

NEWSLETTER  
for Members of  
CALLERLAB

# direction



The International Association  
of Square Dance Callers

Box 679, Pocono Pines, PA 18350

## VOLUME XVI NUMBER 3 SEPTEMBER 1989

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Financial Update	5	Mar 25-27, 1991 Bally's, Las Vegas, NV
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Ballot (Members Only)	19	Mar 28-30, 1994 Vancouver, BC, Canada

### BOARD OF GOVERNORS ELECTION

Each year in the September issue of DIRECTION, we list the nominees for the Board of Governors. The terms of office are for three (3) years. This year, we will be electing eight members to the Board.

Short biographic sketches are included in this issue of DIRECTION to aid you in making your decision. The ballot is a separate attachment since ONLY members in good standing are permitted to cast a ballot. Associates, Subscribers and Apprentices do not have a ballot included with their mailing.

For your vote to be counted, it is mandatory that you be a member in good standing. Each member in good standing may vote for not more than eight (8) candidates. You may vote for less than eight if you desire. All ballots must reach the CALLERLAB Home Office NO LATER THAN NOVEMBER 1, 1989 to be counted.

We urge you to take the time NOW and cast your ballot! The results of this election will be announced in the December issue of DIRECTION. A special press release will be mailed to publications and callers associations announcing the results of this very important election. Remember, YOU ARE CALLERLAB! Please vote and return your ballot today! Also, remember to place your name on the outer envelope so that your "full member" status with CALLERLAB can be verified.

### CANDIDATES FOR THE BOARD OF GOVERNORS



GREGG ANDERSON began calling 26 years ago. He joined CALLERLAB at its second convention and has attend eleven conventions. Gregg has served for the past five years on the Program Coordinating Committee. He served as co-chairman of the (former) APD Committee the same year that he was president of both the Denver and Colorado Springs callers' associations. He conducts seminars for CALLERLAB on "taxes and bookkeeping" as well as being a presenter on various panel discussions. Gregg has been a caller and cuer for the same Colorado Springs club for the past twenty years and appeared on the SIO/ASDS premium album in 1982. His expertise in conducting programs for non-dancers has resulted in over a dozen trips to Houston, Dallas and Oklahoma City in the past few years. Gregg met his wife Carole while dancing with the Calico & Boots Exhibition Team (U. of C. - Boulder). It was also during those years that he was fortunate enough to learn some of the heritage of our activity through the teachings of Dorothy Shaw. The possibility of serving on the Board of Governors is one of the ways Gregg hopes to give a little something back to the activity that has been such a major part of his life.



LARRY COLE and his wife Ellen began square dancing in 1973 and Larry started calling two years later. They attended their first CALLERLAB convention in 1981. Larry became accredited the same year and they have attended all but one convention since then. An active CALLERLAB member, Larry serves on the MSQS, PQS, Advanced and AQS committees and as State CALLERLAB Fund Raiser Coordinator. Their home program consists of one Mainstream club, one Advanced club, and a Plus group. Lessons, workshops, and a busy travel schedule keep Larry calling five nights a week covering a five state area. A member of the Indiana Square Dance Callers Association, Larry served three terms as President and two terms as Workshop Vice President. A recording artist for Rawhide-Buckskin Records, Larry has seven records to his credit. Larry enjoys working with new callers and plans to do more as a CALLERLAB Caller-Coach. Employed in the field of business management for nearly twenty-five years, Larry is the manager at his location. Larry, Ellen and their two children, Scott 20, and Teresa 17, live in Marion, Indiana.



BETSY GOTTA has been square dancing for 36 years and calling for 27 years. She learned to dance in Metuchen with a program for youth, took up the microphone as a teenager and continues an active life as a leader in square dancing, calling an average of 4 to 5 nights per week including teaching lessons for several clubs. She has taught for the Rutgers Promenaders since 1969. Betsy believes that good instruction is one of the most important factors in maintaining a strong square dance activity. She has attended the last 29 consecutive National Square Dance Conventions and called at every one since 1963. Betsy has also served on various educational panels and seminars at the NSDC and at CALLERLAB conventions. Betsy, with her husband, Roy, recently served as Education Chairman for the 3rd New Jersey State Convention. They will be General Chairman for the 1992 New Jersey State Convention. Believing in the enjoyment of the entire square dance activity, Betsy calls at all programs from Contra through C-2 and teaches rounds with her cuer/husband Roy. As a leader, she is a founding member of the Callers' Council of New Jersey and is serving as a member of the Board of Governors of CALLERLAB. Betsy and Roy are also active in ROUNDALAB. They were just elected to the Board of Directors of LEGACY. Betsy has written numerous contras. She records for the County Line label. She was the instructor, choreographer and caller for two television-studio-filmed video tapes, Mainstream and Plus, recently produced by Square Dance Videos. In her spare time, Betsy designs and sews square dance outfits for herself and Roy. They also like to play bridge and ski.



BOB GREEN began his calling in 1979 while he was still taking lessons in Camden, South Carolina. After calling for several clubs in South Carolina and traveling extensively throughout the Southeast, he moved to Birmingham, Alabama in 1983. Although his calling career is not as long as some other candidates, he offers many years of experience as an independent businessman and experience as an editor of an aircraft pilot's magazine. "I feel it is important to have a mix of experienced full-time callers as well as part time local callers on the Board. I have been regarded as an 'idea man' for many years and am proud to take credit for developing the idea which created the Apprentice category. I also was the impetus behind forming the CALLERLAB FOUNDATION FOR THE PROMOTION AND PRESERVATION OF SQUARE DANCING. While these have been great ideas to help CALLERLAB and the entire activity, I feel there is still much to be accomplished and earnestly solicit your vote on my fourth campaign to become elected to the Board of Governors."



