

NEWSLETTER  
for Members of  
CALLERLAB



The International Association  
of Square Dance Callers

ROCHESTER, MINNESOTA

**VOLUME XXIV NUMBER FOUR - DECEMBER 1996**

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**CURRENT QUARTERLY SELECTIONS:**

- MAINSTREAM:** None
- PLUS:** Lucky Star (7/96)
- ADVANCED:** Scatter Scoot (5/94)  
Pass & Roll Chain Thru (4/96)  
None (1/97)
- TRADITIONAL:** Divide the Ring and Swing the  
Corners
- CONTRA:** Wind and Weave Contra
- EMPHASIS CALLS:**
- BASIC** Lead Right (1/97)
- MAINSTREAM:** Dixie Style to an Ocean Wave (1/97)
- PLUS:** Peel Off (11/96)

**CALLERLAB OFFICE HOURS:**

9:00 am to 4:30 pm Central Time, Monday through Friday  
Phone: (507) 288-5121  
(800) 331-2577 (business only)  
FAX: (507) 288-5827  
Email: CALLERLAB@aol.com

**INSURANCE QUESTIONS & CERTIFICATES**

A.H.Wohlens & Co. 1-800-503-9227.

**FROM THE CHAIR**

Season's greetings! By the time this edition of *DIRECTION* arrives, the Christmas holidays will be in full swing. There are children's lists to Santa, church and school Christmas programs, presents under the tree, Christmas parties, and most important to me, families getting together to celebrate the holidays and enjoy each other. It is an exciting and happy time of year.

Christmas is a great time of year for square dancers, as well. It is the time for callers to pull out the Christmas records so everyone can sing along. There are the bright colors of the Christmas outfits and all the decorations of the season. There are the special dances and parties that add to the holiday festivities. I think square dancers may get more out of this season than most organized groups because we are a family. To be sure, an extended family, but a family just the same.

With square dance classes in full swing, this is the perfect time to introduce the class to a party dance. Let them have a night to relax and enjoy what they have learned. Let them see what it is to have punch and cookies and feel the party atmosphere that we have told them about. Make them feel they are a part of the club. Give them the feeling that they are welcome and that we want them to be a part of our activity.

Follow the holidays with some half-way dances, or beginner hoedowns, in January and February. By putting several classes together for a beginner hoedown, we create the feeling of a party, simply from the fact that there are larger numbers. The new dancers, not only get floor time and develop confidence, they also get to meet and hear other callers.

When callers do this successfully, it accomplishes two things. First, a party creates excitement for the new dancers. Secondly, it gives them a chance to hear a different caller in a controlled atmosphere where they have the chance for total success. If callers carefully

plan these events, they greatly reduce the anxiety of new dancers upon graduation, and therefore, reduce the number who dropout. Let's give these new dancers a reason to be excited about our activity.

Finally, when you have your holiday square dance party, have everyone make a large circle around the hall. Have them take a look at their circle of friends, their "family", and take note of the wonderful friendships square dancing has given all of us. I wish each of you the happiest of holidays.

Happy Holidays,  
Jerry Junck  
Chairman of the Board

### HOME OFFICE HOLIDAY CLOSING

The Home Office will be closed on December 25th and January 1st in observance of the Christmas and New Year's Day holidays. The entire staff wishes you a joyous holiday season and a prosperous new year.

### CONVENTION UPDATE

As of this writing, 45 callers and 28 partners are registered for the 1997 convention in Los Angeles. This represents a 23% decrease in registrations compared to last year at this time and a 57% decrease compared to 1995 registrations. If you plan to attend, register now. We need your support in order to avoid penalty charges imposed by the convention hotel.

Convention invitations and registration packets were included in the October issue of *DIRECTION*. If you did not receive a packet, or have misplaced it, and wish to attend the convention, please contact the Home Office at 1-800-331-2577.

While the convention does not officially begin until 9:00 a.m. Monday, March 24th, several activities have been planned for Sunday, March 23rd, for those callers and partners arriving early for the convention. Activities scheduled on Sunday are:

- 3:00 - 5:00 p.m. Community Dance Program (CDP) dance
- 6:00 - 7:00 p.m. Reception & Social Hour

- 8:00 - 9:00 p.m. Orientation Session
- 9:15 - 11:00 p.m. Afterparty hosted by Jon Jones

Convention registration will be open on Saturday afternoon from 1:00 to 5:00 p.m. and on Sunday from 10:00 a.m. to 5:00 p.m. in the Mikado room on the 2nd floor.

