

NEWSLETTER  
for Members of  
CALLERLAB



The International Association  
of Square Dance Callers

ROCHESTER, MINNESOTA

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IN THIS ISSUE

FROM THE CHAIR .....	1
STANDARD APPLICATIONS POLICY .....	2
OPEN YOUR DOOR TO NEW DANCERS .....	2
ALTERNATE DANCE PROGRAMS .....	3
NEED PROOF OF INSURANCE? .....	3
WEAR YOUR BADGE WITH PRIDE .....	3
REBECCA HOLDEN NAMED SPOKESPERSON .....	3
CALLERLAB AT THE NATIONAL! .....	4
C-1 DEFINITIONS REVISED .....	4
IN MEMORIAM .....	4
BOARD OF GOVERNORS ELECTION .....	4
SMITHSONIAN MAGAZINE.....	4
MEMBERSHIP & LICENSE CARDS .....	4
MAINSTREAM MOMENTUM .....	5
PLUS COMMENTARY .....	5
AFFORDING A CONVENTION .....	6
YANKEE CLIPPER AWARD.....	6
PERMANENT CALLERLAB BADGES .....	7
EQUIPMENT INSURANCE AVAILABLE.....	7
COMMITTEE REPORTS .....	7
CONTRA & TRADITIONAL COMMITTEE .....	7
COMMUNITY DANCE PROGRAM .....	7
BASIC/MAINSTREAM COMMITTEE .....	8
PLUS COMMITTEE .....	8
PLUS QUARTERLY SELECTION COMMITTEE .....	8
ADVANCED COMMITTEE .....	9
CHALLENGE COMMITTEE .....	9
RPM COMMITTEE .....	9
PARTNERS' COMMITTEE .....	10
CAREER CALLERS COMMITTEE .....	11
SOUND ENHANCEMENT COMMITTEE .....	11
CHOREOGRAPHIC APPLICATIONS COMMITTEE .....	11
CALLER TRAINING COMMITTEE.....	12
CALLER ASSOCIATION LIAISON COMMITTEE .....	12
PUBLIC RELATIONS COMMITTEE.....	13
"THROWYOUR WEIGHT AROUND" .....	13
FROM OUR MEMBERS .....	14
FUN IN SQUARE DANCING.....	14
OUR MAINSTREAM PROGRAM .....	14
PROJECTING THE RIGHT IMAGE .....	15
LEVELS .....	16

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FROM THE CHAIR

This year's CALLERLAB Convention is complete. Reflecting back, it was a very good convention. There was a much more positive attitude regarding the problems of our activity. In addition to the regular committee meetings, there were numerous educational panels dealing with improving our craft and, therefore, *Improving Our Product*. Other sessions were held dealing with caller's partners, contra, the Community Dance Program, afterparties, and many more. Be sure to review the topics and purchase tapes in the areas of your interest. Some of this year's tapes are excellent.

In my banquet address, I talked about attitude. In particular, I targeted our attitude regarding recruiting new dancers, teaching new dancers, and especially, retaining new dancers. This should be our focus. The class season has ended and the summer dance season is here. Let's make sure that the new dancers have nothing but good experiences this summer. Let's give them something to be excited about. If we do, they will become our new recruiting ambassadors. These new dancers have friends that do not dance.

That brings me to the topic of recruiting. We need to start recruiting **NOW! NOW** is the time! We cannot expect to have any success at recruiting when we start in September. Most people have already made their entertainment plans for winter by then. The golf courses start promoting league play in January. Bowling alleys have signs up in February for people to sign up for fall leagues. We should be learning from these organizations.

My personal feeling is that September is a poor choice for square dance month. I think it should be June. What a great time to begin recruiting for our fall classes. It gives us three months to advertise and promote our activity. In addition, if last season's new dancers are having a good time, they can help in the recruiting process. Let's get everyone excited and

enthusiastic about next year's class. Maybe you could host even a friendly contest, with prizes, for those who recruit the most new dancers. It is just a thought.

Finally, with the National Convention held every June, I'd like to see a major effort by the National Executive Committee to get square dancing some national news coverage. This is the largest single convention in any city every year. Let's make the world aware of that fact. What a great way to publicize square dancing and kick off our 1996 recruiting season.

Recruiting is a year-round task. Let's put some enthusiasm into recruiting and look forward to the fall classes. I hope everyone has a great summer.

## STANDARD APPLICATIONS POLICY

**T**he CALLERLAB Board of Governors, at their annual meeting in Kansas City, approved a *Standard Applications Policy Statement* recommended by the Choreographic Applications Committee. A copy of that policy is included with this issue of *DIRECTION*.

The Board recommends that the membership adopt this policy as an official policy of CALLERLAB. Members eligible to vote will find a ballot included with their copy of *DIRECTION*. Please mark your ballot and return it to the Home Office at your earliest convenience but no later than July 25th so that results of the voting can be reported in the August issue of *DIRECTION*.

If you are unfamiliar with the term *Standard Applications*, you may wish to purchase one or both books: *Standard Basic/Mainstream Applications* (\$7.50) or *Standard Plus Applications* (\$5.00). Postage is included in the price. They are available from the Home Office.

## OPEN YOUR DOOR TO NEW DANCERS

by Nasser Shukayr

**I**f dancers in your area want to begin square dancing, how long until your next class starts? Next September?

New dancers are enthusiastic and have many non-dancing friends. They're our best salespeople. After a brand-new dancer starts lessons, how long until they can bring in their non-dancing friends? Next year?

If you already start a class more than once a year, you're probably using a "10 + 10 type of plan". A "10 + 10 type of plan" does not have to start every TEN weeks. Other cycle times (8, 12, 13, 17 weeks) can work equally well. The main idea is to offer more than one chance per year for non-dancers to get started in square dancing. Perhaps the name "10 + 10 type of plan" should be replaced. What do you think about "Successive Lessons System", or S.L.S.? Catchy, wouldn't you say?

No matter what name you use, the main reason to offer lessons more than once a year is **TO INCREASE THE NUMBER OF DANCERS!** Make it easier for people to become square dancers, and you will have **MORE** new dancers!

Many callers and clubs are already using a "10 + 10 type of plan", and wouldn't DREAM of going back to the old method. The plan works.

How hard is it for you to set up your OWN successive plan? Well, if information was gathered from people who are already using this method, and if their techniques, advice, names, and phone numbers were printed in a handy "How-To Guide", it would be easier for you to set up your own plan. But this "How-To Guide" is only a dream.

Or is it? The RPM committee is working with an Ad-Hoc committee chaired by Mike Seastrom, to produce a "How-To Guide" containing practical information, hints, techniques, contact names, and phone numbers.

If you are ALREADY starting classes more than once per year, we NEED your input for the "How-To Guide"! Please send your info to the CALLERLAB Home Office. Send anything you'd like to say about your program: how you set it up; things you learned along the way; advice for others; results you've been enjoying; etc.

**DIRECTION** is the official newsletter of CALLERLAB, The International Association of Square Dance Callers, with offices located at 829 - 3rd Avenue SE, Suite 285, Rochester, Minnesota, 55904-7313. Telephone (507) 288-5121. **DIRECTION** is published bi-monthly and mailed first class to all members and affiliates of CALLERLAB. **DIRECTION** is edited by George White, Executive Director.

As **DIRECTION** is computerized, it would be most helpful to have articles, reports or letters to the editor submitted on computer diskettes whenever possible. **DIRECTION** uses WordPerfect 5.1 as its word processor, on an MS/DOS based computer. Computer diskettes (5 1/4" or 3 1/2") containing articles, reports or letters to be published should be submitted in either WordPerfect 5.1, 6.0 or 6.1 format. ASCII text files or MicroSoft Word for Windows files are also acceptable. Please enclose a printout of the article, report or letter.

The opinions expressed in articles submitted by members or affiliates do not necessarily reflect the policies of CALLERLAB. All articles submitted for publication must be signed by the author.

The Editors reserve the right to exercise their discretion in accepting, editing or rejecting any material submitted for publication. Articles submitted for publication that describe square dance formations or arrangements **MUST** be in accordance with CALLERLAB standards.

Also, indicate if we can list you as a contact person. If you are starting lessons only ONE time per year, think about changing to the improved plan! Multiple starts per year produces more new dancers. Who is the logical candidate to start producing better results in YOUR area? The answer can be found in the mirror!

WHEN should you start your new teaching plan? If you now teach new dancers on a separate night, you can easily start your own "10+10 type of plan" with your very next class! The preliminary version of the "How-To Guide" will soon be available from CALLERLAB to help you get your plan started.

If you are now teaching new dancers on a combined class and club night, you can still use a "10 + 10 type of plan". The "How-To Guide" will contain examples of some existing programs with lessons on the same night as experienced dancers. The key element is for YOU to start thinking about ways for new dancers to get started with YOU more often than once per year!

After your own Successive program is under way, your input and advice is needed more than ever before! Share your knowledge for future revisions of the "How-To Guide". Working together, everyone benefits from each other's experiences.

If we keep using the same old methods, we will see the same old results. Even a minor marketing change (providing more than one chance per year for non-dancers to start) can make a tremendous positive difference for square dancing.

### ALTERNATE DANCE PROGRAMS

The 1996 CALLERLAB Convention in Kansas City produced a new ad hoc committee to study alternate dance programs and to make recommendations to the Board of Governors about such programs.

Anyone wishing to serve on this committee or callers having knowledge of successful programs in existence around the country, should contact Chairman Jerry Story at (210) 585-0367, Vice Chairman Jon Jones at (817) 469-1179 or the Home Office at (800) 331-2577. Your input to this study would be very much appreciated.

### NEED PROOF OF INSURANCE?

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility, are reminded that the necessary certificates must be obtained directly from the insurance company. Do **NOT** call the Home Office for certificates. They must be obtained by calling the A.H. Wohlers Company at 1-800-503-9227. Identify yourself as a member of CALLERLAB and they will issue the certificate after verifying your membership.