JIM HAYES began calling in 1963 and has been a full time caller for the last 15 years. He joined CALLERLAB in 1975 and also serves in the state callers' associations. He regularly conducts clinics and colleges. He designed and developed the J-H stands used by many callers throughout the world. He believes in setting a good example by abiding by the lists and styling recommended by CALLERLAB and serves as an ambassador to the activity. Recently Jim and his wife Shirley moved to the South Texas area where he is becoming very active. He and Shirley have been married for more than 36 years and have eight children. He has recorded on Mustang and Longhorn records.



MIKE JACOBS grew up in square dancing. He started dancing in 1962 at the age of 10 and began calling in 1971. He moved to Fairfax, Virginia in 1985 from Louisville, Kentucky. Mike calls full time at weekends and festivals in 33 states and Canada and is currently building a program in Virginia. He has previously served as an officer in the Kentucky Callers' Association and has served on the CALLERLAB Advanced Quarterly Selection Committee. Mike has served on staff at most of the last five Advanced and Challenge Conventions but enjoys other dance programs as well. He feels that CALLERLAB must serve as the integrating mechanism among callers, integrating the established caller with the new, the entertainer with the teacher, the special interest group with those of a broken spectrum and, most importantly, the caller with the dancer. In today's square dance environment, we must all hang together or ... you know the rest.



CHUCK JAWORSKI began dancing while in high school. Chuck started calling for his first club in 1968, became a member of CALLERLAB in 1975 and a full time caller in 1978. Chuck is the owner of Dance Sounds Record Shop and Eager Beaver Engraving Company. Chuck is currently a member of Chicago Area Callers Association (president twice); a member of Lake County (IL) Area Callers Association (president twice); and a member of the Illinois State Callers Association. Chuck is a member of the Lloyd Shaw Foundation and has been on the staff of their annual dance camp for eight years as well as a staff member at Lloyd Shaw Foundation Workshops. Chuck currently calls for 14 clubs/groups, calling Basic through C1, the Community Dancing Program (CDP), Traditional and Contra programs. He has conducted intros to Contra and Traditional dancing at the Illinois State Conventions, Chicago Area Conventions, and Wisconsin State Conventions. Chuck has been active locally in caller education for eleven years and has a teaching background in mathematics/psychology. Chuck, his wife Gayle, and daughter Jennifer reside in Chicago, IL. His philosophy is "I will represent the opinions, needs and desires of the average local club caller in the proceedings and deliberations of CALLERLAB".



JERRY JUNCK and his wife, Sharon make their home in Carroll, NE, a quiet little town. It was here that Jerry had his first exposure to square dancing in 1965 and began calling the following year while still in high school. The spring of 1986 brought with it the decision to rent his farm and devote full time to calling square dances. This was also the year he joined the Hoedowner record label as a recording artist. The Hoedowner label is owned and produced by the Chinook Record Company of Portland, Oregon. His recordings include "The Bluebird", "Smokin' in The Rockies", "Fire On The Mountain", and "The One That Got Away". A member of CALLERLAB since 1976, he is a past chairman of the Rural Area Considerations Committee and the current chairman of the CALLERLAB Fund Raising effort. He calls the Mainstream, Plus and Advanced programs, is club caller for four clubs and teaches beginner classes for three of them. He has recently begun conducting caller's seminars and has found them to be extremely enjoyable and satisfying. Jerry has called at several state and national conventions and has been the featured caller at festivals and weekends throughout the midwest. He is very proud to be on the staffs of the Sioux Empire Hoedown Weekend of Sioux Falls, South Dakota, the Lake Okoboji Weekend at Spirit Lake, Iowa, the Memorial Day Weekend at Norfolk, Nebraska and has been on the staff of the "Dam Campout" at Yankton, South Dakota since 1972. Traveling extensively throughout the midwest, Jerry thoroughly enjoys the traveling side of calling and the many friends he has made around the country. He takes special pride in calling smooth, flowing choreography with the basic philosophy that ... square dancing should be FUN!



ERNIE KINNEY began calling in 1960 and is now a full time caller. He is the owner and producer of Hi-Hat Records and since 1967 he has recorded more than 75 different records. Ernie has called in 40 states and 4 Canadian Provinces as well as many festivals throughout the United States and Alaska. He currently calls for three square dance clubs and teaches a beginners class for each of those clubs. Ernie's background before becoming a full time caller was in education and he is a retired school administrator. He has served as Chairman of the CALLERLAB Education Subcommittee on Teaching and is currently a member of the Executive Committee. Ernie joined CALLERLAB in 1977 and has attended 11 convention since then. He currently serves as the Chairman of the Board Designate.



JOHN MARSHALL began calling more than 20 years ago. For the last 10 years, square dance calling has been his full-time occupation. Calling commitments have taken him over most of the United States, Canada and to parts of Sweden. His home program of classes and clubs occupies his week nights. Clinics and seminars are an important part of his activities as well as serving CALLERLAB over the years as a presenter, committee member, committee chairman and member of the Board of Governors. John has also recorded for Sets in Order, 4 Bar B and Red Boot records. Since much of the future of Square Dancing lies in the hands of CALLERLAB and its members, John is committed to the growth and improvement of the organization. His concerns center around quality education for new callers and dancers. John's efforts are directed toward membership services that will enhance square dancing and CALLERLAB.