Associate Licensees and Apprentices are also invited to attend the CALLERLAB Convention, even though they are unable to become full members until they meet all of the requisite qualifications for membership. Present members come from all 50 states, nine Canadian provinces, and from fifteen overseas countries. Attendees have an opportunity to sit down and discuss mutual concerns with others from all over the world. Many callers frequently find that what they thought was a unique problem is, indeed, shared by others. While the serious side of square dancing takes up most of the convention time, there is still time to prove the square dancing slogan, "Friendship is square dancing's greatest reward".

### GOLFERS

If you are planning to attend the convention in Los Angeles, and are interested in a golf outing on Saturday, March 21st or Sunday, March 22nd, please contact Roy Gotta by January 31st, 1997 at the address below:

Roy Gotta  
2 Laurel Place  
North Brunswick, NJ 08902-2812  
(908) 249-2086 (phone or fax)

Details are still in the pre-formative stage (so far just an idea), but ideally this could be a bus or van excursion to one of the more famous golf courses such as Torrey Pines on the Pacific in San Diego or Desert Dunes in Palm Springs. When you call or write, please indicate your preference as to Saturday or Sunday.

### MINI-LAB '97 ANNOUNCED

We hope everyone who can make it is planning to attend the CALLERLAB Convention in Los Angeles in March. For those of you who can not travel that far or who find that time of year

*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.

difficult, there is an alternative. A North American Mini CALLERLAB Convention will be held in Portland, Maine, on September 21-23, 1997, sponsored by the New England Council of Callers Associations (NECCA).

Recognizing that both the locations and the time of year have made attendance at Conventions a problem for some, the Board of Governors has authorized a Mini-Lab in New England. This will be the shortest trip ever for those who live in the Northeastern U.S. and Eastern Canada.

The Convention staff from CALLERLAB who will help to give this Mini-Lab the look and feel of a full Convention includes Executive Director George White, Chairman Jerry Junck, Past Chairmen Jon Jones and Tony Oxendine, and BOG member Mike Jacobs. The facility is the Ramada Inn and Conference Center minutes from the Portland Airport and just off of Interstate 295. Nova Scotians can take the ferry from Yarmouth almost to the door.

Participation in the Mini-Lab will meet the once-in-four-years attendance requirement for full voting membership in CALLERLAB. No official business can be conducted at a Mini-Lab. However, regional input to the Board of Governors on the many issues concerning square dancing is an expected result of this Convention. Your ideas about how to make square dancing appealing to more people will be welcomed.

A very favorable convention package rate has been negotiated with the Ramada. The cost per caller and partner is \$390.00. The cost per caller double occupancy is \$250.00, and the single room rate is \$313.00. This includes two nights lodging, Sunday dinner, Monday breakfast, lunch, and banquet (choice of prime rib or Maine lobster), Tuesday breakfast, all breaks, taxes and gratuities. For an application form and more details send your request to Johnny Wedge, 25 Pinetree Road, Billerica, MA 01821 (e-mail: Caller9999@aol.com)

### CANADIAN WESTERN DANCE INSTRUCTORS ASSOCIATION

**T**hursday night, July 18, 1996, in Edmonton, Alberta, Canada, a new organization was born. This organization is to include all Canadian instructors of dance; squares, rounds, line, contra, clogging, country, tap, jazz, ballroom, western, ethnic, etc.

The organization was formed with the intent to be able to speak for ourselves in all matters that concern us, the instructors, especially with SOCAN and the USA/CANADA border crossing authorities.

In dealing with SOCAN, we feel that the dancers are

paying us, therefore we, the instructors, should obtain and pay for the license, for the right to use copyrighted music. We also feel that the one license should cover all dances - club, demonstrations in homes, malls, fairs, anywhere to spread the word on dancing. This is what we are working on now.

Tim Crawford, has been talking with the USA/CANADA border crossing authorities, on behalf of the Ontario area, until now. With the formation of this association, he will be talking for all dance instructors in Canada.

The following people were voted in as our representatives: Chairperson - Martin Mallard of Saskatchewan; Vice-Chairperson - Tim Crawford of Ontario; Secretary - Phyllis Fiddes of Nova Scotia; Treasurer - Mac Marcellus of Ontario.

