning "they" because Lou and Decko Deck have always been a team. Lou organizing and promoting -- Decko on the stage calling and teaching.

What a team they have been!

In 1956, they transferred to Detroit and once again continued their development of clubs and callers. In 1960, it was back to Washington, D.C. where the program they had been instrumental in starting was roaring along with thousands of square dancers dancing and a huge Spring Festival in place and prospering.

Decko and Lou have run festivals, week long square dance camps at Wigwasson Lodge, Canada and many, many weekends both in the US and in Canada. Decko is still an active caller and accredited Caller-Coach.

Decko has recently been instrumental in forming the Virginia State Callers Association and is Chairman of the Board of that organization.

It is a great honor and pleasure for me to present CALLERLAB's highest symbol of recognition for a career of dedicated and unselfish efforts to my long-time friend -- DECKO DECK of Arlington, VA.

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#### CHAIRMAN'S AWARD

Chairman of the Board Darryl McMillan presented Charley Muff with the Chairman's Award. This award is presented by the Chairman of the Board when, in the opinion of the Chairman, an individual has made an outstanding contribution to the CALLERLAB Organization or to the Square Dance Calling Profession. This award is not given each year and may not be awarded to a member of the Board of Governors. This year, Charley Muff, with a great deal of help from his lovely wife Barbara, completed a tremendous document using mountains of correspondence from his committee to select the common usage formations and arrangements for all calls on the Basic, Mainstream and Plus Programs. This effort required many letters back and forth from his committee and a herculean task to sift through the comments to make the documents he prepared for Nashville and keep them meaningful. Charley not only accomplished his assigned tasks in superb fashion, but he did so knowing that he was retiring from calling. He not only completed the task but he invested his own time and money for himself and his wife to attend the convention in Nashville. For service to CALLERLAB and the entire calling profession, this Chairman's Award is presented to Charley Muff and his lovely wife, Barbara.

#### SMALL WORLD AWARDS

The following overseas callers attended CALLERLAB for the first time and were presented "Small World Awards" -- Robert Bjork, Sweden, Peter Johnson, Australia, Ingvar Pettersson, Sweden, Stefan Sidholm, Sweden and Wil Stans, The Netherlands. Don and Naomi Carr, Marshall Islands also attended the 1989 Nashville Convention. Don and Naomi were previous "Small World Award" recipients.

#### VIP'S IN ATTENDANCE --

CALLERLAB was pleased that the following representatives from their respective organizations attended our 1989 Nashville Convention: representing the National Executive Committee - Ed and Alice Colin and Helen Goldsmith; representing ROUNDALAB - Irv & Betty Easterday; and representing LEGACY - Orlo Hoadley.

We are fortunate to both give and receive cooperation from each of the above organizations.

### NOTE ON ACCREDITATION

Making your signature mean something! -- At the Nashville Convention, an attempt was made to remove the words MANDATORY from the Accreditation Program. All other aspects of the program would remain in place. During the discussions both within the committee and on the floor, it was acknowledged that the current accreditation program has lost its intended impact since so many callers sign their names without knowing the individual for whom they are signing. The net result was that the motion to remove the words MANDATORY from the Accreditation Program was defeated. The committee therefore urges you to make YOUR SIGNATURE meaningful by only signing for those callers about whom you can personally attest. This means that you approve of their calling, their standards, their ethics and behavior and you feel they reflect credit on callers everywhere. Maybe, you have to say "NO" to someone if you don't know them.

### CALLER-COACH PROGRAM

Jon Jones, Chairman of the Caller-Coach Committee, advised potential caller-coaches who are interested in becoming accredited to check with some of the reputable callers' schools being conducted to audit the course. Many of the existing Accredited Caller-Coaches have agreed to allow a caller to audit the course at no charge. A great experience and a great opportunity to learn more about the art of teaching callers to call.

### COMMITTEE REPORTS

#### Plus Committee - Bill Heyman, Chairman

Chairman Bill Heyman thanked all those who attended for a lively and constructively focussed discussion which covered a wide range of issues. The majority of callers in attendance want NO CHANGE in the Plus program.

It was recommended that a footnote be added to the bottom of the Plus program stating that the Plus program is understood to include more creative use of the Mainstream moves from other than standard positions. This footnote will be included at the time of the next printing of the Plus programs.

#### Mainstream Quarterly Selection Committee - Kenny Farris, Chairman

It was discussed that only callers who are calling Mainstream dances should participate in the selection of Mainstream quarterly selections. This issue will be placed on a ballot to be mailed to this committee to solicit their input on this topic.

It was also discussed that it would be a good idea to have a joint committee meeting with the Plus Quarterly Selection Committee at the 1990 convention in Orlando.

#### Choreographic Applications Committee - Stan Burdick, Chairman

Stan reported that the work previously completed by Charley Muff, former chairman of this committee, is outlined below and will be continued. While the work was not quite completed in Nashville, we anticipate that it will be completed in Orlando, Florida. Here then is the report in Charlie's own words:

The Choreographic Applications Committee recognizes that the calls on the Basic, Mainstream and Plus programs have tremendously varied formations & arrangements from which they can be called. It also recognizes that, for each call, there are

starting formations and arrangements which are more commonly used and usually more easily executed by the dancers.

The formal compilation (rather than verbal passing on) of these most common variations would be useful to newer callers, visiting callers and callers moving into a new program. The Choreographic Applications Committee with input from the Mainstream and Plus Committees has developed choreographic aids for callers listing the standard formations & arrangements for the calls on the Basic, Mainstream & Plus programs which detail those formations and arrangements which are generally believed to be most common.

It is hoped that the "Choreographic Aids, Standard Formations & Arrangements" for the calls on the Basic, Mainstream & Plus programs can be adopted as a "caller's aid" and henceforth reviewed yearly by the Choreographic Applications Committee, or any committee designated by the Board of Governors, for continued accuracy and utility.

#### "Choreographic Aids Standard Formations & Arrangements Program"

This caller's aid should be considered as merely a starting point from which all choreography emanates. It is the belief and hope of CALLERLAB that dancers at this program shall be able to dance the listed calls from at least these standard variations. In no way is this listing to be construed to limit a caller's or dancer's abilities. It is expected that callers will use good judgment when teaching and calling to include the amount of "DBD" that is appropriate for the given situation.

#### Grants & Endowments Committee - Laural Eddy, Chairman

The Grants and Endowments Committee had no formal committee action at the 1989 CALLERLAB Convention in Nashville, TN. The committee chairman, Laural Eddy, and vice-chairman, Bob "Fatback" Green did develop a three part program to increase the funding now available to the Foundation For The Preservation and Promotion of Square Dancing. This three-part plan includes: looking into changing the tax status of CALLERLAB to become a tax-deductible/tax-exempt organization; approaching corporations for sponsorship of different aspects of the Foundation; and examining the possibility of preparing a standard codicil for wills to leave monies from an estate to the Foundation and/or CALLERLAB.

CALLERLAB presently is a tax exempt/non-tax-deductible organization. If our present status can be changed to make CALLERLAB a tax-exempt/tax-deductible organization, we may be able to apply for federally funded grants for the preservation and promotion of the arts through the National Endowment for the arts and other federally sponsored programs.

Corporate sponsorship is being examined to determine if organizations and companies with an interest in the square dance activity can be utilized to promote square dancing through the Foundation and to the non-dancing public. Corporate possibilities include the Ford Foundation, the Kellogg's Foundation and Coca-Cola Company, among others.

A standard codicil, good in all fifty states and Canada, is an option for wills of square dancers and callers to benefit the Foundation for the Preservation and Promotion of Square Dancing. Through a codicil, a document to be a deed to a will to make legal changes without changing the major structure of the will, interested parties could leave money upon their deaths to aid the square dance activity in a variety of ways.

The membership of the Grants and Endowments Committee at the present time is very small and we are in hopes that our participation can be increased in the

months ahead. All interested persons should contact the home office for more information.

Contra & Traditional Committee - Mona Cannell, Chairman

Mona reported there was no pressing business presented at this committee's meeting in Nashville. A review of the 1988 quarterly dance selections and a preview of some dances considered for nomination as future quarterlies was accomplished. Special emphasis was placed on teaching and the keys for success for all dances. A sample selection of recorded music suitable for contra/traditional dance use was available for use in the demonstrations.