BOB POYNER began his calling and teaching in 1963 while stationed at Eglin AFB, Florida. He joined CALLERLAB in 1975 and has been accredited since the program was first started. He currently calls for seven clubs in the Chicago and Metropolitan area and also travels regularly throughout the State of Illinois and the surrounding states for club dates, weekends and festivals. He normally teaches two to three classes each year as he has done for the past 23 years. He records for Chicago Country and has also recorded on Square Tunes, C Bar C, Sun Ra etc. He has held office in his local callers' association as well as the State organization. He has been Chairman of the Illinois Callers' Fall Festival on several occasions. He has served on the CALLERLAB Mainstream, MSQS, Plus and PQS Committees. He plans to retire from Caterpillar in the summer of 1990 after more than 30 years with the company and then become a full time caller. Bob and his wife Ann have been married for 26 years and have two children. His son Bobby joined CALLERLAB last year in Nashville.



KEITH RIPPETO and his wife, Karen have been married since 1959, have three children and three grandchildren. Keith has been employed for the last 26 years with the E. I. DuPont Company as an engineering technician. Keith and Karen completed square dance lessons in January of 1969 and Keith started calling in 1974. Since then, he has taught at least two beginner through Plus classes each year while calling club and festival dances at least four times a week for the last twelve years. Joining CALLERLAB in 1978, Keith has attended every convention but one. He has served on various committees including the Plus Committee, special Ad Hoc Committee, and continues to serve as state coordinator the special fund raising project. Keith is currently chairman of the Area Representatives Committee and a member of the CALLERLAB Board of Governors. If re-elected to the Board, Keith would strive to have CALLERLAB become even more involved in recruitment of new dancers through new and innovative ideas and national advertisement sponsorship such as Coke, Pepsi, or the Ford Foundation. Keith is also committed to recruiting new members for CALLERLAB and would like to see all qualified callers become members.



KEN RITUCCI has been calling for 14 years and has been a member of CALLERLAB since 1983. Ken has recently finished up being Chairman of the Plus Quarterly Selections Committee, a position he has held for the past two years. As an active member of CALLERLAB, Ken has been a positive influence on many committees as well as taking part in panel discussions at past conventions, the most recent one being in Nashville. Ken is well-known throughout New England not only for his calling, but also his leadership within several callers associations. He is currently Vice-Chairman of the New England Council of Callers Associations (NECCA), Vice Chairman of the New England Co-Op Association as well as past President of the Springfield Area Callers Association (SACA). As an active caller along the Eastern Seaboard, Ken feels that he has the knowledge and experience that would be an asset to the Board of Governors. As an extremely hard worker, he feels that he would have a positive effect on the activity as a member of the Board.



CRAIG ROWE began his square dancing in 1974 while living in Hammond, Indiana. Shortly after graduating from square dance lessons, and with the help of many "dares", he called a singing call at an amateur-night. From that moment Craig knew he wanted to become a square dance caller. He continued to do singing calls while working with a couple of the area callers to improve his patter. In 1983 he attended a callers' college conducted by Frank Lane and joined CALLERLAB. Square Dancing and calling has changed from a part time hobby to a full time vocation for Craig. Craig now lives in Indianapolis and calls regularly from coast to coast on various programs up to and including A-2. He records for ESP records and at the age of 26 he is still one of the youngest full time callers in the activity today. Obviously, he is concerned for the future of the activity and would like to serve on the Board to help promote and perpetuate the activity from the inside.



JOHN SYBALSKY started calling in 1973 and has been an active member of CALLERLAB since 1979. John feels he has given a lot to the organization. He was part of the Mainstream Definitions Committee and the Formations Committee and chaired the Advanced Dancing Committee. John is currently active on the R&D and Accreditation committees and was recently appointed as Parliamentarian. John was also active in the massive revision of the by-laws a few years ago. "CALLERLAB has achieved a lot; I think its job now is marketing. Marketing square dancing to the public (for more dancers) and marketing itself to callers (for more members). I'd like to help make that happen."



BOB WILSON started square dancing with his wife Liz in Rota, Spain, twenty-two years ago. While in Spain they held club offices as Vice President and President. Calls for two clubs; one formed in 1972 when he started calling, one for 14 years. Co-founded and held offices in the Federation of Lake Co. Area Callers. Belongs to and has been Junior and Senior Director of Illinois Callers Association. Member of CALLERLAB since 1976. Accredited since the inception of the Accreditation Program. Presently chairman of the Timing Committee. Serves on the Mainstream and Mainstream QS committees. Served on the Ways & Means and Plus Program Committees, also on two interest session panels. Has been working at the CALLERLAB registration desk for several years. Retired Naval veteran, working the last 15 years for Commonwealth Edison Co. (present position - Engineering Assistant). "I believe that CALLERLAB has really established itself in the square dancing activity as a leadership body and feel that my experience as a local caller can further open the lines of communication between CALLERLAB and the local callers as well as the local square dance activity if elected."