Each area is to designate one representative to act on this committee. Norm Wilcox has volunteered to be our representative. Now we, in turn, must put forth our thoughts to Norm in order to help him to represent us properly.

This organization will be the CANADIAN equivalent of CALLERLAB/ROUNDALAB and was fanned with the intent to be able to speak for all Canadian Dance Instructors. Let's all get behind them and wish them luck. They have two big jobs in front of them now, SOCAN and BORDER CROSSINGS. They will now be our voice in all Canadian matters and provide our input into CALLERLAB, ROUNDALAB, CONTRALAB, LEGACY, FEDERATION, and our SOCIETY.

*Reprinted from Vol. 26, No. 4, Canadian Dancers News, Article written by Al Calhoun, Hillsdale, Ontario.*

### LESS JUNK MAIL?

**Y**ou might use this information on an annual basis - We do. If you would like to receive less *j-u-n-k* mail...send your *Printed* or *Typewritten* full name, address, city, state, and nine digit zip code, *plus* your phone number and area code. Be certain to tell them you would like your name removed from all mailing lists.

The address is:

Mail Preference Service  
Direct Marketing Association  
P.O. Box 9008  
Farmingdale, NY 11735

It takes several weeks before you notice a difference but it does work...SAVE A TREE and a lot of time.

*Reprinted from the Michigan Square Dance News, November, 1996.*

*Happy Holidays!*

## SQUARE DANCING ON NETWORK TV

**P**ublicizing square dancing on network television is an ongoing effort. Square dancing has been on network TV occasionally, and some local areas have weekly TV shows about square dancing, but the goal is a WEEKLY show on NETWORK TV.

A pilot show was filmed last April in Nashville. It was directed by Jimmy Snow, son of country music legend Hank Snow, and featured square dancing's spokesperson Rebecca Holden. Three CALLERLAB members (Jerry Junck, Tony Oxendine, and Chuck Veldhuizen), along with dancers from Tennessee, appeared in the pilot show.

Rebecca Holden's booking agency arranged for square dancing to be broadcast on The Nashville Network (TNN). On June 20th, Rebecca Holden, Chuck Veldhuizen, and a square of dancers appeared on TNN's "Prime Time Country". Square dancers everywhere were then asked to send mail to TNN. Many thousands of letters, postcards, and petitions were mailed to TNN.

There are several ways to get a TV network's attention. If we had plenty of money to spend on this project, they'd be interested. A concept can sometimes be sold on its own merits, such as being the official Folk Dance of most states. But the easiest and cheapest way to send a message to a network is to flood their programming department with cards, letters, and petitions.

Square dancers have captured TNN's attention. According to Chuck Veldhuizen and to Rebecca Holden's manager Tom Bloomer, TNN plans to start showing square dancing on their existing shows such as Club Dance, Wild Horse Saloon, and Prime Time Country.

This is a step in the right direction! We're now closer than ever to having square dancing as a regular fixture on network TV!

Does this mean our letter-writing campaign is finished? Not by a long shot. It's just now getting started! Sending cards and letters to TNN has gained us occasional TV exposure. The long-term goal is still a regular weekly show.

This goal can be reached if everyone reading this would send a letter or postcard to TNN, and convinces others to do the same. Make it easy for people to mail a request to TNN. Announce this mail campaign at dances. Carry petitions around and ask people to sign them. Make up pre-addressed postcards or "form letters", so people can simply sign and mail. Publicize this campaign in area square dance publications. If you sent a letter or postcard a few months ago, send another one today.

A weekly show on TNN is this campaign's primary target, but other options are being considered. For example, the hour-long pilot show could be given to TNN for them to televise as a special. We could raise funds to buy air time and run the pilot show as an "infomercial". Other networks have been contacted, including the Christian Broadcasting Network (CBN) in Virginia Beach and Time-Warner affiliated stations.

Our past efforts have opened the door to future TV appearances on TNN. When TNN televises square dancing in the future, we need to send them lots of mail. Let TNN know that we want to see more square dancing. More mailings to TNN will produce even more future opportunities.

Simply jot down on a letter or postcard: "I would like to see more square dancing on TNN". Drop it in your mailbox, addressed to:

TNN  
Attn: Programming or Attn: Anne Boatman  
2806 Opryland Drive  
Nashville TN 37214

Is the square dancing community ready to accept this challenge? The goal is ours for the taking. Let's go for it!

### COME ON DOWN!

You're the next contestant.....