Plus Quarterly Selection Committee - Ken Ritucci, Chairman

It was reported that during the past year, this committee had a very productive year. The following calls were dropped from the Plus Quarterly Selection list:

Cross the Ocean - Rock the Boat - Relay with a Star

The following calls have been added to the Plus Quarterly Selection list:

Zip to a Diamond - Slip out of a Diamond

The keep/drop ballot for "Relay With A Star" drew an overwhelming response from the membership. Ken stated that it was nice to see so many members take the time and convey their feelings.

The overall feeling within this committee is that the Plus Quarterly Selection program is alive and well. Ken introduced Tom Sellner as the new chairman of this committee.

Advanced Quarterly Selection Committee - Damon Coe, Chairman

Damon reported that the scheduled business included the keep/drop vote for the call "Counteract". It was the feeling of the committee members in attendance that there were not enough members present to vote. This keep/drop ballot will be a part of the quarterly ballot to be mailed out later this month.

Some of the members present voiced an opinion that this committee should be allowed to use C-1 calls as Advanced Quarterly Selections. There was discussion of the possibility of being able to use a C-1 call as an emphasis call when there is no quarterly selection. [Please note that this is a report of the committee meeting, not an official action nor an approved policy. The current policy is that no call shall be used if it does not appear on the advertised program unless it is walked or workshopped first. No dancer is expected to know any Quarterly Selection Call.]

Callers' Partners Committee - Karen Rippetto, Chairman

Karen expressed pleasure at both the sessions held in Nashville and the attendance and cooperation by all. The session on "Organization and Time Management" presented by Frank Lescrier and Mary McCravy was very well-received. "Your Role as a Partner", presented by Nancy Newman, Judy Biggerstaff, Genie Schaffer and Roy Peeler, offered stimulating discussion dealing with four entirely different types of partners' roles. "Communications and Diplomacy" presented by Jim Wheeler was an extremely enthusiastic and knowledgeable session. Many requested that Jim's talents as a speaker and motivator be utilized at a future convention. Ron Beasley's session on "Table Decorations and Party-type Foods" was enjoyed by those in attendance. (This session competed with the Afterparty Session held next door.)

The long-awaited "Partners' Handbook" was included in all partners' convention packets. It was the overall consensus that this book was very well done. It was suggested that this handbook should be redone in a looseleaf binder form so that it could be periodically updated. Members of this committee will be contacted through the mail during the upcoming year to seek their input. (NOTE: For those who did not attend the Nashville Convention, you may obtain your copy of this handbook by writing to the Home Office. The cost of this handbook is \$5.00.)

#### Timing Committee - Bob Wilson, Chairman

Prior to their meeting in Nashville, a few of the committee members wrote in, giving suggestions. With the suggestions that were written and those presented at the meeting, the following recommendations were presented:

- 1) That the Timing Committee recommends having interest sessions at a future convention offering the following:
  - a) Use of the timing lists
  - b) Training in proper timing
- 2) That, in future printings of the Mainstream, Plus and Advanced programs, members be provided with the timing behind each basic. This would keep the timing of figures in front of callers as they teach.
- 3) The majority of the members in attendance felt that all dance programs should be timed by the Timing Committee. It was therefore suggested that we undertake the timing of the Challenge basics, with the understanding that we would need full cooperation and help from the Challenge Committee.

#### Community Dance Program Committee - Bob Howell, Acting Chairman

In Ken Kernen's absence, Bob Howell agreed to serve as acting chairman of this committee. Bob reviewed the Community Dance Program and confirmed the fact that the CDP was a program that was self-contained and was not a level that was preparing anyone to move into the modern western square dance programs.

The Community Dance Program Committee was pleased with the proposed new booklet that was circulated at its session. There was a desire expressed that more simple contra dances be added to the booklet. Those assembled also made a request for a list of resource materials available in developing a CDP program in their own area. There was a recommendation that more solo dances be added to dance programs between square dance tips. A concern about the "visibility" of the entire Community Dance Program in future news releases by CALLERLAB was also expressed. Finally, those in attendance requested that the list of CDP basics be listed in a CALLERLAB news release so that all members of our organization would be aware of what the program offers.

#### Challenge Committee - Ed Foote, Chairman

Chairman Ed Foote stated that 1989 was a voting year to consider changes to the C-1 and C-2 lists. In Nashville, the Challenge Committee discussed suggestions for additions and deletions to go on the ballot for each list. Balloting will occur this fall.

The Challenge Definitions Sub-Committee held two meetings to continue work on the C-2 definitions. A proposed draft is scheduled to be sent to the members later this year.

The Challenge Committee Newsletter is published three times a year by Ben Rubright. It lists current experimentals that are popular at Challenge. If you are



working a new call and feel it has merit, please send information about the call directly to Ben. (Ben Rubright, 1309 Bearmore Dr., Charlotte, NC 28211)

Ed also reported that Clark Baker has developed a computer program which reduces the amount of time necessary to write Challenge dances and which gives a variety of choreographic ideas. The program is compatible with an IBM PC or a Macintosh. Those interested should contact Clark directly. (Clark Baker, Chairman R & D Committee, 426 Marsh St., Belmont, MA 02178)

#### Round Dance Committee - Bill Higgins, Chairman

The method used to select Round Dances to be considered as Rounds of the Quarter was briefly reviewed. "The Boy Next Door" by Frank & Phyl Lehnert, MGR 049 (HI HAT 873 or BB 015) was selected as the Round of the Quarter for the third quarter of 1989. It was also requested that the cue sheet for the selection for the quarter be published.

Pete Diven made a report on ASCAP (American Society of Composers, Authors and Publishers). Essentially the public performance of copyrighted music is authorized by ASCAP through the purchase of a license. The fee paid for the license is divided between the composers, authors and publishers as royalties. Two main points stressed were: 1) By law, square and round dance record producers must pay royalties through the Harry Fox Agency for the reproduction of copyrighted music; 2) Square and round dance clubs, by law, must pay royalties through ASCAP for the public performance of copyrighted music.

Pete suggested that a joint committee be formed with representatives from CALLER-LAB, ROUNDALAB and possibly LEGACY to further study and work with ASCAP for an equitable solution. Irv Easterday, ROUNDALAB, invited Bill Higgins and Herb Egender to sit on a panel at ROUNDALAB on the ASCAP issue. Bill, in turn, recommended that Pete Diven, vice chairman of the CALLERLAB Round Dance Committee, as a member of any joint committee set up to discuss ASCAP since Pete has done extensive research on this matter.

#### Caller Association Liaison Committee - Carl Brandt, Chairman

A specific problem presented by one of the callers in attendance was discussed. His association needed input, suggestions, etc. -- the major problem being lack of attendance at the association meetings.

It was suggested that a brochure be made available to all affiliated caller associations defining the following:

1. The rules for joining as an Affiliate.
2. The rules when applying for workshop assistance (educational grant).
3. What previous printed material is available to them -- "How to conduct a business meeting in one hour or less", "How to start a callers' association", "How to solve problems", "What subjects are suggested for workshops", etc.
4. Suggestions to be utilized when the officers of the club are "poor leaders".
5. Carl will draft a proposal regarding tie-in with caller affiliated associations to be forwarded to his committee members requesting their input.
6. It would appear that the "average" caller does not know the purpose of this committee.

Carl also announced that Larry Cole, Marion, Indiana, had agreed to serve as vice chairman of this committee.

Research & Development Committee - Clark Baker, Chairman

Work in progress and correspondence received during the past year was reviewed. Many possible projects were discussed and the following four projects will be undertaken during this year: (Note the work on the "talent bank" and census sub-committee has been cancelled and superceded by the four new projects.)