Certificates are mailed no later than the next business day.

Questions regarding insurance coverage or information regarding the filing of claims should also be directed to the insurance company, 1-800-900-9772 Extension 258. Remember, this insurance program is only available to U.S. members.

### WEAR YOUR BADGE WITH PRIDE

CALLERLAB is a successful organization. In twenty years we've become strong and healthy. We've made major contributions to square dancing in program development, caller training, promotion, and many other areas. Our membership has grown, new leaders emerge each year, and each of our conventions brings a renewed spirit to the entire organization.

Our badge is a symbol that represents all of these accomplishments. It's a visible statement of our participation in, and support for, all that CALLERLAB stands for. Wear it with pride.

Wear it when you go out calling... whether at a dance, a festival or at major conventions. When you wear your CALLERLAB badge, you make a statement about yourself. You tell people that you belong and that you believe in the organization behind that badge.

The San Antonio National Convention is coming up in a few weeks. CALLERLAB members will call over 85% of the calling slots. Many will also call at trail-end dances, afterparties, and private parties. Still others will conduct caller training seminars and serve on educational panels. CALLERLAB will be well represented.

So, when you're in San Antonio, be proud... walk tall, call well, and wear your badge. It's a symbol that represents a most successful and proud organization of professional square dance leaders.

### REBECCA HOLDEN NAMED SPOKESPERSON

The Board of Governors has voted to recognize Rebecca Holden as an official spokesperson for square dancing. Rebecca has been selected as the hostess on a proposed TV pilot show that may appear on TNN (The Nashville Network) later this year.

She appeared on the NBC Television series *Knight Rider* which is in syndication throughout the U.S. and many foreign markets. She has also appeared on ABC's *General Hospital*. Rebecca is currently the co-host of TNN's new hit show, *Dancin' at the Hot Spots*. She is a very dynamic person who has quickly grasped the spirit of square dancing.

She charmed the representatives of several other

national and international square dance organizations with her presentation at the "Common Meeting" which has been hosted by CALLERLAB at the last several CALLERLAB Conventions. They, too, voted to recognize Rebecca as a spokesperson for the activity.

Rebecca will be attending the National Square Dance Convention in San Antonio. Look for her at the new CALLERLAB booth located in the vendor area.

### CALLERLAB AT THE NATIONAL!

**A**fter waiting several years for the chance, CALLERLAB has finally been awarded a booth space with the other square dance shops at the San Antonio National. We have participated for many years in the Showcase of Ideas (we'll also be there this year) but we're really excited about being in the vendor area.

The booth must be manned during the entire time the vendor area is open to the public, so we invite all members attending the National to stop in and sign up for a 2-hour stint. The pay is very low but you may get a chance to work with Rebecca Holden and to meet Chairman-of-the-Board, Jerry Junck, several CALLERLAB Board members and your Executive Director.

If your schedule won't permit, at least stop by and say 'Hi!'

### C-1 DEFINITIONS REVISED

**E**d Foote, Chairman of the Challenge Committee is pleased to announce that the *Basic Challenge (C-1) Definitions* booklet has been completely revised and is now available from the Home Office. The C-2 definitions are currently being revised and will be available upon approval by the Challenge Committee.

Also available from the Home Office are *Basic/Mainstream Definitions*, *Plus Definitions*, and *Advanced Definitions*. Each definitions booklet also includes a copy of the current Program list for that program. Each booklet sells for \$2.00, including postage.

### IN MEMORIAM

Michael Herman, Long Island, NY, May 2, 1996  
Gary Otwell, Watauga, TX, May 2, 1996

### BOARD OF GOVERNORS ELECTION

**I**f you would like to be a candidate for the Board of Governors, petitions can be obtained from the Home Office. Your petition must be signed by 25 CALLERLAB Members. A valid petition, a brief biographic sketch, and a current photo (suitable for use

in the August issue of *DIRECTION*) must be in the Home Office no later than JULY 15, 1996!

Candidates must have been a full Member for no less than 3 years and currently calling at least once each week.

Ten members will be elected to three-year terms on the Board, beginning with the Board of Governors meeting immediately following the 1997 Los Angeles Convention.

Twenty-one valid petitions have been submitted to date. Their biographies will appear in the August issue of *DIRECTION*. Members eligible to vote will receive a ballot with their copy of *DIRECTION*.

### SMITHSONIAN MAGAZINE

**D**id you know that square dancing was featured on the cover of the February issue of *Smithsonian* magazine? An eight-page article by Sue Hubbell, and photographs by Maggie Steber, showcases square dancing from the traditional country setting to the National Square Dance Convention, billed as the "World's Greatest Square Dance Event". The article quotes several callers and dancers from across the country and gives square dancing a much needed boost as a modern, recreational activity that can be enjoyed by people of all ages. We should all appreciate the fact that square dancing deserves a cover story in such a well-respected and prestigious magazine as the *Smithsonian*.

The Board of Governors approved the purchase of 100 copies of the magazine to be offered to our membership at \$3.00 a copy, postage included. If you would like a copy, please call or write the CALLERLAB Home Office as soon as possible (address and phone numbers on page 1). Copies are available on a first-come, first-served basis.

### MEMBERSHIP & LICENSE CARDS

**I**f you do not receive your membership and/or license cards within two weeks (three weeks for overseas members) of paying your dues and required fees, please contact the Home Office. Member cards and licenses are mailed, first class, within two business days.

### MISSING MAIL?

**W**e get occasional complaints from members about not receiving mail. You should, at a very minimum, receive 6 copies of *DIRECTION* a year plus a dues notice.

*DIRECTION* is mailed in February (Call to Convention issue), April (Convention FLASH issue), June (Committee report issue), August (Board of Governors election issue), October (Convention invitation and

report on Board elections issue), and December. We try to mail the first week of the month for every issue except the April issue. The April issue is mailed as soon as possible following the annual convention.

Dues notices are mailed in February, as soon as we get insurance premium information from our insurance carrier and license fee information from BMI and ASCAP.

Everything we mail is mailed First Class. If it is undeliverable for some reason, it comes back to us. In most cases, mail has not been returned to us but has still failed to reach you. If this is happening, you have a problem with your local post office. Please contact them to resolve the problem.

## MAINSTREAM MOMENTUM

**H**ello from the Basic/Mainstream Committee. We hope you were at the CALLERLAB convention in Kansas City. It was really a great convention, there were many notable interest sessions and several exceptional committee meetings. Tony's speech on Monday evening and Jerry Junck's speech Tuesday evening were both inspiring. Two strong messages were presented, *support what you believe in and attitude can make a difference*. Everyone in attendance seemed to be having a wonderful time. There was a feeling of friendship, fellowship, and positive thinking in the air - very refreshing. The chance to meet face to face and have some good old fashion discussion was well worth the time. If you weren't able to attend this year we hope you can plan to join us next year in Los Angeles.

We have accomplished our project to establish a teach time for the Basic Program. The full committee approved the sub-committee's recommendation of a thirty (30) hour teach time for the Basic Program (calls 1-49). This recommended teach time will now give guidance to anyone who wishes to teach the Basic Program as a separate destination program. The established Basic Program teach time will be added to the notation at the bottom of the Basic/Mainstream Program list. The Basic/Mainstream Committee has a total of 294 members, of these 58% (171) replied to the questionnaire, of those who replied 60% (103) favored the thirty hour teach time. This was a 2½ to 1 ratio in support of our new teach time.

Our next big project will be the odd year review of the Basic/Mainstream Program. This review is done in the odd numbered years (1997) and is the time that we may make additions and deletions to the list. The B/MS Committee will be polled as to each members desire for additions or deletions. The suggestions will be pared down to approximately five of each and then voted on by the committee. In the event any changes are approved, they will be reported to the Home Office for implementation.

I'm sorry to say there are seventy seven (77) committee members who have not responded to the last two consecutive mailings. These members will be notified that they have failed to reply twice in a row and that they are being removed from the committee roster. We hope that this was just an oversight on their part and that they will request reinstatement at a later date. It does take time to answer the mailings, but the feeling of participation justifies the time. Remember, you do

not have to belong to the committee to offer your thoughts, just write a note and tell us how you feel. However, I invite you to become involved. Please consider joining the Basic/Mainstream Committee.

I am pleased to report that I have become a member of the Executive Committee. I look forward to this new challenge and another opportunity to serve you. However, on a sad note, I am not allowed to continue as the

Basic/Mainstream Committee Chairman while I serve on the Executive Committee. I have enjoyed being your Basic/Mainstream Committee Chairman for the past 4-5 years and will miss corresponding with each of you. Thanks so much for all of your support and happy dancing.

Larry Cole, Chairman.

## PLUS COMMENTARY

**S**ummer is here again. For some areas, summer is a quiet time, when schools are closed and fewer square dances are held. In other areas the folks are back who spend their winters enjoying warmer climates. And for others, summer is just another season and the dancing schedule doesn't change. Regardless of where you are, however, new dancers have graduated from class and want to continue to dance. Whether these are new dancers who have graduated from Mainstream or Plus, they will likely be dancers who need more dance time to become confident dancers, and

### CURRENT QUARTERLY SELECTIONS:

MAINSTREAM:	Hinge Over (9/95)
PLUS:	Cross Over Circulate (11/95)
	Six-Two Acey Deucey (3/96)
	Lucky Star (7/96)
ADVANCED:	Scatter Scoot (5/94)
	Cross the K (9/95)
	Pass & Roll Chain Thru (4/96)
TRADITIONAL:	None selected for 7/96
CONTRA:	Becky's Wedding (7/96)
EMPHASIS CALLS:	
MAINSTREAM:	Scoot Back (5/96)
PLUS:	Extend (7/96)

they will be meeting many of the club dancers for the first time at graduation. In short, these new dancers need to be nurtured now if they are going to stay with and enjoy square dancing. Guide these people to summer dances that are available for them if your club is not dancing over the summer. Encourage new dancers and club regulars to travel to these dances together. Plan workshop dances for the summer months that are easy and fun, and help the new dancers and club regulars get to know each other. If your new dancers have fun now, when they first graduate and start dancing at clubs, they will still be dancing in September and for years to come.