FRANCIS ZELLER has served on the Board of Governors for the past six years. He began his dancing 30 years ago and has been calling for 27 years. He has called in 40 states and 10 foreign countries. He joined CALLERLAB in 1974 and has attended every convention since then. He has worked on any committee that needed help including chairing the Ad-hoc committee that studied the problem of a shortened Learn to Dance Program. He has recorded with Hi-Hat, Blue Ribbon, Longhorn and now records on Kalox. Francis feels that with his experience in calling, not just locally, but throughout the nation and Canada, he could continue as an asset to the Board of CALLERLAB and would serve with an open mind with only the good of the activity as his goal.

NOTE: We also received a valid petition for KIP GARVEY, Fremont, California. We received a request in writing from Kip to withdraw his name from the nominations for this Board of Governors election. Kip wishes you to know that his withdrawal is job-related. He also wishes to express his appreciation to those who indicated their support by signing his nomination papers.

CALLERLAB FINANCIAL REPORTS - Fiscal Year Ended May 31, 1989

Attached to this issue of DIRECTION is the financial report from our accountant. For the year, we showed a net decrease or an excess of expenditures over receipts. The reason there was a net reduction is that at the start of this fiscal year (1989), we had significant deposits for the FOUNDATION and near the middle of the year, we had our major outlay for the production of the video. The receipts were spread out over three years while the majority of expenses were concentrated into one year (fiscal year 1989).

CALLERLAB FOUNDATION FOR THE PRESERVATION AND PROMOTION OF SQUARE DANCING UPDATE

The FOUNDATION produced and distributed video tapes for use in promoting square dance classes to non-dancers. Did you get and use one in your area? If not, why not? All of the money in the world will not help if we don't use what resources we have been provided. We all recognize that callers are great procrastinators. However, promotion has to start with someone. It has to start with someone who is willing to take the initiative and get the ball rolling. The video tapes are a great resource but will be worthless if they are not used. For your convenience, we have made them available in VHS (for home use on VCR's) and also in studio sizes of 3/4" and one inch. We have them available for immediate shipment. The videos were produced with funds received from many of you. We are including a financial report on the totals for the past few years for the FOUNDATION as well as the state by state breakout of who has contributed what. Many states have now met or exceeded their quotas. There are some who have not yet gotten out of the starting blocks. If we all pull together, we can continue to fund the FOUNDATION and have enough money to finance other important projects.

<u>Income</u>		<u>Expenses</u>	
Fiscal year 1987	\$ 1,672	Fiscal year 1987	186
Fiscal year 1988	28,361	Fiscal year 1988	1,021
Fiscal year 1989	38,157	Fiscal year 1989	51,203
Fiscal year 1990	7,968	Fiscal year 1990	1,201
<b>TOTAL</b>	<b>\$76,158</b>	<b>TOTAL</b>	<b>\$53,611</b>

### LEGACY INFORMATION

We have also attached some information from LEGACY on the results of their recently conducted survey about square dancers. It provides interesting reading and some food for thought.

### A1/A2 PROGRAM

We have attached a newly revised A-1/A-2 teaching order as well as the complete Advanced Program for your use as desired. The C-1 and C-2 programs are now under study for revision.

### 1990 ORLANDO CONVENTION UPDATE

We have been advised that several airlines are now fairly well booked up for the dates of our Convention in Orlando, Florida on April 9-11, 1990. If you are flying to the Convention, we would urge you to obtain your airline tickets as soon as possible so as to avoid disappointment. There is still plenty of time to register. It should be an excellent convention with another full slate of interesting and educational sessions for your benefit and enjoyment. Our theme for our 1990 Orlando Convention is "Building The Foundation". Wouldn't it be nice if we could all say that our classes were bigger than ever? Wouldn't it be nice if we all were helping to build the foundation of the future of the activity? Part of the joint sessions will deal with the results of the video efforts and the concentration on promoting new classes. Karen Rippetto has scheduled some more great sessions aimed at the callers' partner. Yes, there will be sessions for everyone. We have scheduled some styling demonstrations for the noon meals and some additional educational sessions that should benefit all attendees. Remember, these conventions are for you. Take advantage of the benefits they offer. For most callers, the convention is a tax-deductible expense.

### REMEMBER -- SEPTEMBER IS SQUARE DANCE MONTH!

### SUPPLIES

We still have some video tapes of the History and Heritage session conducted in Nashville. This session dealt primarily with Pappy Shaw. The cost is a nominal \$16.95 (VHS only). It is planned to have a similar History and Heritage session in Orlando dealing with some of the development from the Northeast. This session will also be videotaped.

In Nashville, the session on Afterparties was videotaped and is available for the modest price of \$15.95. The session featured Norm and Clarice Cross as well as Jerry and Kathy Helt and Marshall Flippo. If you missed that session, you can capture most of it by ordering the video (VHS only).

The audio tapes of the Nashville sessions as well as all previously taped sessions from 1980 on are still available through Convention Tapes International.

The program lists for Mainstream, Plus and Advanced are available in bulk at considerable savings. Order yours today and give them to your classes to help educate your dancers to what is on the lists. The cost is \$3.00 per hundred for the Mainstream and Plus, \$4.50 per hundred for the Advanced and \$4.50 per hundred for the Challenge 1 and Challenge 2 lists when available.

VOTE!

VOTE!

VOTE!

VOTE!

VOTE!