**T**hose are the words that Jim Penrod, Stockton, California, and two squares of dancers heard on Monday, November 18th, after having stood in line all day Friday at Universal Studios and all day Saturday at Disneyland to get in for the taping of *THE PRICE IS RIGHT* TV show. Jim was asked to "Come On Down". He won a new car and three ounces of gold.

Even better for square dancing, he was able to discuss this great activity with Bob Barker, the show's host. Jim had lots of help from the two squares that accompanied him, as they were all wearing T-shirts with pictures of dancers and the name of their club. It was a good plug for square dancing and hopefully most of the discussion will be seen.

The show is due to air on January 21, 1997 and you are encouraged to watch. If you feel good about what you hear and see, please let the producers of the show know. This is the kind of exposure we need to educate the non-dancing public about square dancing. It's a great start.

*Have A Happy  
Holiday Season!*

## IN MEMORIAM

Jo Clinefelter, Lincoln, Nebraska, 07/96  
Roscoe Roeder, Lincoln, Nebraska, 07/96  
Geoff Moyle, Ingle Farm, S. Australia, 08/96  
Jocko Manning, Palm Bay, Florida, 10/1/96  
Bea Brundage, Fort Lucie, Florida, 10/4/96

## FUN THINGS TO DO IN LOS ANGELES

**S**ome of the best things in life are free ... especially in Los Angeles. Here are some more of the area's free, fabulous, and fun activities.

11. **WATCH TV LIVE.** Be a part of a studio audience on your favorite television show. You may write for tickets in advance of your visit to L.A. or pick them up in person, since free tickets are available daily at some studio complexes. Remember, tickets and seating for shows are on a first come, first served basis. Most shows have a minimum age requirement of 14. For more information, contact: Paramount Television Audience Shows, 780 N. Gower St., Hollywood, 213/468-5575. Audiences Unlimited at Fox TV Center, 5746 Sunset Blvd., Hollywood, 818/506-0043. Audiences Associations, 7471 Melrose Ave., Hollywood, 213/467-4697. Free tickets are also available outside Mann's Chinese Theatre in Hollywood, Universal Studios Hollywood, Glendale Galleria, and Panorama Mall. The Los Angeles Convention & Visitors Bureau's Visitor Information Centers in Hollywood and Downtown L.A. also have tickets to tapings.
12. **DISCOVER FOSSIL FUN.** The La Brea Tar Pits in Hancock Park is the site of the richest discovery of Ice Age fossils the world has ever known. More than 100 tons of fossilized bones representing nearly 400 species of mammals, birds, reptiles, and fish have been unearthed from pools of sticky asphalt dating back to prehistoric time. Located at 5801 Wilshire Blvd., next door to the Los Angeles County Museum of Art.
13. **TAKE A TOUR.** The Los Angeles Times, the nation's largest standard-size daily newspaper, 213/237-5757. The Music Center of Los Angeles County, all three theater complexes, 213/972-7483. Other free tours include the Pacific Stock Exchange (visitor gallery overlooks the trading floor), L.A. Temple Visitors Center (Latter-Day Saints), Alpine Village, UCLA, the Amateur Athletic Foundation (sports resource center) and

Tournament House, and Wrigley Gardens. The Los Angeles State and County Arboretum is free to the public on the third Tuesday of each month. Consult 'Destination Los Angeles,' the LA CVB visitor guide, for more to see and do.

14. **WALKING WESTWOOD.** The college community of Westwood Village just outside the gates of UCLA is a popular hang-out where walking is the preferred mode of transportation. Busy day or night, with lots of people, first-run movie theaters, restaurants, and shops.
15. **BROWSE AROUND TOWN.** Treasure hunt and star gaze along famed Rodeo (pronounced 'Row-Day-O') Drive in Beverly Hills, home of the rich and super rich. Other shopping and browsing meccas include: Westside, Melrose Avenue, Downtown, Hollywood, Santa Monica, the Garment District, and the Jewelry Mart. Additional popular window shopping favorites include Century City, Glendale, the San Fernando Valley, and the Fairfax District. And don't overlook the beaches for fun and funky buys.

## LOST MEMBERS

**M**ail sent to the following member/s has been returned to the Home Office. If you know of their whereabouts, or know of someone that might have a current address for them, please contact the Home Office on 1-800-331-2577. Thank you.

Lee Main, Lake Havasu City, AZ.  
Lizz Johnson, Stockton, CA.