For the Plus Committee,  
Larry Davenport, Chairman

### AFFORDING A CONVENTION

(Where will the money come from?)

**W**ere you able to attend the CALLERLAB convention in Kansas City? This year, as usual, the gathering of callers from all over the world was an exciting event. We have all read, heard, and discussed the many advantages of attending and participating in the convention. Many callers feel the opportunity to meet callers from all over the world and discuss various aspects of square dancing almost non-stop for three days is more than worth the cost. When we add the advantage of the numerous interest sessions, seminars, and panel discussions the convention is an even better value.

Now for the hard part, THE COST! How much does it cost and how do we get the money together? The following discussion will focus on those callers who reside in the continental USA. Other callers (overseas, Canada, Alaska, and Hawaii) do have additional expenses and are highly commended for their dedication to square dancing and CALLERLAB as shown by their attendance at convention.

As you know, there is great emphasis on convention attendance. It is so important that attendance at a convention at least once every four years is a requisite for continued Full CALLERLAB Membership.

There is a convention in each region of the US (approximately 1/3 of the country) at least once every four years. This means there will be a convention within 1,000 miles of every caller in the continental USA at least once every four years.

So, what are the costs and how do we come up with the money? Those are the questions.

First the costs -

We will consider that both the caller and partner will attend the convention and that they will fly to the convention. The approximate cost, based on

arriving Sunday and departing noon Wednesday, will be:

Flight	(500 x 2)	= \$1,000
Parking	(15/day x 4)	= 60
Taxi/Limo	(25 x 2 trips)	= 50
Hotel	(100 x 3)	= 300
Convention	(275)	= 275
Misc expenses		= 200
<b>TOTAL</b>		<b>= \$1,885</b>

Now, how do we obtain this amount? Here is one way:

We will attend a convention once every four years. The cost will be approximately \$1,900 (we will round that up to \$2,000 for our example). For most callers the cost will be somewhat less than our estimate.

If we call 50 dances a year (1 per week) in four years we will have called 200 dances. If we divide the amount needed (\$2,000) by the number of dances called in four years (200) we get  $2,000/200 = 10$ . In other words, if we set aside just \$10 from each dance we will have the money needed. Can we do this? YES! Will it be easy? Well, maybe yes and maybe no.

Any person who has dedicated the amount of time required to learn to call and to continue to progress in this profession does have the intestinal fortitude needed to achieve this goal.

Please take the time to look at this plan as one possibility for raising the money needed for the convention. If this plan works for you, we hope to see you at a convention within the next four years.

### YANKEE CLIPPER AWARD

**C**ongratulations go to Dick and Sue Leger, Bristol, Rhode Island, as recipients of the Yankee Clipper Award from the New England Square and Round Dance Society, on behalf of the Square Dancers of New England. Dick is known as the 'man with the guitar' and has been calling since 1952. Dick's talent and devotion to the square dance activity has been recognized many times. He and Sue were inducted into the "Sets In Order" Hall of Fame in 1978, received the Milestone Award from CALLERLAB in 1985, and inducted into the Square Dance Foundation of New England Hall of Fame in 1994.

Music has played an important part in their lives, beginning with their meeting in the high school band. Later Sue played piano in her mother's square dance orchestra. Dick has recorded on several square dance record labels including an educational series for use in schools on Kimpo Records.

On behalf of the CALLERLAB Board of Governors, congratulations Dick and Sue!

## PERMANENT CALLERLAB BADGES

For the convenience of those who have not yet ordered their CALLERLAB permanent badge, a badge order form has been included with this issue of *DIRECTION*. Badges are \$7.00 each, postage included (US funds only, please). Minnesota residents are reminded to include 6.5% sales tax or \$.46 per badge.

## EQUIPMENT INSURANCE AVAILABLE

Did you know that CALLERLAB members can purchase affordable equipment insurance through the same company that provides our group liability coverage?

Be advised that most homeowners' policies do not cover your square dance equipment once you take it from your home to call a square dance. We know of several callers that have had equipment stolen and found out too late that it was not covered by their homeowners policy.

We urge you to check with your insurance agent about coverage and cost. We think you'll find our insurance to be the best insurance bargain around. If you have any questions about this CALLERLAB benefit, call our Insurance Administrator at 1-800-323-2106, extension 229, for complete information or contact the Home Office for a brochure.

## COMMITTEE REPORTS CONTRA & TRADITIONAL COMMITTEE

The major points discussed during the meeting were;  
**Skills Inventory:** The committee urges the completion of the skills inventory of CALLERLAB members which the Research & Development Committee is developing.

**Accreditation:** The committee adopted an accreditation procedure for contra prompters. The candidate presents two dances, conducts a walk through, prompts the dance, and is evaluated by at least three accreditors who are experienced contra prompters. The Contra Accreditation session was held on April 2nd. Approximately 20 attended the meeting and four committee members served as evaluators. Bill Packard from Oklahoma and Gregory Maconi of Massachusetts were accredited by the committee.

**Historical Perspective:** The committee suggests that the BOG give approval to the committee to present a heritage dance exhibition during the noon hour (as was done many years ago). The committee will do the research on the choreography and music for a certain period.

**Quarterlies:** Because of interest in obtaining material for a variety program, as well as obtaining proven material, the committee urges the BOG to publish the past CALLERLAB quarterly selections of contra and traditional dances (35 and 33 dances, respectively), so that they will be available at cost to the general membership.

Although several recommendations to the BOG were adopted by the committee, no resolutions were proposed. During the past year, the committee sent Contra and Traditional Quarterlies to the Home Office for inclusion in *DIRECTION*.

During the next year, we hope to publish all past quarterlies, continue to select dance material for each quarter, and submit articles for *DIRECTION*.

A cumulative total of 82 attended the evening Contra and Traditional Dance Program. The program was opened and ended with big circle mixers and nine members prompted seven contras and called two traditional squares.

Yona Chock, Vice Chairman

## COMMUNITY DANCE PROGRAM

Most of the discussion revolved around requesting a training session ahead of the convention in LA. Motion was to: *Provide for a CDP workshop on Saturday evening and all day Sunday, and as much of Saturday afternoon as possible.*

If CALLERLAB will provide the facilities the CDP Committee will take care of organization and staffing. The CDP Journal, a couple or articles in *DIRECTION* and a direct mailing to all people on the CDP Journal mailing list will be used for advertising.

No resolutions were passed.

We scheduled and held a very successful swap shop on Saturday night ahead of the KC convention. Over 55 people attended.

We held a very successful CDP intro dance on Sunday ahead of the convention. Over 20 leaders presented dances and over 125 callers and spouses attended.

Three editions of the CDP Journal were published. One skills/interest survey was completed.

The vice chairman answered approximately 100 pieces of correspondence and many telephone calls. With the cooperation of CALLERLAB we hope to establish a yearly training school on the Saturday and Sunday proceeding each convention. The purpose of this school will be to provide the practice and skills necessary to allow square dance callers to learn how to prompt, cue, and to successfully acquire the knowledge necessary to operate successful Community Dance Programs.

To complete the 10-12 public access TV shows

currently in production and to make them available at cost to other public access stations across the country. Publish 4 editions of the CDP Journal. Produce and supply at cost the CDP intro video to the general public. This will depend on BOG.

The committee recommends that the BOG communicate its decisions quickly so the CDP Committee can proceed with implementing actions.

### **BASIC/MAINSTREAM COMMITTEE**

There were 26 in attendance at the Basic/Mainstream Committee meeting on April 2, 1996. A survey vote was made of committee members regarding recommended number of hours for teaching the Basic/Mainstream Program. The membership approved a recommended 30 hours teaching period.

A biennial review of the Basic/Mainstream list will be made by requesting committee members to provide suggested changes to the program list (adds/deletes). Results will be accumulated and presented at the next meeting.

A discussion was held by members present, considering the splitting of the Basic and Mainstream Programs, into two separate Committees.

Larry Cole, Chairman

### **PLUS COMMITTEE**

A healthy discussion ensued concerning the Plus Program. It's 1997 review and the transition of dancers into Plus.

In areas where there is a healthy Mainstream Program, there are no dancer transition problems. In other areas, the dancer transition is being handled in various ways.

- A. Extended teach time with Plus as destination.
- B. A different (integrated) list in which Plus calls are taught along with Basic & Mainstream.
- C. An introduction of 2, 3, or 4 Plus calls at workshops during second dance season.

Attendees felt it was premature to discuss the 1997 review.

Attendees generally agreed that where programs were properly used, there were no major problems.

They also agreed that if callers worked harder at improving their calling skills, some (if not all) problems would be solved.

Skip Brown, Vice Chairman

### **PLUS QUARTERLY SELECTION COMMITTEE**

A meeting of the Plus Quarterly Selection Committee was held Monday, April 1, 1996. Twenty callers attended. Seventeen of those attending were committee

members.

After a brief synopsis of the past years activities and the upcoming ballot, the meeting centered on a discussion of the future direction of the Plus QS Committee. The following points were raised and spoken to.

1. What purpose does the QS Program serve?
  - a. We provide suggestions of experimental calls in a quality controlled environment.
  - b. We provide a method of uniformly testing the viability of experimental calls.
  - c. Some callers feel that new calls keep dancers interested and some feel that dancers don't want new calls.
2. We should publish in *DIRECTION* the purpose of the QS Program.
  - a. Publishing the purpose would have the effect of clarifying and advertising the program.
3. Should the committee suggest advertising a "Plus with QS Program"?
  - a. Most of those present felt we should NOT suggest a new program.
4. Should the committee go dormant for a year?
  - a. Majority opinion was NO.
5. Should we poll the entire CALLERLAB membership for continuance of the QS Program?
  - a. Majority felt that, with our latest polling data showing 75% of the membership approving the program, we should NOT poll again at this time.
6. Should the committee limit the number of selections to one call at a time?
  - a. Majority opinion was to not put any further limitations on the number of selections.
7. Should the committee eliminate or limit the use of Advanced and Challenge calls?
  - a. After much discussion, the committee voted 14 to 3 to make a resolution limiting the number of Advanced or Challenge calls on the program to one call at a time.