DUFFY, LA SCALA & CO.  
ACCOUNTANTS

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ACCOUNTANT'S REVIEW REPORT

To the Board of Governors  
Callerlab, Inc. - The International  
Association of Square Dance Callers  
Pocono Pines, Pa. 18350

I have reviewed the accompanying statement of assets, liabilities and membership equity - cash basis of Callerlab, Inc. - The International Association of Square Dance Callers, cash basis, as of May 31, 1989 and the related statements of revenues and expenses - cash basis and statement of cash flows for the year then ended in accordance with standards established by the American Institute Of Certified Public Accountants. All information included in these financial statements is the representation of the management of Callerlab, Inc., The International Association of Square Dance Callers.

A Review consists principally of inquires of company personnel and analytical procedures applied to financial data. It is substantially less in scope than an audit in accordance with generally accepted auditing standards, the objective of which is the expression of an opinion regarding the financial statements taken as a whole. Accordingly, we do not express such an opinion.

Based upon our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with the cash basis of accounting, as described in Note #1.

*Duffy La Scala & Co.,  
Accountants*

Pocono Pines, Pa.  
August 25, 1989

CALLERLAB, INC.  
 THE INT'L ASSOC. OF SQUARE DANCE CALLERS  
 ASSETS, LIABILITIES & MEMBERSHIP EQUITY-CASH BASIS  
 as of May 31, 1989

ASSETS

Current Assets		
Cash In Checking Account	\$ 4,443.25	
Cash In Trust Account	65,316.94	
	-----	
Total Current Assets		\$ 69,760.19
Property and Equipment		
Equipment	26,646.59	
Furniture And Fixtures	3,852.88	
Accumulated Depreciation	( 30,499.47)	
		-----
Total Assets		\$ 69,760.19 =====

LIABILITIES AND MEMBERSHIP EQUITY

Current Liabilities		
Payroll Taxes Payable	\$ 854.15	
	-----	
Total Current Liabilities		854.15
Total Liabilities		----- 854.15
Equity		
Members Equity Beg. Of Year	80,540.58	
Excess Expenses Over Revenues	( 11,634.54)	
	-----	
Total Equity		68,906.04
-----		
Total Liabilities & Equity		\$ 69,760.19 =====

The accompanying notes are  
 integral to these statements  
 "See Accountant's Review Report"  
 DUFFY, LaSCALA & Co., ACCOUNTANTS



CALLERLAB, INC.  
 THE INTERNATIONAL ASSOCIATION OF SQUARE DANCE CALLERS  
 Notes to Financial Statements  
 As Of May 31, 1989

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Note #1: Summary of Significant Accounting Policies:

Organization

The Association, a non-profit organization, promotes the art of square dance calling among all nations of the world.

For both tax purposes and financial reporting, the Association uses the cash basis of accounting. Under the cash basis of accounting, revenues are recognized when received rather than when earned, and certain expenses are recognized when paid rather than when the obligation is incurred.

Taxes

The Association qualifies as a tax exempt organization under Section 501 (c) (6) of the Internal Revenue Code and therefore, is not subject to federal and/or state income taxes.

Fixed Assets

Fixed assets are reported at cost. Maintenance and repairs are charged to expense as incurred and renewals and improvements are capitalized. The Association provides for depreciation using the straight-line method and the accelerated cost recovery system over estimated useful lives of 5 to 7 years. Depreciation computed using the accelerated cost recovery system does not differ materially from methods of depreciation which are acceptable for cash basis reporting.

Note #2: Rent

The association rents its office facilities from John Kaltenthaler, the executive secretary, for a fee of \$350.00 per month.

Note #3: Pension Plan:

During the fiscal year ended May 31, 1986, the Association adopted a Simplified Employee Pension (SEP) plan for its employees. All employees age 25 or older, with service during three of the last five years, are covered. The percentage contribution is determined by the Association on an annual basis. The Rate for the year ended May 31, 1989 was approximately 10% of the participants' salary for the previous fiscal year.

"See Accountant's Review Report"

DUFFY, LaSCALA & CO., ACCOUNTANTS

CALLERLAB, INC.  
 THE INT'L ASSOC. OF SQUARE DANCE CALLERS  
 STATEMENT OF REVENUES AND EXPENSES - CASH BASIS  
 for the year ending May 31, 1989

	Y-T-D -----	YTD. % -----
Revenues		
Dues-Members	\$ 69,081.80	19.3
Dues-Subscribers	44,739.08	12.5
Dues-Associates	1,440.00	0.4
Dues-Apprentices	17,066.71	4.8
Dues-Affiliate Callers Assoc.	8,085.50	2.3
Insurance Coverage Fees	7,218.45	2.0
Convention Fees	145,026.28	40.6
Postage & Printing Fees	2,463.35	0.7
Exhibitor Fees	1,660.00	0.5
Sales-Pads, Decals, Tapes, Etc	6,887.15	1.9
Interest Income	5,273.21	1.5
Accreditation Fees	6,825.00	1.9
Caller Coach Fees	480.00	0.1
Fundraising And Donations	1,361.00	0.4
N.S.D.C. Seminars	1,000.00	0.3
Foundation Contributions	38,538.41	10.8
	-----	-----
Total Revenues	357,145.94	100.0
	-----	-----
Gross Profit	357,145.94	100.0
	-----	-----
Operating Expenses		
Salaries	75,100.92	21.0
Office Supplies	2,347.08	0.7
Postage	20,658.61	5.8
Printing Costs	15,288.04	4.3
Professional Fees	1,575.00	0.4
Rent - (Note #2)	4,200.00	1.2
Telephone	695.92	0.2
Payroll Taxes	6,852.52	1.9
Convention Planning	6,233.59	1.7
Convention Expense	110,359.29	30.9
Convention Refunds	2,926.72	0.8
Travel	2,106.91	0.6
Executive Committee Expense	905.16	0.3
Committee Expenses	344.05	0.1
Insurance	47,601.35	13.3
Bank Management Fees	395.79	0.1