1. Hal Posey agreed to run a computer bulletin board and mail service. Hal had suggested this idea at one of the Board of Governors informals and it was suggested that Hal present his idea to this committee. Hal is expected to make an announcement in a future issue of DIRECTION.
2. Doug Barnett will investigate the new member information form and, along with the talent database needs, recommend a new form. Doug will also recommend what data should be captured in the CALLERLAB computer. He may ask any of us for advice or suggestions before submitting the final results to the CALLERLAB Office.
3. John Sybalsky will look into the caller census study group. We believe that it is currently inactive and we should take it over and continue its work. Currently, this involves developing a mailing list of all square dance callers.
4. Bruce Busch will be in charge of the Choreographic Database project. Its goal is to capture a representative sample of Mainstream and Plus programs in 1989. Thirty-five callers will be selected at random and asked to submit tapes from a dance they have called recently. If a caller calls both Mainstream and Plus programs, he or she will be asked to submit a tape from each program. The dance is to be one that the caller is invited to call, at the advertised level, with only one caller. We are looking for the "typical" Friday or Saturday night dance when a visiting caller comes, not what you call for your home program. Once we have gathered this information, we hope to enter it into a computer and analyze it. We are not interested in analyzing individual callers and Bruce will disassociate the caller from the tape, keeping only the program, the location, the date, the number of dancers, etc.

Clark reported that he has as one of his projects to act on Jim Mayo's comments about surveys and databases. Clark will start keeping track of any data as it pertains to square dancing. He is interested in knowing that the data exists and who to contact about it. Clark intends to keep this data on Hal Posey's system so everyone can observe what is being done and contribute as they see fit.

Rural Area Considerations Committee - Virgil McCann, Chairman

The following problems were discussed as being problems for "small clubs":

1. Difficulty in recruiting beginners
2. Loss of members
3. The high cost of renting halls
4. Distance between clubs makes visitation difficult.
5. Shortage of funds makes it hard to hire callers.
6. The cost of new clothes for beginners discourage some new people.

Some suggestions made to ease some of these problems were:

1. Try the Community Dance Program for one year to try to get more people involved.

2. Use the new TV commercial video tapes to advantage at local TV stations.
3. Set up TV set and VCR at flea markets, malls, county fairs, etc. to promote classes. Be sure to have phone numbers posted to call for information.
4. Put the promotional tape on a long playing tape to keep repeating.
5. Think of some ways for fund raising for your club other than just charging at the door -- cake walks, raffles, etc.

It was stated that a survey will be sent out soon to all committee members to solicit their feelings on these suggestions and get their thoughts on ways to improve rural dancing.

#### Area Representatives Committee - Keith Rippetto, Chairman

Topics of discussion at this committee's meeting in Nashville were: 1) Why should a caller belong to CALLERLAB? 2) What does CALLERLAB offer? 3) How do we, as area representatives, recruit new members?

It was the feeling of those in attendance that belonging to CALLERLAB was a matter of professionalism, pride and knowing they belonged to an organization that was dedicated to the betterment of the activity. They also felt belonging to CALLERLAB offered many benefits such as insurance, caller training and education, having a voice in standardization of the programs (lists), professional recognition and being able to discuss problems/ideas among their peers at the annual convention each year.

The insurance needs of square dance callers was also discussed. It was reported that some square dance clubs and rental facilities were requiring proof of insurance by the caller involved before a contract would be let or honored. Those that have had this experience have had no problem with using their CALLERLAB insurance policies to meet said requirements.

In the area of caller recruitment, it was felt that this committee was not reaching all associations, districts, areas or callers and that a plan needed to be developed that would insure that we do reach all callers and make CALLERLAB available to them.

Each state has different ways in which they are represented to CALLERLAB and we need to know if all are being represented. Although a plan was not formed, it was felt that each individual CALLERLAB member should identify their area representative and make sure they are still representing that particular association or district. In the case where no representative is found, it is asked that the home office be notified and a representative appointed.

Keith requests that each of you reading this report take the time to send him a list of all known associations, districts, and callers. Your efforts in gathering this information will be greatly appreciated. Please respond to this need so that we know CALLERLAB is truly a representative body of all states, associations, districts and callers.

#### Mainstream Committee - Martin Mallard, Chairman

The results of the surveys conducted on the Mainstream movements were discussed during the first meeting and it was decided to submit various resolutions to the floor. The outcome of these resolutions is as follows: The calls Allemande Right and Wrong Way Promenade were deleted from the Mainstream Program. The call "Chain Down The Line" was approved to be italicized. The motion presented to

delete the call "Divide" from the Mainstream Program was defeated -- Divide will remain on the Mainstream program.

Considerable discussion on the moving of "Extend" from the Plus Program to the Mainstream Program took place. The final committee vote was a resounding "NO"!

The second session was directed toward the future actions of the Mainstream Committee. This committee is now responsible for timing and definitions and it was felt that a sub-chairperson should be selected to handle these jobs. The subject of a teaching progression more in line with the present day Mainstream Program was discussed and it was decided that this should be undertaken and presented at the 1990 Orlando Convention.

Martin Mallard advised that effective at the end of this convention, he will resign as chairman of this committee. Mac Marcellus, assisted by his wife, Orphie Marcellus, have agreed to chair this committee.

#### Education Committee - Herb Egender, Acting Chairman

In Jerry L. Johnson's absence, Herb Egender agreed to serve as acting chairman. Herb reported that the main thrust of the Education Committee meeting was to review the draft chapter on Teaching which is to become a part of the supplemental material for the Curriculum Guidelines for Caller-Coaches. No substantive changes were proposed and it appears that the chapter is about ready for final review and approval.

The other subject discussed at some length was how to gain entrance into the schools to improve the way square dancing is taught. Many ideas were exchanged, the most successful of which seemed to include getting local school personnel actively involved in square dancing. The committee is grateful for the contributions of Jack Murtha, who has considerable experience in this area. The committee is looking for success stories on teaching square dancing in schools. If you have such a story, please send it to the CALLERLAB Home Office, Attention: Education Committee.

#### Styling Committee - Cris Crisler, Chairman

The unanimous conclusion reached by the members in attendance were:

1. Presentation of Styling, as an interest session, is being completely ignored and a very low priority is being placed even on "committee" meetings by the convention planners.
2. ~~Convention planners, executive officers and/or Board members seem to fear a controversy may arise if proper styling by definition is emphasized in an open interest session, even though CALLERLAB long ago approved both definitions and styling terms at the Mainstream/Plus programs.~~
3. Members in attendance expressed a desire for open interest sessions on "How to teach Styling" at the 1990 Orlando Convention.
4. Many members threatened to resign if CALLERLAB continuously refuses to abide by the constitution and By-Laws in teaching styling and definitions.
5. Chuck Marlow, Ohio, suggested a 1990 convention theme -- "STP - Styling - Teaching for Pleasure.

Caller Training Committee - Jim Mayo, Chairman

The Caller Training Committee met to consider the progress that has been made during the past year on development of background information documents covering the 10 Essential Topics in the Caller Training Curriculum. There were five documents available in draft printed form for review. There were: Timing (revised after the 1988 convention -- no further changes contemplated), The Mechanics of Choreography, Methods of Choreographic Management, Programming and Leadership. An excerpt from the Timing document was proposed as a substitute to reduce the complexity of the document and this proposal was defeated. Discussion then focused on the eventual method of distribution of the completed documents which we expect will be available at next year's convention (1990). The consensus was that we should recommend to the Board that they be published and sold as a supplement to the Curriculum Guidelines book. It was suggested that this document be sold only to those who (have) purchase(d) the Guidelines. A formal proposal to the Board will be made when the documents have reached a near final form. There was then discussion of the need to develop an Apprentice Training Program that can be offered as guidance for those seeking to enter into such a program. A draft of such a program prepared by John Kaltenthaler is available and will be sent to the committee for review soon.

RECRUIT - PROMOTE - MAINTAIN

Since this was the theme of our convention in Nashville, it is appropriate to include comments from the various sessions. Here then are the comments, observations and suggestions as reported to the office from the four session on Recruiting and Promotion as well as the four sessions on Maintain. Use them for your own programs in your own areas if they will help.

To facilitate their use, we are placing these as a separate document at the end.

ADVANCED DANCING COMMITTEE

This note is addressed to those callers who are actively involved in calling A1/A2 -- Are you actively involved in calling A1 and A2 programs? If so, consider joining the Advanced Dancing Committee. We need your ideas and your input to help keep Advanced Dancing interesting, stable and FUN! For more information contact Mike Callahan, Chairman.