## WANTED - "COUCH POTATOES"

**I**n 1989, CALLERLAB produced 3 television commercials to be used in recruiting new dancers. The three commercials were made available on 1/2", 3/4", and 1" video tapes. Many will remember the "Couch Potato" commercial!

Nearly 4,000 of these video tapes were distributed to local, regional, and state associations, and to individual callers and dancers. The 1/2" tapes are very much in demand.

With the current emphasis on recruiting new dancers, the Home Office has received several requests for a copy of these commercials. Unfortunately, all of the tapes have been distributed and reproducing a new supply is not economically feasible at this time

There must be hundreds of these tapes in private or organizational libraries that are no longer being used. If you know of a copy or copies gathering dust somewhere, we urge you to return them to the Home Office to be "recycled" to enthusiastic recruiters. Any

cost involved in the return will be reimbursed by CALLERLAB -- or can be treated as a tax-deductible donation to the CALLERLAB Foundation.

**We need your help NOW! Thank you.**

## **STARTER KIT FOR NEWER CALLERS**

**A** *Starter Kit for Newer Callers*, produced by the Caller Training Committee, is available from the Home Office. The kit contains 45 pages of information important to new and relatively new callers. If you are involved in the training of new callers, you should strongly encourage them to purchase their own copy of this manual. Those of you who are involved with local caller association training programs may also wish to add this informative manual to your library.

The manual includes the Formations and Arrangement charts as well as common definitions currently in use by most callers. It also includes many CALLERLAB publications on such topics as Music, Smooth Body Flow, Helper Words for Callers, Timing, Modules, Mental Image, Sight Calling, Code of Ethics, two papers dealing with Degree of Difficulty, Reference Sources and the two Standard Application booklets on Mainstream and Plus.

A list of the Accredited Caller-Coaches is included, as well as information on available scholarships. The manual is arranged and published in a loose leaf notebook format so that additional material can be added as it becomes available.

Order the kit from the CALLERLAB Home Office. Cost is \$15.00 plus shipping.

## **EQUIPMENT INSURANCE AVAILABLE**

**D**id 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.

**Mark Your Calendar Now  
for**

# **CALLERLAB '97**

**Los Angeles, March 24-26, 1997**

## **For The Good of Square Dancing**

**This is where we make the decisions that benefit all of square dancing.**

- It's a MS and Plus list voting year. Help decide the future of our core programs.
- Come help promote your favorite part of the activity: CDP, Mainstream, whatever!
- Join in the face-to-face committee meetings, where the real work gets done.

## **For Personal Growth**

**The convention is full of sessions that'll improve your calling skills.**

- Presentations by voice coach Arden Hopkins, Guy Adams, Pat Carnathan, Daryl Clendenin, Walt Cooley, Tim Crawford, Larry Davenport, Laural Eddy-Mosley, Kip Garvey, Jerry Haag, Gerry Hardy, Mike Jacobs, Jerry Jestin, Vic Kaaria, John Kaltenthaler, Lorenz Kuhlee, Tim Marriner, Jim Mayo, Wayne Morvent, Tony Oxendine, Jack Pladdys, Johnny Preston, Gloria Roth, Mike Seastrom, Nassar Skukayr, Jerry Story, John Sybalsky, and more! showmanship, teaching, controlling difficulty, business & taxes, and afterparty planning.
- Lots of training sessions; voice, standard applications, extended applications, timing & musical phrasing, technical zeros, body flow & smoothness, showmanship, teaching techniques & examples, multi-cycle programming, and much more.
- Great sessions for the partners.
- Chat with legends of the activity, such as Bob Osgood, Arnie Kronenberger, Bob Van Antwerp, Jon Jones, and Marshall Flippo.

## **For A Vacation**

**Los Angeles is a great place to relax for a few days. Nearby you'll have:**

- Disneyland
- Knott's Berry Farm
- The J. Paul Getty Art Museum
- Universal Studios
- La Brea Tar Pits
- Frederick's of Hollywood Lingerie Museum
- Malibu Beach
- TV Studio Tours
- Catalina Island

## PARTNERS PROGRAM TAKES SHAPE

**C**ALLERS: Please call your partner's attention to this column. You and your partner are a team. Attending partners' sessions at CALLERLAB Conventions will make the team stronger, we think so let your partner know what is going on. This is the only channel we have to reach them.