The accompanying notes are  
 integral to these statements  
 "See Accountant's Review Report"  
 DUFFY, LaSCALA & Co., ACCOUNTANTS

CALLERLAB, INC.  
 THE INT'L ASSOC. OF SQUARE DANCE CALLERS  
 STATEMENT OF REVENUES AND EXPENSES - CASH BASIS  
 for the year ending May 31, 1989

	Y-T-D	YTD.%
	-----	-----
Seminars	1,747.41	0.5
Site Selection Costs	504.42	0.1
Maintenance Contracts	4,469.70	1.3
Sales Expenses	4,020.05	1.1
Education Grants	425.00	0.1
Pension Expense - (Note #3)	6,279.27	1.8
Outside Services	316.48	0.1
Member Refunds	255.00	0.1
Subscriber Refunds	37.50	0.0
Apprentice Refunds	112.50	0.0
Affiliate Refunds	90.00	0.0
Accreditation Refunds	10.00	0.0
Contingency Expenses	500.00	0.1
Canadian Currency Exchange	103.27	0.0
Foundation Expense	51,880.58	14.5
Depreciation - (Note #1)	438.35	0.1
	-----	-----
Total Operating Expenses	368,780.48	103.3
	-----	-----
Excess Expenses Over Revenues	\$( 11,634.54)	3.3
	=====	=====

The accompanying notes are  
 integral to these statements  
 "See Accountant's Review Report"  
 DUFFY, LaSCALA & Co., ACCOUNTANTS

CALLERLAB, INC.  
 THE INT'L ASSOC. OF SQUARE DANCE CALLERS  
 STATEMENT OF CASH FLOWS  
 for the year ending May 31, 1989

Cash flows from operating activities :	\$( 11,634.54)
Net income (Loss)	
Adjustments to reconcile net income to net cash provided by operating activities:	
Depreciation	438.35
Decrease in Taxes Payable	( 4,847.99)
	-----
Net cash provided by operations	( 16,044.18)
	-----
 Cash flows from investing activities :	
Net cash used by investing activities	0.00
	-----
 Cash flows from financing activities :	
Net cash used by financing activities	0.00
	-----
 Net decrease in cash and equivalents	( 16,044.18)
 Cash and equivalents at beginning of period	85,804.37
	-----
Cash and equivalents at end of period	\$ 69,760.19
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The accompanying notes are  
 integral to these statements  
 "See Accountant's Review Report"  
 DUFFY, LaSCALA & Co., ACCOUNTANTS

Updated as of 8-31-89 Rec ID 721 from FOUND file on FIN 89  
 FOUNDATION STATISTICS BY STATE/REGION

<u>STATE</u>	<u>GOAL</u>	<u>TO DATE</u>
AK ALASKA	509.00	501.00
AL ALABAMA	926.00	843.16
AR ARKANSAS	833.00	50.00
AZ ARIZONA	3,056.00	235.00
CA CALIFORNIA	14,260.00	15,603.50*
* (To date figure includes Anaheim dance)		
CO COLORADO	2,500.00	1,438.59
CT CONNECTICUT	741.00	820.00
DE DELAWARE	463.00	674.00
FL FLORIDA	5,788.00	3,070.00
GA GEORGIA	2,315.00	1,705.50
HI HAWAII	46.00	48.00
IA IOWA	1,065.00	1,142.00
ID IDAHO	417.00	537.00
IL ILLINOIS	3,519.00	2,660.90
IN INDIANA	1,435.00	681.80
KS KANSAS	1,019.00	1,060.50
KY KENTUCKY	1,204.00	630.70
LA LOUISIANA	880.00	110.00
MA MASSACHUSETTS	1,204.00	1,970.79
MD MARYLAND	2,361.00	2,750.99
ME MAINE	648.00	648.00
MI MICHIGAN	3,148.00	901.10
MN MINNESOTA	1,111.00	630.00
MO MISSOURI	1,574.00	1,609.25
MS MISSISSIPPI	741.00	
MT MONTANA	648.00	165.00
NC NORTH CAROLINA	2,500.00	1,678.27
ND NORTH DAKOTA	556.00	583.50
NE NEBRASKA	1,065.00	1,146.50
NH NEW HAMPSHIRE	324.00	324.00
NJ NEW JERSEY	2,547.00	1,696.94
NM NEW MEXICO	1,019.00	870.00
NY NEW YORK	3,380.00	2,679.50
NV NEVADA	695.00	620.00
OH OHIO	1,574.00	1,138.48
OK OKLAHOMA	1,158.00	104.00
OR OREGON	2,547.00	2,739.52
PA PENNSYLVANIA	3,982.00	1,976.05
RI RHODE ISLAND	232.00	463.00
SC SOUTH CAROLINA	833.00	1,042.50
SD SOUTH DAKOTA	417.00	143.00
TN TENNESSEE	1,250.00	889.00
TX TEXAS	7,362.00	4,753.25
UT UTAH	695.00	10.00
VA VIRGINIA	1,621.00	170.00
VT VERMONT	278.00	548.00
WA WASHINGTON	3,611.00	839.50
WI WISCONSIN	1,158.00	1,286.50
WV WEST VIRGINIA	556.00	737.00
WY WYOMING	417.00	65.00
US TOTALS	92,188.00	66,990.29
CASH from unidentified sources - various		2,658.00