MAINSTREAM KEEP/DROP BALLOT

The keep/drop ballot for the call "Hang a Right(Left)" has been made a part of this issue of DIRECTION. Please be sure to return your ballot to the CALLERLAB Home Office to be received no later than August 1, 1989! Thanks!

BOARD OF GOVERNOR CANDIDATES

We have already received several completed petitions! If you are thinking about being a candidate for the Board, you are reminded that we must have your valid petition, your biographical sketch and a current picture no later than AUGUST 1, 1989. If we do not have all of the material in the proper form, your name will appear on the ballot without the missing information if you have a valid petition.

If you submitted a valid petition and choose not to run in this election, we will need a letter requesting your name be withdrawn no later than August 15, 1989.

## AUSTRALIAN OVERSEAS MINI-LAB

The planning for the Overseas Mini-Lab to be held along the Gold Coast in Queensland, Australia is coming along nicely. The Australian National Square Dance Convention precedes the Mini-Lab and will be held in Brisbane, also in Queensland. The dates for the 31st Australian National are June 7-11, 1990 and the dates for the Mini-Lab are June 12-14, 1990. The airline arranging flights within Australia is ANSETT and if you are planning to go, we suggest you contact either David Smythe, Chairman, Mini-Lab Organizing Committee, 19 Watson Street, Currimundi, QLD 4551, Australia or Nev McLachlan, P O Box 248, Buderim, Queensland 4556, Australia.

The following callers will represent CALLERLAB at the Australian Mini-Lab: Ernie Kinney (who will then be Chairman of the Board), Jim Mayo, Jack Lasry and Jon Jones, all former Chairmen of the Board and John Kaltenthaler, Executive Secretary. Jim, Jack, Jon and John are also Accredited Caller-Coaches.

## ANNOUNCEMENT OF SCHOLARSHIP AWARDS

The Jerry Schatzer Memorial Scholarship is awarded based on the following priorities: need, existing skills, training and intentions. Callers interested in applying for this award should request the appropriate application from the CALLERLAB Home Office and submit their requests prior to the Spring Executive Committee meeting each year. This enables the Executive Committee to act upon these requests for the current summer season. Other memorial scholarship monies have been received including an annual gift from the Overseas Dancers Association in memory of Tex Hencerling. Preference for this money goes to callers currently stationed overseas or who learned to call while overseas.

These scholarship fund awards were designed primarily for those callers seeking to further their calling education. No single award shall exceed 75% of the combined cost of tuition and room and board, if room and board are a normal part of the cost of the school, and only if the participant takes advantage of the room and board. Otherwise, no single award shall exceed 75% of the tuition cost, not to exceed \$200.

Periodically, CALLERLAB grants scholarships for callers who have requested financial assistance in order to attend a callers' college. There is an approved application form and we remind our membership of these scholarships in the spring of each year. Scholarships were approved for Carolyn Lawrence and Scott Wright from Saskatoon, Saskatchewan, Canada, Howard Richman, Jersey City, NJ, Mike Woods, San Diego, CA. Congratulations to each of you!

## ERNA M. EGENDER MEMORIAL CONVENTION AWARD

The Erna M. Egender Memorial CALLERLAB Convention Award is awarded annually by Herb Egender in memory of his wife, Erna, upon the recommendation of the CALLERLAB Executive Committee. This award covers the registration/convention fees for a caller and his or her married partner to attend the annual CALLERLAB convention, not to exceed \$300.00. It does not apply to transportation, hotel or incidental expenses. To be eligible for the award, a caller must be a full member of CALLERLAB and married to a partner who shares in and supports his or her calling activities. For further information and/or an application, please contact the home office.

We are pleased to announce that Larry and Kathy Davenport, Mt. Pocono, PA have been chosen as the 1989 recipients of this award. As many of you probably know, Larry and Kathy have assisted at the convention registration desk for the past couple of years. As recipients of this award, the Davenports' 1990 convention fees will be paid in full. Please offer the Davenports your congratulations!

FUND RAISING UPDATE - Jerry Junck, Project Coordinator

Jerry Junck, Project Coordinator, is pleased to announce that since the convention in Nashville, we have done very well with additional fund raising efforts for the FOUNDATION FOR THE PRESERVATION AND PROMOTION OF SQUARE DANCING. In fact, quite a few states, provinces and countries either have met or exceeded their assigned targets for fund raising. These states include: all states of New England -- Maine, Vermont, New Hampshire, Massachusetts, Rhode Island and Connecticut; California, Delaware, Hawaii, Iowa, Idaho, Kansas, Maryland, Nebraska, Oregon, South Carolina, Wisconsin, West Virginia; the provinces of Nova Scotia, Ontario, Saskatchewan, Yukon Territory and the country of Japan. Thanks guys and gals, your response has been great!

How about the rest of you? Can you make your quota by the time Orlando gets here? Jack Berg certainly did an outstanding job on the video tapes and they have assisted greatly in the fund raising efforts. Now if we can just get to the television studios and get them to help out with running them on the air to help promote classes in the fall. It truly is up to you to use the resources CALLERLAB has made available to you. Chairman McMillan reminded us of this in his message "From The Chair". Remember, the tapes have all three segments on them and they are available in three formats - VHS, 3/4 inch and one inch. Many studios use the 1" tape but some of the more modern use the 3/4". Please specify which format you need when you order your tapes from the office. The VHS works well in your home VCR unit unless you are overseas and then you will have to get the tape converted to your local format. Perhaps they use the 1" or 3/4". Check with them and then order the appropriate size.

PROMOTION OF COMMERCIAL TV VIDEOS

IF IT IS TO BE, IT IS UP TO ME! Ten small two-letter words that convey a great deal to any actions taken in this world. In order for something to happen, somebody has to do something. CALLERLAB, through the donations made by many of you, was able to marshall our resources and produce three fine quality video segments suitable to help in recruitment. We produced these tapes in three different formats -- VHS for home VCR use or use in Malls and stores etc for small promotional efforts -- 3/4 and 1 inch formats for studio use. However, none of this will be any good unless callers or dancers get the tapes and sell the idea to a television studio. Have you done your bit lately - or are you waiting for someone else to do it? Use the 10 words above and get the job done!

OKLAHOMA FUND RAISING DANCE - June 25, 1989

At the Anaheim NSDC, Mike Seastrom chaired the effort for the post NSDC Fund Raising Dance for the CALLERLAB FOUNDATION. This year, we will again have such a dance and it will be on Sunday morning, June 25, 1989. This Trail-Out Dance is planned to begin at 10:00 AM through 1:00 PM. Tickets are available at the 38th National Convention CALLERLAB FOUNDATION ticket booth. A \$3.00 donation per person is requested.

Jerry Junck will MC the event and we have secured the services of 15 callers to help with the calling chores. We hope that by the time you read this, this event will have generated a significant sum for the CALLERLAB FOUNDATION. A similar event took place following the New England Convention with a little more than \$3,150 donated to the FOUNDATION. Maybe your area could be the next one to do a similar thing!

### 1990 ORLANDO CONVENTION THEME

The theme for the 1990 Orlando Convention is - BUILDING THE FOUNDATION - This theme has a "double" meaning. Not only do we need to build square dancing on a firm foundation but also we need to build the CALLERLAB FOUNDATION to complete the many possible tasks that only a joint effort can accomplish. The foundation within square dancing, of course, is the entry program. This implies a thoroughness and correctness of teaching the Basics and include good teaching in each of our programs as they build on the previous programs. The 1990 Convention will use this theme and build on it to schedule the many events we have planned for you. We have an excellent facility and a remarkably good price for the rooms. The overall convention price is \$165 single and \$280 per couple with a room rate of \$77 single or double. The invitations will be mailed in late July or early August. Watch for them in your mail. With this kind of package, we anticipate a large turnout and we encourage you to register early so that you won't be disappointed.