**PARTNERS:** Five events are on the docket for partners who attend the CALLERLAB Convention in Los Angeles. All five are exciting. We hope that at least several will be of great interest to YOU.

Two program sessions are scheduled: "New Tricks For An Old Dog" (New Looks at the Partner's Roles) and "The Family in Crisis." Both will present a variety of outlooks and much opportunity for discussion.

A tour of the area is being organized by Mary Ann Alexander, vice chair of the Partners Committee. For visitors to the LA area, this should be interesting. As an opportunity to share a fun experience with other partners, it is ideal. Plan to participate.

The fourth event is a lunch opportunity for partners to sit together in one part of the dining room and share and discuss and compare notes during a meal. One of the best boosts to morale is the feeling that we are not alone in any difficult situation. Here is your chance to feel comradery with all the other partners.

Lastly, but certainly not least, is the Partners' Committee meeting. Do attend and give us your input for future meetings, brainstorm what we might be doing in the 21st Century as callers-partners.

Times and details for these events will be announced as the convention draws nearer. Watch for bulletins. Check your program when you register, find the Partners' listings and do join us. We want your presence among us!

Cathie Burdick, Chairman  
Partners' Committee

## EDUCATION COMMITTEE

**T**he Education Committee is up and running ahead with new ideas submitted by 15 of our committee members, for teaching square dancing in the public schools. But this committee has many other paths to follow in fulfilling it's goal of teaching new dancers, so we would like to invite all educationally minded callers to exchange ideas at the Los Angeles convention. There will be at least one open Education Committee meeting, for informal discussion of this most

important topic. We need ideas that focus on the teaching of new dancers, and dancers that have re-entered the activity. If you cannot attend the convention, please send your ideas and suggestions to me via the Internet at gerhardy@aol.com or my mailing address. Hope to see you in L.A.!!!

Gerry Hardy, Chairman  
Education Committee

## NEW DANCERS FOR A NEW YEAR

**M**any people wait until the New Year to make changes in their lives. Non-dancers in your area may be considering becoming square dancers. The New Year is an ideal time for them to start.

If non-dancers in your area want to join a new dancer program for the new year, can they? Or do they have to wait until you start your next beginner group in September?

For years, market researchers have said we don't have a viable product to sell, if beginners can only start square dancing once a year. Multicycle Lesson Plans are the answer. If you were using a Multicycle Lesson Plan (previously known as a 10+10 plan), you could easily harvest the crop of non-dancers who may have been waiting until the New Year to begin a new activity.

Write to the Home Office, and ask for the report on Multicycle Lesson Plans. It's one sheet of paper. This report will help you create a plan to open up square

dancing to non-dancers more than once a year. The report also contains contact names and phone numbers, so you can discuss your plan with other callers who are successfully using this method.

It costs little to explore the possibilities, and the potential benefits are many. The first step is to write the Home Office and ask for the report on Multicycle Lesson Plans. Take that first step today!

Nasser Shukayr, Chairman  
RPM Committee

## CALLERLAB SCHOLARSHIPS AVAILABLE

**C**ould you use some financial assistance in furthering your square dance calling career? Why not apply for a CALLERLAB scholarship? Applications are available from the CALLERLAB Home Office.

CALLERLAB offers the following scholarships for callers who wish to attend a reputable callers' college. The Jerry Schatzer Memorial Scholarship is funded by

FUTURE CONVENTIONS	
MAR 24-25, 1997	Southwest Hotel, Los Angeles Alta Vista
SEP 21-23, 1997	Miami-Lah, Ft. Lauderdale, Miami
APR 11-12, 1998	Eastern Hotel of the U.S.

friends of Jerry Schatzer. The Tex Hencerling Memorial Scholarship is funded by the Overseas Dancers Association and individual contributors. Other scholarships are available through enterprises such as ASD Magazine, Supreme Audio and many local callers associations.

Applications for the 1997/98 Jerry Schatzer and Tex Hencerling Scholarships must be received by the Home Office no later than May 1, 1997, in order to be considered by the Executive Committee at their May meeting.