<u>CANADA</u>	<u>GOAL</u>	<u>TO DATE</u>
ALBERTA	880.00	155.00
BRITISH COLUMBIA	1,343.00	433.00
MANITOBA	232.00	
NEW BRUNSWICK	46.00	
NEWFOUNDLAND		
NORTHWEST TERRITORY	46.00	
NOVA SCOTIA	139.00	256.00
ONTARIO	1,574.00	3,424.27
PRINCE EDWARD ISLAND		
QUEBEC	139.00	10.00
SASKATCHEWAN	417.00	590.00
YUKON TERRITORY	46.00	157.00
VANCOUVER ISLAND	·	·
CANADIAN TOTAL	4,862.00	5,040.27

<u>OVERSEAS</u>	<u>GOAL</u>	<u>TO DATE</u>
OVERSEAS APO/FPO		50.00
AUSTRALIA	695.00	40.00
S AUSTRALIA	93.00	
W AUSTRALIA	46.00	
AUSTRIA	46.00	
ENGLAND	556.00	50.00
JAPAN	324.00	530.00
NETHERLANDS	93.00	
NEW ZEALAND	556.00	509.65
SAUDI ARABIA	93.00	
SPAIN	46.00	
SWEDEN	46.00	
WEST GERMANY	370.00	290.00
TOTALS	2,964.00	1,469.65

## Totals all sources

USA	92,188.00	66,990.29
Canada	4,862.00	5,040.27
Overseas	2,964.00	1,469.65
Cash from unidentified sources		2,658.00
GRAND TOTALS	100,014.00	76,158.21

THE PAST

# LEGACY

THE FUTURE

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 INTERNATIONAL ASSEMBLY OF "TRUSTEES" OF THE SQUARE DANCE ACTIVITY
 

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FOR IMMEDIATE RELEASE

## SURVEY PROMPTS AVALANCHE

Your response to the 1989 LEGACY Survey overwhelmed us. We received nearly 9,000 replies -- the best response ever to a LEGACY Survey.

Frankly, we had expected a smaller response because we included some personal questions in the '89 Survey. As you recall, our theme was "Who Are We?" We felt that, even with a smaller response, we squaredancers could learn a lot about ourselves, our backgrounds, and our families. We need those kinds of information to size up the market for squaredancing and to direct our promotional efforts in the right directions.

Our gamble paid off. We squaredancers are not shy about ourselves. We care enough about squaredancing to volunteer personal information about ourselves. And so, the size of the response, in itself, was perhaps the most notable result of the Survey.

The wealth of information we generated from the replies has also overwhelmed us -- each form provided forty-five pieces of data. Much of the information deserves to be examined in detail; much of it warrants our full and undivided attention. So, instead of a single comprehensive report on the 1989 LEGACY Survey, we plan a series of reports, each highlighting a meaningful aspect of the Survey.

The series will include reports on age trends, demographic profiles, family status, singles, dancing trends, club trends, and the heartfelt comments which many of you included with your survey forms. In addition to telling us who we are, the reports will focus on ideas for selling squaredancing to the rest of the world.

None of this, of course, could have happened without your help. Please know that we are grateful. On behalf of LEGACY, we thank you.

Paul and Ellie DeBald  
LEGACY Survey Committee

THE PAST

# LEGACY

THE FUTURE

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 INTERNATIONAL ASSEMBLY OF "TRUSTEES" OF THE SQUARE DANCE ACTIVITY
 

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## SURVEY SUGGESTS SURGE

This first report on the 1989 LEGACY Survey may shock you. It's about our age and it points to an upswing in square dancing. Keep it in mind as you look over your class this fall.

We are not all that young. Our average age is 57. But that is good news. On one hand, it means that we retain a lot of square dancers. One in five of us has been dancing for twenty years or more.

On the other hand, it means that we have recruited a lot of middle-aged and mature dancers in recent years -- people 40 and older. And that is good news, too. More than one-third of the people in the U.S. -- 82 million -- are forty and over. That's a big market. If we get 5% of them to join us, we can double or triple the number of squaredancers we have now.

By the way, we weren't all youngsters, ourselves, when we began square dancing. Our average age was 46. More than half of us were in our 40's and 50's.

That's good news, too. Ten million Baby Boomers have already turned forty. Within five years, so will another 20 million. That is a lot of potential square dancers. Let's do them a favor and teach them to square dance.

Here's more good news: The apparent market for square dancing is not only big and growing, but also financially important.

The mature segment of that market -- people 55 and older -- have more than half of the discretionary income in our country. Most have neither mortgages nor kids at home. Marketing experts have been working overtime to earn the recreation dollars of middle-aged and mature consumers. But we square dancers, without really trying, are beating the experts.

Square dancing appeals to middle-age and mature people because it provides a moderate form of recreation, along with lasting social values. Backpacking and racquetball are declining; walking and golf are picking up. But neither of those activities provides the social value of square dancing.

So let's not be overly concerned, if we sense a lack of young people in our classes. If we get some -- fine. If not, we can let them age a bit and get them later.