### DELTA AIR LINES

DELTA Air Lines, Inc. has been designated the official airline carrier for our 1990 convention in Orlando, Florida. Delta is the largest carrier into Orlando. They will provide 5% off any super-saver fare for which you qualify or 35-40% off regular coach fares. We will have more information on this in the invitations as we send them out this summer. Of course if you can get a better flight price from a carrier other than Delta, please do so. We do urge you to go through Delta to see what they offer first and if you use a travel agent, please have them use the Delta special number so that CALLERLAB gets credit for your flight. This normally saves us in excess of \$2,000 each year for flights that are required in the performance of official CALLERLAB functions within the Executive Committee. Therefore, this saves you, the members, from having your dues increased as much or as soon. Support your organization.

### CONVENTION PARLIAMENTARIAN

For the past few years we have appointed a parliamentarian on an "as needed basis" and have been fortunate to have had the services of such fine people as Jim Mayo, Herb Egender, Mike Seastrom and John Sybalsky. In Reno, the Board approved a plan whereby callers could apply for the job of Parliamentarian to serve at the will of the Board of Governors. We invited requests for the position and requested a statement of qualifications. Member John Sybalsky has been selected to serve as Parliamentarian for the 1990 Orlando Convention.

### CHARITY GOLF SCRAMBLE - 1990 Orlando Convention

Arrangements are being made for a golf scramble to be held in conjunction with our 1990 Orlando Convention. This golf scramble is being held at the Orange Lake Country Club, Orlando, Florida and all proceeds will be contributed to the CALLERLAB FOUNDATION. "Duffers" as well as golfers are invited to play in what is anticipated to be a real "FUN" golf outing.

The cost to enter this scramble is \$100.00 for a two person team or \$50.00 as an individual. Bob "Fatback" Green, is the chairman of this outing. It is hoped that many of you will want to be a part of this fun and worthwhile event and make your convention plans to accommodate an extra day's stay. As of this date, it is anticipated that the golf outing will be scheduled to be held Thursday morning following the close of our 1990 convention. More details will be forthcoming in a future issue of DIRECTION and/or GUIDELINES.



REVISED BY-LAWS

We have enclosed a copy of the revised By-Laws with this mailing. These were approved in Nashville, March 20, 1989.

"LOST" CALLERS

It seems that some of our Members, Subscribers and Apprentices move without telling us of their new address. The US and Canadian Postal Services do not forward mail indefinitely and the result is returned mail to us. If you know the current addresses of any of the callers on the attached page, please send the correct address to us so that we may reinstate the callers.

1989-90 ROSTER

As an insert to this mailing, we have attached the latest roster of CALLERLAB callers in good standing. Each year, unfortunately, a number of our callers delay sending in their check and are dropped from active membership. If you review the roster and see that a caller is no longer listed, try giving him or her a call and suggest that they can become reinstated if they send in their dues now. Dues for US callers are \$65.00 and for Canadian and Overseas Callers the dues are \$50.00. Also please note that because of printing deadlines, some callers are listed on page 49 rather than alphabetically or with the states.

AFTERPARTY VIDEO - HISTORY & HERITAGE VIDEO

During the Nashville Convention, two video tapes were made on VHS format. These have been reproduced and are available through the home office. The quality is quite good and the cost is reasonable:

AFTERPARTIES - \$15.95

HISTORY & HERITAGE - \$16.95

We only have a limited number of tapes, so if you want one, please order it soon and it will be sent out on the same day we receive your check.

POST CONVENTION VOTE

The ballots that were sent out with the Convention Flash issue of Direction have been tallied. In order to change a vote taken at the convention, 2/3's of the ballots must be returned within 30 days and be in agreement to recommend a change. More than 1400 ballots were sent but only 422 bothered to respond which is significantly less than the two thirds required to change any vote. Therefore, all resolutions passed or defeated stand as voted at the convention. The Board has reiterated their belief in this policy and many of you have indicated that you agree that it makes you feel a part of the decision process. Now if we could only get everyone to return the ballot sent out.

Mainstream Emphasis Calls

1st Quarter 1989 - Cross Run & Cross Fold  
 2nd Quarter 1989 - Chain Down The Line  
 3rd Quarter 1989 - Spin The Top  
 4th Quarter 1989 - Cast Off 3/4  
 1st Quarter 1990 -

Plus Emphasis Calls

Crossfire  
 Anything & Roll  
 Explode And  
 Anything & Spread  
 Dixie Grand

CALLERLAB INSURANCE UPDATE

For U.S. Callers -- As most of you know, our group liability and accident insurance coincides with our dues year -- April 1 through March 31st of the following year. Certificates of insurance are available upon request and requests for "additional insured" should be directed to the CALLERLAB Home Office at least thirty (30) days prior to the scheduled event.

For Canadian Callers -- The policy covering our Canadian callers was cancelled effective June 1, 1989 since it was determined that this coverage was a duplication of efforts and expense. Our Canadian callers are covered by insurance provided by the Canadian Square & Round Dance Society. For complete details of this coverage, please contact Dadswell Forrester Insurance Service, Box 398, Lethbridge, Alberta, Canada T1J 3Z1.

Also effective JUNE 1, 1989, dues for our Canadian callers were reduced to \$50.00 to reflect this cancellation. Those callers who had previously paid their dues have been issued a credit towards next year's dues or for the purchase of CALLERLAB programs, permanent badges, etc. (Dues for Canadian Associates remain at \$30.00.)

We regret that no insurance coverage is provided for our overseas callers. It is important to note that the dues fees reflect this fact and are \$50.00 annually.

## P R E S S R E L E A S E

\*\*\*\*\* S T A R T \*\*\*\*\*

Bill Higgins, Chairman of the CALLERLAB Round Dance Committee, is pleased to announce that the Round of the Quarter for the 3rd quarter of 1989 is THE BOY NEXT DOOR, MGR 049 (HI HAT 873 or BB 015). Bill also advises that no selection was made for the 2nd quarter of 1989.

The following were previous selections:

You'll Never Know - Red Boot 912	4th Quarter 1988
One More Time - MGR 052	1st Quarter 1989
No Selection Made	2nd Quarter 1989

CALLERLAB hopes that most clubs will use these selections in their dance programs. Squares and Rounds do belong together and CALLERLAB encourages full participation in the Round Dance Program.

Note: Cue sheets are available by request from the CALLERLAB Home Office.

\*\*\*\*\* E N D \*\*\*\*\*

## P R E S S R E L E A S E

For Immediate Release - April 1989

\*\*\*\*\* S T A R T \*\*\*\*\*

Damon Coe, Chairman of the Advanced Quarterly Selection Committee, announced that the Advanced Quarterly Selection Committee has selected NO NEW MOVEMENTS for the quarter beginning June 1, 1989.

The results of the keep/drop ballot pertaining to the call "COUNTERACT" was to delete this call as an Advanced Quarterly Selection.

The current quarterly selections are:

Shadow The Column  
Lock The Top

\*\*\*\*\* E N D \*\*\*\*\*

John Burgoon Box 94 - 29 Huggins Dr Orland, CA 95963	LM	Joe Maness 24896 Myers Ave Moreno Valley, CA 92388	LM
Scot Byars 2096 New Pleyto Rd Bradley, CA 93426	LSI	Steve Moore 3715 Lynda Pl National City, CA 92050	LM
Doc Casey 94-1050 Hiapo St Waipahu, HI 96797	LAP	Ray Moskewich 2100 Woodbourne Baltimore, MD 21214	LSI
Andy Culwell 1160 San Ysidro Blvd #11 San Ysidro, CA 92073	LM	Don Pfister 9639 Bundy Dr Santee, CA 92071	LSI
James Dart 1421-9th Ave E Tacoma, WA 98445	LAP	Al Piccott P O Box 6654 Reno, NV 89501	LM
Bill Dean 1830 N Beaver St Flagstaff, AZ 86001	LM	William C Rachau 1714 Classen Norman, OK 73071	LAP
Pete Ellis 3327 Hunterwood Dr Missouri City, TX 77459	LM	"Happy" Reeves 2412 W 10th St Box 479 Greeley, CO 80631	LAP
Jack Freeman 10410 Shadow Wood Houston, TX 77043	LM	Jack Ritter 4456 Deer St Becker, MN 55308	LM
Ken Golden 2737 Fairway Park Grand Prairie, TX 75050	LM	Brian Rokita P O Box 2251 Scottsdale, AZ 85252-2251	LM
Jim Gross 8405 E Hampden #14M Denver, CO 80231	LSI	Ray Secrist 3411 5th St Lot 18 Houston, TX 77477	LSI
Don Heichert 504 Guilford Ct Vernon BC, Canada V1B 2E3	LSI	John Steele 4202 W Van Buren Phoenix, AZ 85009	LM
Nelson Jarvis P O Box 3198 West Columbia, SC 29171	LM	Alan Stewart Rt 2 Box 398 Athens, TN 37303	LSI
Steve Kickert P O Box 188 Lily, KY 40740	LM	Bill Vicory 800 Nasa RD 1 #59 Webster, TX 77598	LM
Bill Kramer 10342 Lindley Ave #216 Northridge, CA 91326	LM		
Rocky Luminais 126 Bailey St Harahan, LA 70123	LM		
Mike Maggard 114B Patch NBU 115M Ft Huachua, AZ 85613	LSI		

LOST MEMBERS - If you know a current address for any of these callers, please drop us a note at the CALLERLAB Office.