Although most of the discussion of limiting or suspending the Quarterly Selections was initiated by just a few attendees, all of those present agreed that the QS Coordinator and committee chairman should review the current activities and make a recommendation as to the future direction of the Quarterly Selection program.

Doren McBroom, Chairman



## ADVANCED COMMITTEE

The major points discussed at the 1996 Advanced Committee meeting in Kansas City were as follows:

- \*Adding calls to the list during the review of 1995.
- \*A teaching order was requested on the A-2 list, switching Trail Off with Peel & Trail.
- \*Change the second paragraph of Pair Off to read; From Eight Chain Thru and lines facing: All dancers Face Out.
- \*Change the definition of Motivate, to read; From Waves: All Circulate. The centers of each wave Cast Off 3/4, while ends Circulate 1/2. To create a Star between two Mini-Waves, etc.
- \*We will request the Home Office make above changes to the Advanced Definitions booklet.

In 1995 the committee members voted on calls to be added, deleted, or moved on the Advanced list. Between now and the next convention, there will be a questionnaire sent out for a list review for 1997. The ballot will be ready during the summer of 1997.

The Board of Governors is being requested to make available to all Committee Chairmen, lists of all changes that have been made to their respective programs in the last 10-15 years.

Bob Stern, Chairman

## CHALLENGE COMMITTEE

There were 16 members at our meeting in Kansas City. It was decided that the committee should prepare a "Philosophy of C-1 Dancing" statement, to appear on the C-1 call list and also in the C-1 Definitions booklet. It will state what is expected of dancers moving to C-1 and callers calling C-1. Once a preliminary statement is prepared, a copy will be sent to all committee members for comment. Mike Jacobs is in charge of this project, which is expected to be completed by the end of the year.

A suggestion was made to have C-1 "emphasis calls", as is done at Mainstream and Plus. The idea met with little support, the feeling being that C-1 callers have the list and are responsible for using all the calls.

The CALLERLAB C-1 Definitions book has been updated and made current. Copies may be obtained from the CALLERLAB Home Office at a cost of \$2.00, postage included.

Ed Foote, Chairman

## RPM COMMITTEE

Over the last year the RPM Committee has worked on several projects. Our intentions were admirable, but our results were not. I'm sorry to report that nearly all projects were either dropped or given up due to many reasons, but mostly because of the effort required

and/or the time involved. Projects such as a "National Spokesperson" and "Corporate Sponsorship" were pursued with the opinion being we don't really offer anything either of them want. Most don't even bother to write back. I believe we should drop this sort of thing in favor of government grants, but only if we have a well conceived plan.

It has become very apparent to this committee chairman that we often expect miracles from our committee members when they have neither the time or professional ability to do the task given them. This is not to say they aren't capable of doing great things. It's just that they, as well as the committee chairman, do not have the training or background to accomplish what is placed in front of them. Sooner or later (hopefully sooner) we must come to grips with the realization that we need professional help. If we can't afford this help we need to abandon all projects that depend on skills we don't have and concentrate on what we can accomplish without professional guidance and limited funds. Smaller attainable goals should be emphasized until we are in a position to do other wise. Square dancing isn't the only activity in trouble. Take a look around you and you'll see many well financed organizations floundering as far as recruiting and maintaining members just like we are. They even have funds enough to advertise nationally, but they still show a shrinking membership.

If I've learned anything in the two years as the RPM chairman it's that "recruiting is a personal thing" and produces the bulk of our new dancers. All the other efforts and ideas account for nearly zero recruits! It's time for everyone, the big guns as well as the old timers to do their part by recruiting and **teaching a beginners class** even if there's not any income! If we'd concentrate all our efforts into recruiting for one year I know the results would be astounding!

What's all this have to do with my report? It's my plea to the leaders of CALLERLAB and the entire membership to stop worrying about your own special interest, the lists, length of lessons, ACA, etc., and band together for **at least one year** and recruit! That means dropping everything that isn't of a 'have to' nature and get down in the trenches with the club members and recruit like we used to, one on one! I expect a resolution from the RPM Committee asking CALLERLAB to focus on recruiting for at least one year starting at the close of the '96 convention.

I like to think our committee's most important contribution to the activity would be the Ten Plus Ten program. No, we didn't invent it, we just pushed it and got a lot of callers interested in trying it. Several variations of the Ten Plus Ten program are being used and reports are they're doing very well. Two committee

members are very active with this type of program. Nasser Shukayr and Shane Greer have reported they are doing very well and the area dance population is benefiting from it. Personally I'd like to see the BOG and especially the EC become more involved with this committee. Good help is hard to find, when it's free it's even harder!

From two years worth of communication with many, many callers and dancers throughout the country, I'll list the top conversation subjects (not in any particular order).

1. Everyone is having trouble with recruitment.
2. Nearly all clubs are smaller than the year before.
3. Very difficult to get officers to lead clubs.
4. Many well established clubs folding.
5. Callers quitting.
6. Average dancer program is a "soft Plus" type program.
7. Many well known festivals in trouble, including the National.
8. Available "Callers Note Services" less than half of what it was five years ago.
9. Today's average dancer knows very little about our activity.
10. Our dancers average age is much older than five years ago.
11. No new, young callers coming on. Actually no callers at all.
12. Caller expenses are up and income is down.
13. Hardly anyone is working hard at recruitment including CALLERLAB, ACA, and the dancer organizations.
14. Very few (if any) beginners class offered on a Friday or Saturday night.

I would like to take this time to thank all those who have served on the RPM Committee during my chairmanship. Their support and encouragement made my job easier and very rewarding. It has been a pleasure to serve the membership. It's time to change the guard and let someone else lead.

Keith Rippetto, Chairman

### **PARTNERS' COMMITTEE**

The Partners' Committee had three sessions at this years convention in Kansas City. The first, "Organized, Functional Thoughts of the Partner", lead by Betty Conrad, Rosie Edison, Margie Mahnken, with an attendance of 93 partners. The lead topic seemed to be that of the "prairie clothing" versus the traditional western attire. Although it was a first for each of the partners to conduct a panel, they handled it like pros! Session two, "A Circle of Smiles" with myself, Cathy Burdick, and Doris Barner had an attendance of 98. A big thank you to all of the above for their participation.

Our final session, "Working Relationships" with Bob & Becky Osgood, Frank & Barbara Land, and Herb & Cathy Egender, had the attendance of 103, partners and callers. This was a most impressive look at three successful careers and marriages. My heartfelt gratitude to these three couples for sharing humorous, growing pains, yet sharing and caring that carried them through and made them stand out as distinguished leaders in our activity.

For all that missed this session, what a shame, as our activity of today doesn't seem to groom this kind of "selfless behind the scenes leaders". Most today, are more concerned with seeing their names in bright lights or capital letters. This produces good works only when it is beneficial for them. The tragedy is, there are very few that feel the dedication of a life long investment in our activity to produce this type of leadership.

Our Partners' Committee was attended by a record high of 18, (each, oddly enough) representing a different state. Several pertinent questions were asked by those present concerning the workings of the committee. This resulted in ten major issues to be presented to the Executive Committee, as well as several petitions with approximately 200 caller/partner signatures for the "Revitalization" of the Partners' Committee.

Our handout room had only a few of the some 200 handouts left with over three hundred caller/partners signing the register.

A big thank you to Rosie Edison and Greg for bringing the manikins to display clothing. Rosie and Margie Mahnken both deserve a hand for helping to set up the partners room in the "wee hours" of the morning. Not to be forgotten, Judy Biggerstaff, who has to be the best sounding board and friend a person could have!! Thank you Judy.

As most of you know this is my final report for the Partners' Committee. For the past twelve years I have believed strongly in the value of the Partners' Committee. For eight of those years as your chairman the responsibilities weighing most heavily, was furthering the education of the partners and the committees success.

With my resignation I would like to thank my husband Keith, for his tireless support of my efforts. The one thing I wish to be remembered is, the time and effort invested in all of you has been returned many times by the impressive giving of your time, knowledge, talents, and overflowing love. Thank you for the cards and notes.

Your selfless efforts as partners is indeed a legacy!!

Karen Rippetto, Chairman

## CAREER CALLERS COMMITTEE

The meeting opened with a brief talk concerning health and disability insurance. The information that was compiled by Kyle Nylander was handed out. Copies were also provided for the Board of Governors.

Jim Cholmondeley proceeded with a computer program awareness session. These programs are provided through many of the square dance distributors. A copy of this session was also given to the Home Office.

If anyone would like to obtain a copy of the report on disability or the computer session, just contact the Home Office.

A suggestion was made to make the Career Callers Committee meeting a closed meeting. Soon there will be a survey sent to all committee members. The survey will confirm those who will meet the requirements to be on the committee. Some feel that there are issues that need to be discussed in a closed meeting and not open to all.

I was disappointed to find that at this years meeting there were 24 people and 10 of those folks were on the committee. Yet there were at least 15 or more in attendance at the convention. Let me fill you in on the past 6 years. This committee has been working hard for Health Insurance. This project, yet not successful, has taken 2 1/2 years. The next project asked for by the committee

was Disability. This project, yet not successful, has taken 1 year. Over the years we have talked about rental cars, with information now provided by CALLERLAB, hotel discounts, working with callers in harmony when on the road. I feel that there may be other issues and each year becomes a more difficult task to deal with what you may want. This year the meeting was scheduled at a later time 5:00pm. This allowed some to attend when other meetings would not be held at the same time. Once again, the response was not as it should have been.