Instead, let's exploit the success we have found. Let's focus on "older" people. They are a big, growing, and important target for us. We have a super product that sells itself to them. Think what we can do, if we work at selling square dancing to them.



**CALLERLAB****TEACHING ORDER FOR THE A-1 and A-2 BASIC CALLS LISTS**

In September of 1983, the Advanced Dancing Program was divided into two separate segments, A-1 and A-2. These two designations define two distinct programs of dancing within the Advanced program. Callers should teach all the basics contained in the A-1 program before going on to the A-2 program. Dances advertised as A-1 should utilize only the Mainstream, Plus, and A-1 calls. If the caller decides to use Quarterly Selections or other calls, he should plan on workshopping those calls. These calls are listed in the recommended teaching order.

**ADVANCED 1 (A-1)**

Acey-Deucey  
 Right (Left) Roll to a Wave  
 Six-Two Acey-Deucey  
 Split Square Thru  
 Explode The Line  
 Turn and Deal  
 (Anything) and Cross  
 Clover and (Anything)  
 Cross Clover and (Anything)  
 Quarter Thru  
 Chain Reaction (1/4 Tag)  
 Ends Bend  
 Pass In  
 Three Quarter Thru  
 Transfer the Column  
 Explode and (Anything)  
 Wheel Thru  
 Cut the Diamond  
 Swap Around  
 Cross Over Circulate  
 Quarter In  
 Cast A Shadow  
 Horseshoe Turn  
 Half Breed Thru  
 Step and Slide  
 Double Star Thru  
 Triple Star Thru  
 Square Chain Thru  
 Pass Out  
 Lockit  
 Fractional Tops  
 Pair Off  
 Left Wheel Thru  
 Quarter Out  
 As Couples Concept  
 Cycle And Wheel  
 Grand Quarter Thru  
 Grand Three Quarter Thru  
 Scoot and Dodge  
 Mix

**ADVANCED 2 (A-2)**

Split/Box Transfer  
 Hourglass Circulate  
 Flip the Hourglass  
 Pass the Sea  
 Switch the Wave  
 Trade Circulate (from waves)  
 Cut the Hourglass  
 Spin the Windmill  
 Swing  
 Slither  
 Pass and Roll  
 Split/Box Counter Rotate  
 Motivate  
 Single Wheel  
 Trade Circulate (from 2-faced line)  
 Arky Star Thru  
 Switch to a Diamond (from Waves Only)  
 Trail Off  
 Pass and Roll Your Neighbor  
 In Roll Circulate  
 Remake the (Set up)  
 Scoot Chain Thru  
 Switch to an Hourglass (from Waves Only)  
 Peel and Trail (from completed DPT)  
 Out Roll Circulate  
 Scoot and Weave  
 Slip  
 Slide  
 Zig Zag/Zag Zig  
 Recycle (from facing couples)  
 Checkmate the Column  
 Peel and Trail (from Columns)  
 All 4 Couples Concept such as  
 All 4 Couples Right & Left Thru  
 All 4 Couples Star Thru  
 Split Square Chain Thru  
 Diamond Chain Thru  
 Transfer and (Anything)

REVISED 8-89

**A-1 A-2 TEACHING ORDER**

# ADVANCED DANCING'S BASIC CALLS

All 4 Couple Movements such as:

Right & Left Thru, Star Thru

Acey-Deucey

Arky Star Thru

As Couples Concept

Cast a Shadow

Chain Reaction

Checkmate the Column

Cross Over Circulate

Clover and (Anything)

Cross Clover and (Anything)

(Anything) and Cross

Cut the Diamond

Cut the Hourglass

Cycle and Wheel

Diamond Chain Thru

Double Star Thru

Ends Bend

Explode the Line

Explode and (Anything)

Fractional Tops:

1/4, 1/2, 3/4, the Top

Flip the Hourglass

Grand Quarter Thru

Grand Three Quarter Thru

Half Breed Thru

Horseshoe Turn

Hourglass Circulate

In Roll Circulate

Left Wheel Thru

Locket

Mix

Motivate

Out Roll Circulate

Pair Off

Pass and Roll

Pass & Roll Your Neighbor

Pass In

Pass Out

Pass the Sea

Peel and Trail

Quarter In

Quarter Out

Quarter Thru

Recycle (facing couples)

Remake the (Set-Up)

Right (Left) Roll to a Wave

Scoot and Dodge

Scoot and Weave

Scoot Chain Thru

Single Wheel

Six-Two Acey-Deucey

Slide

Slip

Slither

Spin the Windmill

Split Square Chain Thru

Split Square Thru

Split/Box Counter Rotate

Split/Box Transfer

Square Chain Thru

Step and Slide

Swap Around

Swing

Switch the Wave

Switch to a Diamond

Switch to an Hourglass

Three Quarter Thru

Trade Circulate

Trail Off

Transfer and (Anything)

Transfer the Column

Triple Star Thru

Turn and Deal

Wheel Thru

Zig-Zag/Zag-Zig

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The calls on this list were selected by vote of the members of the CALLERLAB Advanced Dancing Committee comprised of over 175 callers throughout the country, and have been approved by CALLERLAB.

In an Advanced Dancing program dancers are expected to understand the Mainstream, Plus, and Advanced calls from most, but not necessarily all, formations, positions, and arrangements. Dancers are also expected to understand the concept of calls they dance.