Summary of Ideas Generated by RPM (Recruit, Promote & Maintain) Sessions  
Nashville, TN 1989

The following are the thoughts and ideas resulting from the RPM Sessions held in Nashville. They are listed in no particular order. We feel certain that most of you will find some useful ideas and choose to implement them in your own area. Should you have any additional successful ideas, please feel free to send them along.

Factors in the selection time for Beginning Classes:

- 1) beginning of school
- 2) temperature
- 3) the beginning of other activities; bowling leagues, adult education, etc.
- 4) Monday night football
- 5) Holidays
- 6) Starting classes more than one time per year

Problem words and solutions:

Trouble

Open House  
 Teach to Square Dance  
 Beginner Dancers  
 Classes

No lessons or Learn to

Solution

Square Dance Observation  
 Show you how to Square Dance  
 Name the beginning group  
 "We are forming a new square dance club". Then at graduation integrate them into existing club.  
 "Basic Workshop"

Media - Television

- 1) Contact department stores and have a two hour video (our video) run on all of the televisions being sold in the store.
- 2) TV in the middle of the mall running our square dance video continuously. Department stores loan a TV for the advertisement.
- 3) Run a blip across the bottom of the TV screen (very inexpensive -- around \$6.00 - \$8.00).
- 4) On the PBS station fund raisers, have square dancers answer the phones in square dance attire (can even have dancers dance as entertainment) in return for giving us a good slot for our video).
- 5) On CALLERLAB video, ask station to run it at a good time and your dancers will answer the phones for the station's fund raisers.
- 6) For TV or videos, don't wear fancy, expensive-looking clothes but wear very simple costumes. (Use judgment in your area.)
- 7) Listings of TV (or radio), Community Bulletin Boards.

Media - Radio

- 1) Jack Berg has four radio spots which are take-offs on CALLERLAB's videos in production.
- 2) Have country western stations play square dance music periodically.
- 3) Participate in a radio talk show.
- 4) PSA's on the radio at the beginning of classes.
- 5) During a large festival or even a regular dance, have radio or TV stations come in for a live remote.

Media - Newspapers

- 1) Announcements in the weekly entertainment calendar or calendar of events.

- 2) Announcements in Chamber of Commerce calendars or newsletters.
- 3) Stuff a flyer in the Sunday morning newspaper (dancers must stuff it themselves). This can also be done in grocery bags at grocery stores.
- 4) Put an ad in the personals.
- 5) Submit ideas to cartoonists (Peanuts and Far Side have used square dancing as themes.)
- 6) Theme an idea for special feature news articles -- use a special angle for interest.
- 7) Place a copy of articles on health benefits of Square Dancing on local bulletin boards.

### Signboard and other ideas

- 1) Bus signs (side or back of bus) for three cities - \$1800.00
- 2) Electronic signs to be used for one month (cost efficient and repeat advertising they see it day after day).
- 3) Mannequins dressed in square dance attire with a sign about classes. Have dancers passing out info cards.
- 4) 1-800-33DO-C-DO -- could CALLERLAB do this nationwide? -- Square Dance Hotline
- 5) Computer network newsletters
- 6) Tire store meter boards
- 7) Sign boards in members' yards with phone numbers for more information.
- 8) Place an ad in the "Yellow Pages".

### Personal Contact

- 1) Send invitations to a "Western Party" to everyone the club knows. Give door prizes, dinner, etc. to encourage participation.
- 2) RECRUIT ALL YEAR! -- keep a mailing list current.
- 3) Have a "fun night" near the graduation with an invitation to the almost graduate's friends (overlap a new group of people with those about to graduate).
- 4) Instead of beginning with classes, invite the new prospects to other social activities -- picnics, ice cream parties, etc.
- 5) Form to high school of graduates' parents' name and addresses. If their oldest child was graduating, they are prime candidates.
- 6) Offer free classes. It was found that 1-3 free nights was a fairly successful promotion but after that a fee became necessary. (You get what you pay for!)
- 7) Callers to go to public schools, use modern music and expose students to square dancing. In several years, they will be prime candidates.
- 8) Hold an anniversary party/dance for a couple in the club. They will invite everyone they know. It brings in new prospects and honors club members.
- 9) One day in-service training for PE teachers by callers -- use modern music.
- 10) Contact military bases to see if they need a caller or have people who are interested in dancing.
- 11) Tell people about the health benefits of Square Dancing.
- 12) Invite all teachers in the city/county/district, etc., to a free lesson to teach his/her class as recreation (P.E.).

### Printed Material

- 1) Dance schedules to all the motels/campgrounds, etc. Can be compiled monthly or quarterly.
- 2) Postcard size flyers to leave everywhere.
- 3) Have placemats printed. Have a perforated coupon for free square dance lesson. (You can then measure the effectiveness of this campaign.)
- 4) Courtesy card "Square dancers are helpful people. Be a Square Dancer. Phone \_\_\_\_\_." Give the card to anyone you help.
- 5) Flyers which include a list of present members & names.

- 6) Letters to past members -- bumper stickers and letters to Welcome Wagon.
- 7) Dancers can wear badges that say "Ask me about square dancing".
- 8) Tickets printed with a dollar fee and then stamped "comp" to show the ticket has value.
- 9) Pass out \$4.00 bills with info on classes. Pays for 1st "free" lesson.
- 10) Create a pamphlet called "Fun, Fitness and Fellowship".

Exhibits - Personal appearances - Demos

- 1) Floats in parades and fairs
- 2) Dances in parks for rec centers, fairs and malls. For blue prints for a portable floor, contact Don & Pat Wiggins, Rt. 3, Box 38-A, Walla Walla, WA 93362.
- 3) Complexity and costuming should be used in good judgment.
- 4) Go to business establishments and prepare for them a western theme day. Dancers dance in the parking lot.
- 5) Show various aspects of Square Dancing (quadrilles, clogging, squares).
- 6) Nursing Home demos (benefits residents and may also attract some of the visitors to the activity).
- 7) Hold "50's" dance. Square dance to the music of the 1950's and during breaks invite everyone to dance to real 50's music.
- 8) Traditional dance program to use in colleges for one night stands.
- 9) Hold a Square Dance Awareness Day and have the mayor, city council, Governor, etc. proclaim it an official day or week (State Square Dance Week).
- 10) While exhibits take place, other dancers should be conversing with the audience, promoting joining the square dance activity. Also, insurance may be a problem in doing exhibits in some locations. CALLERLAB insurance may be able to help here or the club may want to consider an "umbrella" policy.

Consensus: The foundation of the activity is deteriorating. That is, new dancer classes and Mainstream clubs are getting smaller and smaller. It was agreed that we need a new attitude. We are teaching the dancers choreography, and not teaching them to socialize. We're teaching our people to be figure doers, not dancers. We're training the dancers to think if they are not learning something new, they should leave. The dancers expect to be learning something new all the time.