If you have something that you would like addressed, please let me or the Vice Chairman, Tom Miller, know.  
Bill Harrison, Chairman

## SOUND ENHANCEMENT COMMITTEE

The attendees were asked to set the agenda for the meeting. Topics discussed were the cost and performance, compatibility, manufacturers, and the dancers obligations. They would like us to check the legal responsibilities of providing Sound Enhancement

Systems (SES) at our dances, conventions, meetings, etc. The buildings and halls might be responsible for furnishing SES's. The chairman explained the operation of the sound system.

The same resolutions as discussed in 1995 were agreed to. We feel all points are still valid.

Our main purpose is to inform our leaders and dancers. We must find out more about the Disabilities Bill and our own obligations.

We must continue to research systems and how they 'stand-up' through usage. Some are less in cost, but what happens a few years from now? We are going to ask the manufacturers to listen to our needs.

We would like the Board of Governors to provide us a spot at each convention, so that we can assist those who want some answers and so we can ask questions.

Doreen Sillery, Chairman

## CHOREOGRAPHIC APPLICATIONS COMMITTEE

Jerry Reed, Chairman, CAC is pleased to announce completion of a new caller training manual called Choreographic Guidelines. This document is the culmination of four years work by the committee. It consists of eight chapters and is designed to provide study material on several subjects including: Smooth Dancing, Anticipation,

Accuracy of Execution, Degree of Difficulty, Formation Awareness, Selection of Moves, and Success with Difficult Choreography. A great deal of research, writing, and editing have been put into this project. The book will be available through the Home Office upon approval by the Board.

Another major milestone this year is the approval of a CALLERLAB policy statement concerning the concept of Standard Applications. This policy statement will be sent to the membership for review and approval. This policy statement identifies CALLERLAB's position on this historic concept.

The basis for the concept of Standard Applications is the fact that for each move there are Formations and Arrangements (F/A) which are called more frequently than others. These F/A (positions) are the ones the dancers will be most familiar with. Choreography using these F/A will be considered "easier" than other choreography. There is nothing in the concept which is intended to limit a caller's creativity. Callers are encouraged to help the dancers succeed by knowing what choreography will be considered "easy" and which

### FUTURE CONVENTIONS:

APR 1-3, 1996	Westin Crown Center, Kansas City
MAR 24-26, 1997	Wyndham Hotel, Los Angeles Airport
SEP 21-23, 1997	Mini-Lab, Portland, Maine
APR 6-8, 1998	Eastern 1/3rd of the U.S.

will be considered "hard" and to be prepared to provide help as required. I would like to encourage each of you to review the policy statement and to approve it.

Another major undertaking the CAC has been working on this year is a new project to identify and name the Arrangements for several Formations in addition to those identified in the current F/A pictograms. Initial work has included investigation into the requirement to develop additional F/A pictograms.

We have identified 16 additional Formations for which the Arrangements should be identified. Most of the additional Formations are left hand versions of existing F/A pictograms; others are Formations which are becoming more popular including 3/4 Tag and Hourglasses.

This project will have a long term profound impact on caller training and choreographic applications discussions.

The initial work has been completed and an Ad-Hoc committee has been formed to investigate, review, and begin final work for this project. If this project sounds like something you would like to work on, contact the Home Office and request to be added to the Choreographic Applications Committee.

This is my last year as Chairman of the CAC. I will be stepping down to accept the position of Assistant Executive Director. I would like to express my sincere appreciation to each committee member who has provided support during my time as Chairman. I have truly enjoyed the work we have done and I will miss the challenge of directing the action of this small but extremely important committee. I have always felt and continue to feel that the work of this committee is extremely important and far reaching in its effect on the square dance activity.

Again, thank you for your support and I wish the committee continued success. Keep up the good work.

Jerry L. Reed, Chairman

### **CALLER TRAINING COMMITTEE**

The Caller Training Committee met on April 1, 1996. We discussed many issues including the updates on Women In Calling and Formation Management chapters in the Technical Supplement. One major concern was that callers who request the new Technical Supplement get the changes while many of us, as Caller-Coaches, are not aware of the changes made since no announcement was included in *DIRECTION*. What we propose, therefore, is as follows:

Announce the changes that are included in the Technical Supplement and then ask anyone who wishes to receive those changes to send in their cover sheet. The office will then send a new cover sheet and the

changes at no charge.

We discussed the "Best of CALLERLAB Tapes" project and I stated the current status. We discussed the Starter Kit for New Callers and its success.

The balance of the meeting centered around how to get some people more conversant with training callers in a home type training program sometimes referred to as one-on-one training. Generally, the members attending felt that while the Technical Supplement and the Curriculum Guidelines are terrific documents, we need something to tell the prospective trainer the sequence in which we should teach the items. Since the Curriculum Guidelines are broken down into time slots based upon criteria (Essential, Important and Desirable) we need to offer some suggestions as to how and when to teach each of the subjects. As we started to put these times on the board, it became clear that there was no consensus as to exact sequence. Therefore, our next project will be to write a letter to the members of the committee and ask them to each develop a suggested approach for teaching the 10 Essential Subjects. Then, if we get agreement, we will go on to Important and Desirable subjects.

The discussion then centered on how to implement these results. The conclusion was to make these suggested teaching sequences available to anyone who asked to receive them without charge. The feeling was that it would be better to get the proper training rather than conduct the training with no standardization. It was also strongly felt that all necessary steps should be taken to get the prospective trainers to buy the Curriculum Guidelines and Technical Supplement as a major background source of material rather than go on one's own.

We had six new callers to add to the roster of the committee. Names were given to the Home Office staff at the convention.

John Kaltenthaler, Chairman

### **CALLER ASSOCIATION LIAISON COMMITTEE**

About 30 callers attended the meeting, including committee members, REP's, and interested attendees. Five new REP's were signed up to get involved in association visits.

The following items were mentioned:

\*Jerry Reed, Assistant Executive Director of CALLERLAB will henceforth do the formatting of *The Link* publication and get it to the Home Office for printing. The spring issue is about ready to be published.

\**The Link* will be sent three more times (one year) to all 270+ non-affiliated associations with a cover letter

urging them to affiliate, as well as to all affiliated groups. Those present were asked to urge their associations to affiliate with CALLERLAB.

\*About 55 REP's are still at work and 23 new associations have been visited since the last convention. An upcoming visit by Ken Ritucci to an association in Alaska was described and the special reason for it. More REP's are needed.

\*Minutes of meetings and association newsletters are needed. Send to Stan. All can help.

\*Does your association need a REP visit? Contact Stan or the Home Office. Help us keep our contact list of associations current. (Half a dozen new contacts came from this meeting at the convention).

\*News of outstanding and unusual projects from associations is needed.

\*REP's needing updated information may now receive it directly from Stan. Just ask. Anyone doing a weekend event in any location can ask for materials if they can arrange to talk to callers for a period, and this can be counted as one more REP visit. Consider this.

\*Vaughn Parrish attended our meeting and explained the committee's origins. He was the first chairman. Carl Brandt mentioned that he had been a more recent chairman. The purpose of this committee was explained. Our first priority is to establish contact and an interchange of ideas between CALLERLAB and all caller associations. A secondary purpose is to urge associations to become affiliated (for a \$50 fee) and to list advantages for individuals to become members of CALLERLAB.

Stan Burdick, Chairman

## PUBLIC RELATIONS COMMITTEE

This was our first meeting since becoming Chairman of this committee. Shane Greer (VC) and I did not have an agenda when we went into this meeting, but quickly created one on the fly. We had about twelve people attending this meeting.

One of the big things this committee was working on this past year was a advertisement spread for the American Square Dance Magazine. These ads are designed for those who are already dancing and reading square dance publications. The ads are to help re-polish CALLERLAB's image to our present dancers, after taking a few hits over the past years.

Some of the topics that these ads might cover are:

1. What is CALLERLAB Doing For Square Dancing
2. Who Makes Up CALLERLAB
3. General Chairman of CALLERLAB
4. What does CALLERLAB do to help 'improve our product' (Caller Training)
5. What is the Caller-Coach Program

6. The CALLERLAB Convention and why member callers should attend
7. The CALLERLAB Foundation
8. Benefits of CALLERLAB

We also had some lively discussion on the non-dancers view of square dancing. The PR Committee is entertaining the idea of creating a survey to take out to the non-square dancer. We can use this survey to see what the general public's view of square dancing is, and where we can focus our efforts to improve our recruiting techniques.

It was also suggested that we write an article for publication (ie., press release) on what it takes for a caller to attend local, state, and national conventions. Also, what it takes to attend the CALLERLAB Convention. It should include information about taking time off work, paying to call at conventions, and the expense of these events.

Guy Adams, Chairman

NOTE: Committee reports not included above will be included in the August issue of *DIRECTION*.

### *Presenting the all new* **"THROW YOUR WEIGHT AROUND"** *Diet and Exercise Plan*

**A** revolutionary new weight-loss plan that lets you eat as much as you want... and still shed those unwanted pounds.

(Consult physician before starting diet.)

*If you're worried about not getting all the exercise you need because you're not jogging, swimming, or playing tennis, worry no more. A recent study reveals that many activities, despite their sedentary nature, burn up calories. The following chart shows the number of calories burned per hour for each of these activities.*

Beating around the bush . . . . .	75
Jumping to conclusions . . . . .	100
Climbing the walls . . . . .	150
Swallowing your pride . . . . .	50
Passing the buck . . . . .	25
Throwing your weight around (depending on your weight) . . . . .	50-300
Dragging your heels . . . . .	100
Pushing your luck . . . . .	250
Making mountains out of molehills . . . . .	500
Adding fuel to the fire . . . . .	150
Hitting the nail on the head . . . . .	50
Wading through paperwork . . . . .	300
Bending over backward . . . . .	75
Jumping on the bandwagon . . . . .	200
Running around in circles . . . . .	350
Eating crow . . . . .	225
Tooting your own horn . . . . .	25

Climbing the ladder of success ..... 750  
 Pulling out all the stops ..... 75  
 Wrapping it up at day's end ..... 12

INSTY-PRINTS OF ROCHESTER

## FROM OUR MEMBERS

Opinions expressed in letters or articles from our members are that of the writers and do not necessarily reflect that of CALLERLAB, nor of the Editor.

The Editor reserves the right to condense, omit or re-write all or any part of material sent to CALLERLAB for publication.

### FUN IN SQUARE DANCING....

By Ed Foote

Reprinted with permission from Ed Foote, taken from the Northeast Square Dancer.

**W**e all hear "fun" discussed ---- Put the "fun" back in square dancing. But what kind of "fun" do we mean? There are two types of "fun" in square dancing: (1) Dancing fun comes from successfully completing a group of calls to an Allemande Left and (2) Social Fun, which means talking with people, sharing food, etc.

The original idea of "fun" in square dancing years ago was a combination of both types. People worked at successfully completing a group of calls, and they made sure they knew the calls well enough so that they would be successful time and time again. Knowing call definitions thoroughly was important to them to achieve Dancing Fun. Getting together for a dance naturally resulted in Social Fun too.

Today everyone is concerned about keeping "fun" in square dancing, but what kind of fun? Social Fun! This is constantly emphasized, and this is fine. But what has happened to the other kind of fun--the fun of being able to dance because you are confident at what you are doing? This has been relegated to a distant second. It almost seems as if the calls are a necessary evil to be endured in order for people to come together to have Social Fun.

What happens when we relegate Dancing Fun to a distant second? We turn out people who cannot dance the Mainstream Basics. When people cannot dance the Basics, when they break down on Run, Trade, and Circulate--which are the 3 fundamental calls of Square Dancing--are they having fun? No!! If people are poorly trained, either by being rushed through class or by having no emphasis given by their caller or club leaders on the importance of knowing the definitions of Mainstream Basics thoroughly, then these people will break down squares on a regular basis. When people break down squares on a regular basis, they lose their Dancing Fun. They become nervous and uptight, and this impacts on their Social Fun. So they decide to find

Social Fun elsewhere, which means they leave Square Dancing.

Because people cannot dance, we rush them to Plus, where there are a lot of lengthy calls. People can memorize these (from only one position, of course) and so no one call will let them dance for 30 seconds, which is 30 seconds without breaking down. Isn't this wonderful? There is nothing more ridiculous, as well as sad, to see dancers who can Load the Boat and Relay the Deucey and cannot do Ends Run. But eventually everything comes back to Mainstream Basics, even the execution of lengthy calls, so people keep breaking down.

**If dancers are constantly encouraged to thoroughly learn the Mainstream Basics, if callers by how they put material together, would call so that dancers would understand the Basics, then we would have confident dancers.**

Confident dancers are the people who really have Dancing Fun. They have fun completing the calls because they don't break down. They have fun helping others be successful in the square. They have *fun* goofing around in the square because they can do this without breaking down the set. **Because they have all this Dancing Fun, they have the Social Fun too.** They are not uptight because the person next to them at the food table knows they always break down the square---instead the person next to them knows how well they dance. So they have a total package of both types of *fun*.

**I submit that if we want to put the "FUN" back into square dancing, we teach people to dance the Mainstream basics well. Give people the "dancing fun" of being successful in the square, not because they were pulled through, but because they knew what they were doing and this caused the success.**

We will still have the "social fun", but we will also have "dancing fun", which means "dancer confidence fun". If we all work to achieve both types of fun, not just one, then square dancing will flourish.

**Remember that 50% is a failing grade. If only Social Fun is emphasized, then we will fail. We must have both types of "fun" in order to be successful.**

### OUR MAINSTREAM PROGRAM

*Dave Gipson responds to Don Beck on the internet.*

Don: Can you offer us your wisdom in just how you create the atmosphere that makes it okay to dance "just Mainstream"?

Dave: FUN, FUN, and FUN. Nothing is more important than "making" the dancers know it's

ok to make mistakes. It takes the edge off and allows everyone to have fun. We spend FAR too much time demanding excellence and perfection and not enough emphasis on FUN.

Here's a little test to try out. Next dance, ask "Who in this entire hall last went to a dance and didn't make one mistake? Raise your hand!" Now you've planted the seed. If no one is perfect then how can they expect everyone else to be perfect? The scene is now set for relaxed dancing.

Don: How do you keep people from hearing about Plus until they are ready?

Dave: First of all, it doesn't happen overnight. We've spent five years building dancer confidence. Many of our strongest dancers are the ones chased away from the "PLUS" clubs when they were looked down on because they didn't/couldn't memorize the routines. NOTE: I said memorize because I'll bet you can offer \$100 at your next dance to whomever can give the proper definition of Relay the Deucey. Pretty safe bet too.

IF THERE ARE NO MAINSTREAM CLUBS, THEN THERE IS NO POINT TEACHING ONLY THROUGH MAINSTREAM. That's the whole key. Create a Mainstream club and the other callers and clubs will chase the new dancers to you.

Many callers and clubs DEMAND perfection like a drill team. Well, you can put this in the bank and quote me if you like. "If a dancer from one of those callers or clubs dances at our club's dance, that other caller or club can say goodbye to them, AND to their friends"

Don: How do you discourage Plus, yet still offer it?

Dave: Fair question. I don't discourage plus and most of the dancers at our Mainstream club dance Plus. I simply emphasize that anyone can dance Plus by memorizing a bunch of routines. Sure, I know it isn't quite that simple, but it's pretty close. Our Mainstream dancers delight when Plus dancers stop by to "check us out". The basics simply tear them up and they learn a new appreciation for Mainstream and Basic.

They also learn that it's fun dancing and the easiest dancing for the evening will be a Plus tip... IF I do one. Which isn't often.

Don: Do those who go on to your Plus feel guilty about it?

Dave: NO! As a matter of fact, Plus is actually second to Mainstream for them. They delight in getting Plus dancers to come to the Mainstream dances

and watching them work for it.

Don: Does your Mainstream program stick fairly close to the "standard" formations, or do you add some challenging variety?

Dave: I do NOT stick to standard formations. Because we dance every week, I have to keep a lot of variety in calling. I try not to get too far out because I find myself then doing mostly directional calling which doesn't lend itself to smooth dancing.

Don: What do you focus on? Singing calls?

Dave: No, variety. Both in dancing and social events. My dancers delight in telling newcomers, "Don't try to anticipate".

It's my opinion that we as callers are too lazy to do what is necessary to hold the dancers attention. We become so stuck on perfection and our great calling abilities that we forget that the people on the floor have come to the dance to have a good time. Dancers at the Mainstream level are NOT impressed by the callers wonderful knowledge of the Advanced and Challenge Programs and that method of calling. They want, and expect, to be entertained and if we as callers have a problem with that, then we should get out of the business.

## PROJECTING THE RIGHT IMAGE

by John Marshall

**O**ur public image is negative. We're hokey, square, old-time (but not in a charming sense). We've all seen and felt this. When we go out after the dance, we get stares and muttered, "Oh, brother!" Sure, some say how pretty the dresses are or "Oh, how much fun to square dance. I did that in school". However, those same comments are often followed by thoughts of "but I'd never wear clothes like that" or "Yes, I did it years ago when they made me do it".

We love what we do but we can't make a non-dancer feel what we feel. They haven't experienced it.

It occurs to me that since we are labeled with a negative image by a "progressive modern society", where what we appear to be is not popular, we need to stop selling square dancing for the sake of square dancing and start selling "a good time". The good time needs to be readily identifiable by non-dancers as being fun and acceptable.

Allow me to diverge a moment to say that I'm talking about a way to expose more people to what we are really all about. If we can't get them through the dance hall door with a promise of fun square dancing, then let's get them through a door they want to go through and expose them to a better time than they expected.

Let's set the hook through a medium other than square dancing.

Our traditional first-nighters are not serving. Many areas have well-educated, well-travel, socially oriented people who are attuned to what others think of them. To varying degrees, we're all influenced by what's socially-acceptable or popular. Wholesome, folksy activity is not as well-received as it used to be.

The changing of our public image will take time. We need a more modern image that is very visible to the general public. We need new people telling their friends. We need a higher, positive profile. In the process of working on these things, we can't let the activity go down the drain. We need action now!

Let's run some large social events that include square dancing. Let's sponsor four to six bull-oyster roasts or crab feasts (or whatever is popular in your area) in four or six different areas. Dancers should be encouraged to attend, but only if they have at least one new couple with them. There should be a reasonable fee charged. The event should be promoted three months in advance, with advanced ticket sales. The stress should be on the bull-roast with some square dancing thrown in. Let's sell what the non-dancers can identify with, not what he doesn't understand. Encourage comfortable recreational clothes, not square dance attire. Remember, this is an exposure to the activity not an indoctrination.

We want to expose as many as possible to a good time. Use our best talents. The more people in lessons, the more dancers for all clubs and callers to share. We recognize the amount of work, the potential for hurt feelings, and, to a lesser degree, the financial risk - but the time has come for all area leaders to put the activity first, and personal and club feels/interests second. These are just a few ideas.

Let's talk about it, but not for long. Then, **LET'S DO SOMETHING!**

Reprinted from Calls 'n Cues, Washington, DC.

## LEVELS

by Cliff Simpson

I'm sure you've heard the schtick about the man who went to the doctor and said, "It hurts when I do this." and the doctor said, "Don't do that." Well maybe it's time Callers are told, "Don't do that."

I just received my February '96 copy of *DIRECTION*. While reading it, the theme appeared to be about levels and keeping dancing fun. It seems that most callers want to limit the levels and reduce the number of calls people have to learn to become a square dancer. I totally concur. Plus should not be the entry level for square dancing. Somewhere along the way, it seems

that we have lost our direction (no pun intended). We once had the basics and extended basics. No one has been able to tell me why they were combined. During classes, there was a feeling of accomplishment as each goal was attained. Callers did not jump into the next "level" until the class was proficient at the previous level. We have become too "level" conscious. In his commentary, Kip Garvey even said that we need to get rid of Plus as a stand alone level. I'll go one step further and say that maybe we even need to get rid of A-1 and A-2 as stand alone levels. What a novel idea. Why hasn't this been done before? You say it has? What happened? Did it change so it would be easier to push dancers to a higher level?