Bring "dance" back into dancing through singing calls and good music.  
Get back to where the people are.  
Callers should visit with dancers between tips.  
Callers should be leaders -- set an example in dress, greet and talk to dancers, know the people, send birthday and anniversary cards, recognize banner raiders.  
Enthusiasm is contagious.  
In a class where the club president called every member every week, 14 squares started the class and 14 squares graduated.  
Promote square dancing all the time.  
Turn class into a club after first five weeks or so.  
Put theme of "Fun" back into square dancing.  
We still have lengthy lists; need fewer lessons.  
One caller from Europe taught two classes a year to keep clubs. Feels we need 25 lesson classes and callers need to understand programs.

Consensus: We need to create an atmosphere of sociability and friendliness.

Consensus: We all need to work harder at the promotion of fun and fellowship and need to work toward the reduction of complexity.

Telephone committees do work -- call every couple every dance.  
Other points listed here could be the emphasis on greeting and talking to all dancers, planning special social events, making every dancer feel at home.  
Caller need to spend time with dancers who are not well accepted, helping them.

Consensus: Conduct new dancer dances making sure the limitation of the movements are under strict control. Conventions and festivals, such as the N.E. Convention, provide dancing for newer dancers.

Consensus: Those callers who teach new dancers need to be very skilled callers.

Consensus: Each caller should be well prepared for teaching classes and calling club dances. There is too much ad lib "singing it" going on, creating boredom.

CALLERLAB needs to have sessions to teach callers how to be better teachers.

Callers should review before teaching -- every class night.

Callers should plan a good dance program but be flexible and versatile.

Callers should tape record their dances and practice.

After callers' school, one caller was taken under another's "wing" to help teach a class. This is a better way to do it. Suggest apprentice caller program.

Consensus: Callers need to recommend to clubs other types of activities for club participation.

Diversity club programs for more recreation -- contras, rounds and mixers.

Put party things in.

Make it fun and dancers will stay, no matter what the list size is.

Do things with the club -- camping, bowling, canoeing.

Cooperate with officers, attend club meetings and offer guidance.

Consensus: We should provide dances where new dancers can feel comfortable, and we must assist club members to accept new members and make them feel welcome.

Don't let dancers lay off through the first summer after graduation.

North Texas Callers had hoedowns for dancers with three weeks of lessons and then on during the year.

One association has a class level dance in Maryland every Friday, over the river in Virginia every Saturday; clubs also put on half-way and 3/4-way dances.

Two MS clubs started in NJ were carried by the Plus clubs for five years until self-sufficient.

We have no provision for people who are gone from the activity for a while.

Need to provide a way to catch up without repeating classes.

Traditional dancing has not disappeared -- they use live bands and groups are full.

Create different solutions. Two-year long classes and a variety of programs (Diamond with 20 basics, Plus and Rounds) within one club. Don't change officers. Plan weekends. Dancers dance twice a week. Great variety within one club.

Consensus: We should try to have classes the same night as club dances, thereby involving beginners immediately.

One plan is to have lessons first, one tip for beginners and club members, then the club dance.

Consensus: It is the caller's obligation to see that the dancers know what to expect in the real world after they graduate.

## BEGINNER CLASSES

### A NEW ATTITUDE - SHIFT FROM CHOREOGRAPHY TO SOCIAL ASPECTS OF SQUARE DANCING!

Use "fun" calls, i.e., "Rip and Snort" and mixers to "lighten up the mood" when classes get tense.

Caller makes an occasional error -- acknowledge it (don't overdo!) - lightens up the mood as well.

Use the Ten Commandments of Square Dancing or similar material early in class to help the less socially acceptable or appealing dancer fit in better.

Learn names of all class members and on a class night, announce the prize of a free luncheon with the caller to the first person who figures out "what's different" -- it is, of course, that you call them all by name.

Divide the hall into sectors (mentally, of course); spend each break in one sector, socializing with the people who "hang out" there.

Engage class members as greeters, coffee servers, etc. early on, so that they feel a part of the group. Be sensitive to their response, however, and use sparingly.

Give legitimate compliments freely!

Increase the number of socials; i.e., suppers, parties, etc. Encourage class members to attend and also to invite non-dancing friends to partake (the party part) and observe.

Have parties often and early -- Halloween costume party, for example.

Provide free copies of American Square Dance early on.

Callers who teach on more than one night within a reasonably close geographic area can encourage dancers to dance a second class - or a make-up class - without additional cost.

Keep track of absentees - call them, provide catch-up opportunities (pre-class review, for example).

CALLERLAB continue to provide workshops on how to keep dancing fun!

Timing mentioned as critical aspect of making dancing pleasurable for the new student.

Teach Mainstream in one year, review over summer, teach Plus a second year - claims a 90% retention rate.

Run a "second year class" to pick up those who did not do well enough first time or had to drop out -- caller who does this claims to have kept 300+ dancers who would otherwise have been lost to the activity.

Two clubs in Santa Cruz rotate classes every 15 months; their festivals program equally for all programs.

Invite the club members to a special class dance.

#### CLUB PROGRAM

Maintenance is also a problem in transitions -- continuity over holidays; new club membership; established club member; progression to new program, etc.

Need to work with your club dancers to help them be more receptive - kinder - to new dancers.



One way is to line the new dancers up before the stage and have the club members go by -- welcome and encourage them as they are introduced.

Computer squares to "mix" the crowd.

Varied program seems to help -- groups which offer rounds, class and club dances all in one evening seem to be successful more often.

Again, follow-up on dropouts -- people who miss two or more dances -- it is important to let them know you want them back.

When folks who have missed a couple of sessions, express concern about returning, assure them "that's my problem, not yours" and make it so.

Too much energy spent creating choreography for other programs -- could use some of that creativity providing greater variety of basic program choreography.

Question of "split floor" - 8 strong vs. 2 weak squares - to whom do you call? One caller expressed the opinion that the new dancers should be catered to, inasmuch as the stronger (older) dancer is already "hooked".

Start dances for beginners soon - even as soon as six weeks after lessons begin.

Caller's Association sponsor such dances - keep the dancers' best interests at heart and control what is called.

Use CALLERLAB lists to program such dances.

Tape your own classes and dances -- critique them.

Seek out a good teacher -- not necessarily in square dancing, and learn more about effective teaching.

Perhaps new callers should teach as apprentices/assistants to an acknowledged "good teacher" before undertaking their own solo classes.

Ways to handle/use angels more effectively might include a statement to the class such as:

These angels are not being rude when they don't talk with you or try to help you; they've learned that you can't talk and listen at the same time and they know it is most important for you to listen to the caller.

The importance of good planning, organization and recordkeeping -- all of which contribute to effective teaching and review was mentioned by many.

ISSUE OF "TOO MUCH TO TEACH/NOT ENOUGH TIME" --

This issue was raised several times; touched on the CALLERLAB 25 week program and its fate as well. I note this did not reach consensus but it was mentioned by several of the participants.

One caller spoke with passion about being successful at completing the list in 25 weeks by reorganizing his teaching sequence and "pushing" the dancers a bit more -- seemed to believe we underestimate their ability.

Although the majority did not vote "yes" that the lists were too long or the complexity too great, virtually no one is able to teach more than one class per year.

## OF INTEREST

When asked about quantity of material versus complexity, the majority said "too much". The "majority" did not say "too complex".

With majority destination of "Plus", we need the guts to delete many of the little used, traditional calls; i.e., Curlique, Box the Gnat. Some of us will always complain, but if it's really your favorite call, then teach to your people as a workshop item.

Quality gap -- Square Dancing is still the only activity where there is an acceptance of "Freedom to Fail" -- that acceptance gap is getting too wide!

Inspect the club; record a log of problems; prioritize problems; arrive at solutions; check back to determine what worked. Examples:

Inspection -- How often have we replaced our equipment? Time to relocate? Provide two classes?

Log -- This can be referred back to over the years to remind us of what worked or didn't work before.

Prioritize -- keep records of what you've called so far and don't repeat too soon; plan special events well in advance so the club has ample time to advertise.

Arrive at solutions -- be forward enough to "take the ball and run with it". If you ask dancers what the problem is, they usually will tell. Have a game plan -- what do you want to accomplish during the season, what do you want to do to improve the friendliness of the club and check back at the end of the season to determine what worked.