At the same time I received my *DIRECTION*, I received an Advanced Quarterly Selection Committee ballot. One of the three calls is Tally Ho (C-1). The Spring '95 ballot had Scatter Scoot (C-1) and the Fall '95 ballot again had Scatter Scoot and Relay the Top (C-1).

Page one of *DIRECTION* shows the current Plus Quarterly Selections as Cross Over Circulate and Six-Two Acey Deucey (both A-1). I can recall several other times in past years when the Quarterly Selections were from another program.

Now, it seems to me that if most callers are saying that we are pushing dancers to the higher levels too fast, then having Quarterly Selections which come from higher level programs would be counter productive. If we are hurting square dancing by doing this, maybe we should prohibit this practice. Maybe it's time we said "Don't do that." Maybe it won't hurt any more. Maybe we don't even need Quarterly Selections. Another novel idea? No way! Let's not waste time teaching quarterlies. We can spend it teaching some basics like "Circle to a Line" instead of "Slide to a Line" (which has no resemblance to the Burleson, '88 edition #3287, definition) or "Dosado" instead of "Highland Fling" (no definition in Burleson). These corrupted movements are actually taught by many callers. No doubt you would go ballistic if your child came home from school talking about how the Germans won WW II. But yet we accept the fact that "Professional Callers" (question mark?) teach these corrupted moves all the time. Some even go so far as to put them on video tapes. Callers, "Don't do that."

When square dancing was at its peak, I heard many callers say, "We made square dancing what it is today." Maybe we made square dancing what it is in 1996. It's not too late. Let's correct it.





FOR IMMEDIATE RELEASE

June 1996



\*\*\*\*\* START \*\*\*\*\*

PRESS RELEASE

PRESS RELEASE

## THE CALLERLAB MILESTONE AWARD

**CONGRATULATIONS** go to **OSA MATHEWS**, Palm Springs California, as the newest recipient of the prestigious CALLERLAB Milestone Award, presented to her at the 1996 CALLERLAB Convention in Kansas City, Missouri. Osa and her husband Clif have introduced square dancing to many men and women all over the world. She was the first lady to be invited to join CALLERLAB. Osa has called on National TV and helped organize the first National Square Dance Convention in 1952. She has served in several capacities as an officer of square dance organizations in California, and as a moderator at a number of state and National Conventions. "Styling and Comfortable Dancing" is one subject that is very important to her. In recognition of her many contributions of community service through square dancing, she has twice been honored by her hometown of Palm Springs, California with an official day named after her.

\*\*\*\*\*

The CALLERLAB Milestone Award is the highest award CALLERLAB can bestow on any individual. The nominee must meet the criteria in all five categories to receive the award. The primary purpose of this award is to recognize those individuals, whether CALLERLAB members or not, who have made outstanding and significant contributions to the field of square dancing. This is often a difficult decision, for there are many outstanding callers in our activity.

The Milestone Award is a recognition by an individuals peers, which sets the recipient apart from the ordinary as follows:

- \* Outstanding and significant contribution to the field of square dancing.
- \* The contributions must have stood the test of time.
- \* Relates to unselfish contribution - divorced from personal gain and monetary rewards - requires attitude that thinks of others first.
- \* Recipient must maintain and conduct self in professional leadership capacity - professionalism reflecting high standards of leadership to which we have dedicated ourselves in our day to day actions.
- \* Recipient must have exercised broad influence in the square dance activity - although local geographic and highly specialized activity may lead to recognition.

Osa will have her name inscribed on the Honor Roll with previous winners of the Milestone Award, as follows:

Doc Alumbaugh, 1979  
 Don Armstrong, 1980  
 Charlie Baldwin, 1980

Al Brundage, 1975  
 Stan & Cathie Burdick, 1992  
 Jimmy Clossin, 1976

Bill Davis, 1989  
H.A. "Decko" Deck, 1989  
Herb Egender, 1991  
Marshall Flippo, 1981  
Ed Gilmore, 1976  
Cal Golden, 1981  
Les Gotcher, 1975  
Herb Greggerson, 1976  
Jerry Haag, 1992  
Lee Helsel, 1979  
Jerry Helt, 1992  
Jim Hilton, 1982  
Bruce Johnson, 1988  
Earl Johnston, 1993  
Fenton "Jonesy" Jones, 1976  
Jon Jones, 1985  
Lee Kopman, 1992  
Arnie Kronenberger, 1983  
Frank Lane, 1981  
Jack Lasry, 1980

Johnny LeClair, 1982  
Dick Leger, 1985  
Joe Lewis, 1975  
Lloyd Litman, 1975  
Benjamin, Lovett, 1980  
Melton, Luttrell, 1986  
Martin Mallard, 1994  
Osa Mathews, 1996  
Jim Mayo, 1984  
Bob Osgood, 1978  
Ralph Page, 1980  
Bill Peters, 1986  
Bob Ruff, 1994  
Dr Lloyd "Pappy" Shaw, 1975  
Art Shepherd, 1982  
Manning Smith, 1978  
Raymond Smith, 1974  
Dave Taylor, 1986  
Bob Van Antwerp, 1979  
Jim York, 1984

\*\*\*\*\* **END** \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

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# CALLERLAB

The International Association  
of Square Dance Callers

829 - 3rd Ave. S.E., Suite 285  
Rochester, MN 55904-7313  
TEL: 507-288-5121  
FAX: 507-288-5827

## STANDARD APPLICATIONS POLICY STATEMENT

For every square dance move certain, setup situations are used more frequently than others. These setups, or "applications" of the moves are those the dancers hear most often and thus these applications are most familiar to the dancers.

Callers and dancers have learned that choreographic sequences using only the most familiar formations and arrangements (of men and women) for each move are easier to dance than sequences containing less familiar applications. CALLERLAB encourages callers to manage the difficulty of the dance routines they use to assure a high degree of dancer success.

Over the past several years CALLERLAB research has identified which applications are used most often. The name given to these most common formations and arrangements is *Standard Applications*. These are defined as "Those formations and arrangements from which a move may be called with nearly 100% success at an open dance or festival."

The *Standard Applications* for Mainstream and Plus moves have been identified and published in two books. These *Standard Application* books provide callers a way of knowing what dance patterns will allow dancers to be successful most of the time at open dances and festivals. Callers then also know that when material which is not standard is used, a lower success rate may result.

Although CALLERLAB is aware that some use of applications which are not standard is a valuable programming tool, callers should pay close attention to the dancer success rate. Callers using choreographic sequences which contain extended, i.e. non-standard, application are encouraged to be prepared to provide extra help to the dancers as needed to assure adequate success. Dancer enjoyment of such choreography depends heavily on the caller's ability to provide just the right mix of challenge and success.

Future CALLERLAB documents will use the term "Standard" to identify choreography using those applications which are most familiar to the dancers. The term "extended" will be used by CALLERLAB to identify choreography which is less familiar to dancers, i.e. those applications not listed in the *Standard Applications* books.

Identification and publication of the *Standard Applications* effectively replaces the concepts of "All Position Dancing" (APD) and "Dance By Definition" (DBD). These terms were never clearly understood and CALLERLAB suggests that they are no longer needed to identify what may now be described as extended choreographic dance applications.



PRESS RELEASE

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June 1996



PRESS RELEASE

\*\*\*\*\* START \*\*\*\*\*

**DO YOU TRAIN OTHER CALLERS?**

**DO YOU HAVE A COPY OF THE CURRICULUM GUIDELINES  
TECHNICAL SUPPLEMENT?**

**IF YOU DO, THEN THIS MESSAGE IS FOR YOU!**

John Kaltenthaler, Chairman of the Caller Training Committee is pleased to announce that his committee has produced two new sections for the *Technical Supplement*.

A section on *Formation Management* and another on *Women In Calling* is now available for the *Technical Supplement*. All Accredited Caller Coaches will automatically receive a copy of these new sections. Anyone else wishing to receive these new sections should mail the cover sheet of their copy of the *Technical Supplement* to the Home Office as proof of ownership. The Home Office will send you the new sections along with a new cover sheet.

The new sections will be automatically included in new orders of the *Supplement*.

At such time as a reprint of the *Supplement* is planned, the sections will be incorporated into the updated document.

Sorry, we are unable to take phone or fax requests.

Mail requests to: CALLERLAB  
829 - 3rd Avenue SE Suite 285  
Rochester MN 55904-7313

\*\*\*\*\* END \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

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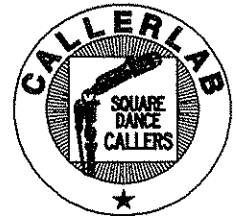


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June 1996

\*\*\*\*\* START \*\*\*\*\*



PRESS RELEASE

## PLUS EMPHASIS CALL

Larry Davenport, Chairman of the Plus Committee, is pleased to announce that **EXTEND** has been selected as the Plus Emphasis Call for the period July 1, to October 1, 1996. (Standard formation, arrangement and comment are provided from the CALLERLAB "Standard Plus Applications" document.)

### EXTEND

STANDARD STARTING  
FORMATION:

Right-hand 1/4 tag.

ARRANGEMENT:

All arrangements.

COMMENT:

Most common is "0".

DEFINITION:

Starting formation - Double Pass Thru, Parallel Ocean Waves (1/2 Tag), any Tag (1/4 or 3/4) formation.

All dancers release handholds (if necessary), step forward and form an ocean wave with the couple they are facing. If the **EXTEND** leaves dancers facing no one, they remain facing out. If the starting formation is right-handed, dancers **EXTEND** to a right-handed formation; if the starting formation is left-handed, dancers **EXTEND** to a left-handed formation. From a Double Pass Thru formation, dancers **EXTEND** to a right-hand Quarter Tag formation. From a Quarter Tag formation, dancers **EXTEND** to parallel waves. From parallel waves, dancers **EXTEND** to a 3/4 Tag formation, from a 3/4 Tag formation, dancers **EXTEND** to a completed Double Pass Thru formation.

STYLING:

All dancers move forward smoothly during the extending action.

ENDING FORMATION:

See above definition.

DANCE EXAMPLE:

(from Zero Box) Touch 1/4, **EXTEND**, Girls face right, Flip the Diamond, Recycle (ends in Zero Box)

(from Zero Line) Pass Thru, 1/2 Tag, Swing Thru, **EXTEND**, Girls U Turn Back, **EXTEND**, Boys Run (ends in Zero Line).

**ALLEMANDE LEFT**

**GETOUT:**

(from Zero Box) Swing Thru, Boys Run, Ferris Wheel, Slide Thru, Right and Left Thru, Dixie Style to an Ocean Wave, Boys Trade, **EXTEND**, Allemande Left, Right & Left Grand:

(from Zero Box) Swing Thru, Boys Trade, **EXTEND**, Right and Left Grand.

**SINGING CALL**

**EXAMPLE:**

(from Static Square) Heads Square Thru, Dosido (to an Ocean Wave), **EXTEND**, Turn Thru, Centers In, Cast Off 3/4, Right and Left Thru, Slide Thru, Swing Corner, Promenade

**TIMING:**

2 beats

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

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June 1996



PRESS RELEASE

\*\*\*\*\* START \*\*\*\*\*

PLUS QUARTERLY SELECTION

Doren McBroom, Chairman of the Plus Quarterly Selection Committee, announces that LUCKY STAR, has been selected as the Plus Quarterly Selection for the period July 1, 1996 to November 1, 1996.

Quarterly Selections are provided as optional material for those callers and/or clubs that wish to include a workshop in their dance programs. They are not a part of the Plus Program. No dancer should be required to know the Quarterly Selections to attend an open Plus dance. If a Quarterly Selection is used, the caller should walk it through or workshop it first.

LUCKY STAR

by committee

- STARTING FORMATION: Columns
DEFINITION: The lead two dancers, (#1 and #2), of the column, Cloverleaf. #3 and #4 dancers Circulate and as a four dancer unit turn 1/4, and walk forward to become dancers #1 and #2 in a new column. The center action is danced as a four person star.
ENDING FORMATION: Columns.
TEACHING HINT: From a right (left) hand column you will end facing the wall to your right (left).
TIMING: 8 Beats
DANCE EXAMPLES: Heads Star Thru, Double Pass Thru, Men Run, LUCKY STAR, Men Run, Square Thru 3/4, Allemande Left, Promenade.
Heads Lead Right, Circle to a Line, Touch 1/4, Circulate, LUCKY STAR, Men Run, Pass to the Center, Square Thru 3/4, Allemande Left, Promenade.
Heads Lead Right, Circle to a Line, Touch 1/4, LUCKY STAR, Peel Off, Promenade Home.
Heads Pass Thru, Separate Around one to a Line, Star Thru, Double Pass Thru, Men Run, LUCKY STAR, Peel Off, Bend the Line, Slide Thru, Pass Thru, Left Allemande.
Heads Lead Right, Veer Left, Cross Fire, LUCKY STAR, Coordinate, 1/2 Tag, Split Circulate, Men Run, Slide Thru, Allemande Left, Promenade.
SINGING CALL: Heads Star Thru, Double Pass Thru, Men Run, LUCKY STAR, Ladies Run, Cloverleaf, Centers Pass Thru, Box the Gnat, Square Thru 3/4, Allemande Left, Swing, Promenade.

\*\*\*\*\* END \*\*\*\*\*

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PRESS RELEASE

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**June 1996**



PRESS RELEASE

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

CALLERLAB is pleased to announce that JOHN SAUNDERS of New Smyrna Beach, Florida, and MIKE JACOBS, Herndon, Virginia, have recently attained recognition as Accredited Caller-Coaches. Congratulations, John, and Mike.

In order to be accredited as a Caller-Coach by CALLERLAB, an applicant must satisfy two specially appointed accreditors that he possesses the experience, training, and coaching expertise needed to function effectively in the field of caller training.

Currently Accredited Caller-Coaches are:

- DON BECK, Stow MA
- AL BRUNDAGE, Port St Lucie FL - Emeritus
- STAN BURDICK, Silver Bay NY
- DARYL CLENDENIN, Portland OR and Apache Junction AZ
- BILL DAVIS, Sunnyvale CA
- DECKO DECK, Arlington VA
- HERB EGENDER, Parachute CO
- ED FOOTE, Wexford PA
- BETSY GOTTA, North Brunswick NJ
- GRAHAM HALL, Auckland New Zealand
- PAUL HENZE, Chattanooga TN
- GEOFF HINTON, Christchurch New Zealand
- LARRY HOSKINSON, Omaha NE
- JON JONES, Arlington TX
- JERRY JUNCK, Carroll NE and Mesa AZ
- JOHN KALTENTHALER, Pocono Pines PA
- JOHN KWAISER, Loveland CO
- FRANK LANE, Estes Park CO
- MARTIN MALLARD, Saskatoon Saskatchewan CANADA
- JIM MAYO, Hampstead NH
- WAYNE MORVENT, Silsbee TX
- TONY OXENDINE, Sumter SC
- RANDY PAGE, Danbury CT
- DEBORAH PARNELL, Upland CA
- VAUGHN PARRISH, Berthoud CO - Emeritus
- BILL PETERS, Zephyr Cove NV - Emeritus
- KENNY REESE, Griesheim Germany
- KEN RITUCCI, W Springfield MA
- GLORIA ROTH, Clementsport Nova Scotia CANADA
- AL STEVENS, Durmersheim GERMANY
- DON WILLIAMSON, Greeneville TN
- JIM WOOLSEY, Oklahoma City OK

CALLERLAB Accredited Caller Coaches are best for your callers' clinic or school. Accreditation assures knowledge and experience.

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

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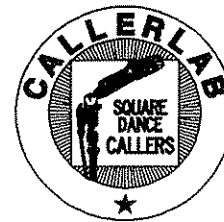


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June 1996

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PRESS RELEASE

CONTRA OF THE QUARTER

Tony McUmbert, Chairman of the Contra/Traditional Committee is pleased to announce that, the committee has chosen the following Contra as the Contra of the Quarter for the period July 1, to November 1, 1996.

BECKY'S WEDDING

by Judy Weger

MUSIC: "Pittsfield Drum & Bugle Corps", Ute Records #UR-1 or any other smooth, well-phrased 64 beat singing call tune.

FORMATION: Proper for Six to Eight Couples (a line of men facing a line of women, men toward the caller's right in each set); partners across from each other.

- INTRO: Long Lines Forward and Back
1-8 \* With your Partner Do sa Do
9-16 In Fours Circle Left^1
17-24 Circle Right
25-32 Same Four Star Right
33-40 Star Left
41-48 Honored Couple Through the Arches^2
49-56
57-64 Long Lines Forward and Back\*

Consider this dance suitable for square dancers with little or no contra dance experience.

To set up this dance from squares: #1 couple California Twirl, side couples wheel in to stand behind them. All couples are now facing the caller. All now turn to face original partner. Join two squares (now lines) to make lines of eight. If there are extra dancers unable to form a square, adjust length of some lines to make six, seven, or eight couples.

This dance repeats from the beginning^ once the top couple has progressed to the foot. This is a proper contra, however, and ends do not cross over.

^Starting at the top of the set (closest to the caller), first two men join hands with the first two ladies to make a ring of four, and so on down the line.

^Very top couple (closest to the caller) face down the set (man on right); all others make a two-hand arch with partner to form a tunnel the length of the set. Top couple ducks and walks through the tunnel to the foot of the set. Dance repeats with a new top couple.

\*\*\*\*\* END \*\*\*\*\*

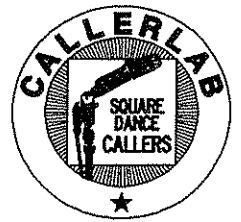
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June 1996



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\*\*\*\*\* START \*\*\*\*\*

WHAT DOES DANCING DO FOR YOU?

The chart below rates and compares each dance in eight different categories. Criteria are rated from \*(least) to \*\*\*\*(most). The categories involve subjective judgement and may vary according to instructor, class group, location, etc.

Table with 8 columns: Tap, Ballroom, Folk/Square, Ballet, Jazz, Modern, Aerobics. Rows include: Sociability, Aerobic conditioning, Lower body muscle toning, Upper body muscle toning, Flexibility, Risk of injury, Creative expression, Difficult to learn.

Source: Susan Johnson, Ed.D, director of Continuing Education, Institute for Aerobics Research, Dallas, TX; Elizabeth Larkam, director of Dancemedicine Rehabilitation, Center for Sports Medicine, Saint Francis Memorial Hospital, San Francisco.

\*\*\*\*\* END \*\*\*\*\*

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**June 1996**



PRESS RELEASE

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

**SQUARE DANCE PROMO-PAKS**

Square dancers everywhere are interested in exchanging ideas on promoting square dancing and bringing new friends into the activity. The 1996 Promo-Pak is a packet of promotional ideas offered by LEGACY to clubs and associations as a help in recruitment for their next dance session.

Traditionally, September was celebrated as Square Dance Month in the U.S. In other countries, the time frame for beginning classes differed. Now that many groups are offering square dancing to the public at ten or twelve-week intervals, the Promo-Pak is useful on a year-round basis.

The 1996 theme is "On Line, In the Round and Square." A poster included in the packet can be used for promotion and reflects this theme, in an effort to appeal to computer interest of those we are inviting to join us.

Order the LEGACY Promo-Pak, from Stan and Cathie Burdick, PO Box 2678, Silver Bay NY 12874. There is a charge of \$5 to cover printing and postage. The remaining funds are used to carry out LEGACY plans and projects. Every caller and club promotion chairman should have one of these kits.

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

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