Leaders need to sell the activity as a whole; for some dancers it's a hobby and for some dancers it satisfies the need to be accepted. Some people need to be challenged. Some just want to help other people.

If you belong to a club, you have an investment. Are we making the activity too inexpensive? If the dancers had a bigger investment, they might be more anxious to stay in it.

Have two beginner hoedowns (one three-quarters through lessons and one at the end).

Maybe we should charge more; perhaps we are lessening the value of our product by charging too little.

The activity is not cheap and we must be careful as to how much we increase the price.

Only give 12 weeks of classes; three callers per night share the classes; the callers are not paid for the lessons; at the end of the 12 weeks, the dancers are given a list of all clubs where dancing is available.

Don't teach them Plus until they have danced Mainstream for a least one year.

In some areas you have to teach them right up through Plus immediately as that's what the area demands.

Have a club costume; have a Mainstream and a Plus dance one time per week; have your own hall!

Change the costume; have a sale of square dance clothes donated by established dancers to allow beginning dancers inexpensive costumes to start dancing with; either allow the sale money to go back to those who provided the sale items or put the money in the club fund (for a party, etc.).

A straw poll taken by Bob Green as to whether appropriate square dance attire attracts or detracts from the activity resulted in an even vote by the audience.

All social activities should include beginners; record all birthdays and anniversaries; get the beginners active in club activities BEFORE they join the main club.

Don't talk about program; mix beginners in with regular dancers; dance through summer (to avoid losing dancers during the summer).

Look at both ends; we are losing dancers off both ends. Are callers misjudging the dance program of clubs?

Have we made Mainstream unpopular because of all of the "Plus weekends"?

Last year the entire class of beginners quit by the end of lessons; this year they were only taught through the Mainstream program, and 15 of the 18 beginner couples have stayed after lessons.

We're pushing people through too fast. Beginners are starting in September and by the 1st of May they have been taught Plus (so they can attend the convention). They go to the convention, fall on their faces, get discouraged and quit.

The club tells beginners at the start of lessons that it will take eight weeks to learn, after which there will be dances available for them to attend. The callers then cooperate at the end of 8 weeks by taking turns calling these beginning dances each week, checking with each other to determine where the dancers are in learning the moves and then being careful not to call anything outside the beginners' capabilities.

From yet another session -- (Note: the following are comments as they were offered by callers in attendance.)

Hold the beginner class the same night as club night only earlier. Integrate new dancers into the club as soon as possible, as well as any outside social activities. This is especially successful in areas where hall availability is difficult.

Finds it difficult to integrate new dancers into already established groups having shared activities in and out of square dancing.

Feels outside activities will detract from club dancing.

Another caller considers eating and socializing a main factor in maintaining dancer cohesiveness.

Feels dancers have no solid foundation in dancing MS and this is needed to build dancers ability -- not enough MS is provided.

All club social activities are open invitation to any event, no one is excluded. Feels social aspect is very important. Impress the dancers with FUN!

Suggests MS clubs have some workshop so dancers are able to visit other clubs, but keep club level as MS.

Change attitude! Club is MS but taught Plus so they are able to visit. Dancers can be absent from club and still be able to dance when they return (MS).

How can we maintain when caller does not prepare dancers for club level at the end of classes? Callers do not paint the whole picture to dancers.

Graduation is a finality. MIGRATE NOT GRADUATE.

Attitude. Callers should just teach dancers and send them out for membership in other clubs.

Age group determines how fast a dancer advances. Thirty year olds are hard to maintain as MS club level. Younger dancers usually progress to higher dancing level, callers should accommodate. Let's not lose the young people.

Do not challenge dancers beyond their ability. Keep the dancers happy. Mystery trips are very successful.

New dancers not up to Plus club level. Clubs are responsible for rushing the dancer.

Summer "funshops" for new dancers to refine skills.

MS not all bad. "Rusty Hinge" dances for those getting back into the activity and new dancers who need more floor time.

Solid MS program. Fun for caller and dancers. No planned graduation. Dancers evolve into the club. Recommends callers become more leaders, helping to direct dancers.

New dancer hoedowns scheduled monthly with two callers, from spring on.

Progressive dinners, monthly activities, stage shows, comedy clubs.

Be aware of the couples "on the fringe" of social circles. Spend time with them. Your interest in them will encourage others to include them.

No bleeding from one program to another. Create a place for new dancers to dance. Always consult callers prior to tip, RX do not mix tips.

Extreme efforts used to get old dancers back into activity very successful. Suggests a six week brush up class in September. Yearling Dance in January for freshmen dancers. Dancers need exposure to other callers.

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Clubs work together for student dances, for all those in beginners classes. Dances held all the time until graduation. Must be a joint effort between clubs and callers.

Safety is important when considering how a dancer dances. We cannot dictate style.

Keep it fun -- it works.

We used buses to advertise last season. We put an advertisement inside our local city transit buses for one month saying "September is Square Dance Month" with a short explanation and then had tear off sheets with a phone number for more information. It was also a ticket for two free lessons. It was done through our Square Dance Federation and because we approached the city as a non-profit organization the advertisement cost a minimal fee to make up the ad only. It was on every bus in our city for the whole month.

There are some things we have no control over, and we have to acknowledge that, such as sickness, moving, etc. There are things we do have control over, such as length of program, quality teaching (with no frustration), caller personality, use of time, program planning, organization, properly preparing people to dance, use of angels, determination of why dancers miss lessons or drop out, etc.

We need to add help for those beginning dancers falling behind. There is a need to recognize the fact that callers in some areas have to teach some of the plus calls to their new dancers in self-defense.

Consensus: The foundation of the activity is deteriorating. That is new dancer classes and mainstream clubs are getting smaller and smaller.

It was agreed that we need a new attitude. We are teaching the dancers choreography, and not teaching them to socialize. We're teaching our people to be figure doers -- not dancers.

We're training the dancers to think if they are not learning something new, they should leave. The dancers expect to be learning something new all the time.

Consensus: We need to create an atmosphere of sociability and friendliness. The caller has a responsibility to bring this atmosphere into the club.

Callers should spend time with those not socially accepted and help them be better accepted. Beginners could be made to feel a part of the club by early involvement such as greeting dancers arriving at dances, before they have graduated.

Consensus: Conduct new dancer dances making sure the limitation of the movements are under strict control. Use multiple callers for these dances.

Consensus: Those callers who teach new dancers need to be very skilled callers. CALLERLAB needs to have sessions to teach callers how to be better teachers.

It was noted that area callers need to cooperate more with dancers by working together for new dancer dances (join forces).

Consensus: We as callers need to recommend to our clubs other types of activities for club participation such as trips. And we as callers need to be active in those events.

Consensus: We should provide dances where new dancers can feel comfortable. And we must assist club members in how to accept new members to make them feel welcome.

Consensus: We should try to have classes the same night as club dances, thereby involving the beginners immediately.

Consensus: It is the caller's obligation to see to it that the dancers know what to expect out in the "real world" after they graduate.

Consensus: Each caller should be well prepared for teaching classes and calling club dances. There is too much ad lib "winging it" going on, creating boredom.

Final consensus: We all need to work harder at the promotion of fun and fellowship and need to work toward the reduction of complexity.

Conclusion: These sessions turned into what we feel developed into a good "think tank"; sessions such as these motivate people to think and be aware of things which may help all of us do a better job of maintaining our dancers.

# CALLERLAB

The International Association  
of Square Dance Callers

Pocono Pines, Pa. 18350  
717-646-8411

June 1989

## MAINSTREAM QUARTERLY SELECTION KEEP/DROP BALLOT

As of April 1, 1989, HANG A RIGHT (LEFT) was a Mainstream Quarterly Selection for six (6) months. This call is now eligible for the Keep/Drop vote. Please mark either "keep" or "drop" and return this ballot to the CALLERLAB Home Office NO LATER THAN AUGUST 1, 1989! THANK YOU!

KEEP

DROP

HANG A RIGHT (LEFT)

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\_\_\_\_\_

Please mail this ballot to:

CALLERLAB  
Box 679  
Pocono Pines, PA 18350

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name

Printed: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_