*Happy Holidays!*

### 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.

### ARE WE SMOOTH?

by Jim Mayo

Over the past couple of years I have observed a trend that disturbs me. Responsible, talented callers for whom I have great respect have called HEADS SQUARE THRU, STAR THRU. This has happened several times in very public situations. It has been done on CALLERLAB Convention tapes - by Board of Governors members and by very popular "National" callers. I have heard it at the New England Convention and by leaders at a clinic for callers. I have seen it in material offered on the Internet for sharing with other callers. It is bad choreography. That sequence is awkward for the Head Ladies. No caller can have a different opinion. No matter how we relax our standards, no one can argue that the Head Ladies have their left hand "available" for the STAR THRU. So why is it heard in these situations? Have we given up any pretense of caring whether square dancing is smooth? Are we so committed to puzzles that we don't even notice whether our set up action is danceable?

I'm afraid the answer to my questions is yes to all of them. We are on a rampage to blame the problems in square dancing on the lists or recruiting or teaching - anything but the fact that we have become careless. I use that word intentionally. We seem to "care less" than we used to, whether the choreography we offer bears any resemblance to dancing. As long as we get those heads to the corner where our next puzzle begins we could "care less" whether the experience is smooth. I'm willing to consider that the first beat of the musical

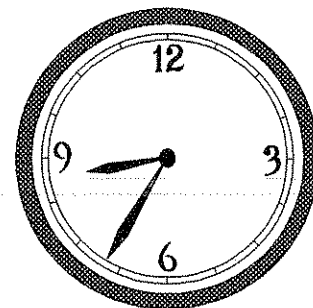
phrase isn't essential to the dancing experience - although I believe it is very important. I am willing to acknowledge the acceptability of the view that dancers like challenge -- although I don't think they like it anywhere near as much as callers think they do. But I am not willing to agree that HEADS SQUARE THRU, STAR THRU can be anything but bad calling. Why do our leaders set that example for us in their own calling?

### SOME GOOD ADVICE

by Heiner Fischle

There is quite a discussion going on about a program which should combine the best of Mainstream and Plus and which should be taught in 20 weeks. But it would be unfair to both the new and the seasoned dancers to graduate the new dancers after 20 weeks. The problem is not the program, but whether the new dancers will be accepted into the team. For this, they must have reached a niveau where the average learning curve flattens, so the difference to the seasoned dancers will not be too great. This can be hoped after 30 weeks, perhaps. But after 20 weeks, the new dancers will be pushed, pulled, and shoved around until they are pushed out of the activity. It will be done with the best intention to help them, but with adverse effects. And you cannot avoid it, the urge is too strong.

Of course it would be fine to have more dances for newcomers. There is a potential. Since several years, the annual Student Jamboree (Program: Basic) is the largest special event in Germany. You can ask the seasoned dancers to dance with the newcomers; they will do it, now and then. But you cannot tell a new dancer after 20 weeks to dance with the seasoned dancers at their level (no matter what the program is) - it will not work!



**It's time to get registered  
for the Los Angeles  
Convention!**





# CALLERLAB

THE INTERNATIONAL  
ASSOCIATION OF  
SQUARE DANCE  
CALLERS

## CALLERLAB's Caller Accreditation Program

Accredit – to give credit or authority; to bring into credit or favor; to authorize; give credentials to (Second College Edition New World Dictionary).

Members of many professional organizations seek accreditation so those who desire their services will have an indication as to their competence. The CALLERLAB Caller Accreditation Program provides this same measure of assurance to square dance clubs and other organizations that use our services. Accreditation by CALLERLAB recognizes the attainment of professional responsibility and competence in the calling and teaching of square dancing and related fields.

Any square dance caller may seek CALLERLAB accreditation. Membership in CALLERLAB is not a requirement. Callers must be re-accredited every six years to maintain continuous accreditation.

A caller seeking accreditation must be accredited first as a General Caller. Once qualified as a General Caller, he/she may also opt to be accredited in any or all four (4) specialty areas, i.e. one-night-stands, rounds, contra, and advanced dancing.

Accreditation is accomplished by obtaining the signatures of three CALLERLAB Members or Subscribers in good standing. The Member or Subscriber does not have to be accredited to sign an Accreditation Application. CALLERLAB Associates, Associate Licensees or Apprentices may not sign as accreditors.

Accreditation is based on a point system, with 20 points being required for Accreditation. The areas in which a caller can qualify for points are: Primary Calling Skills (maximum of 5 points), Specialty Calling Skills (maximum of 1 point in each of 4 skills or a total of 4 points maximum), and Experience (maximum of 15 points). A caller who qualifies in the Primary Calling Skills area may earn an additional point for training by having a CALLERLAB Accredited Caller-Coach certify that he or she has completed a program of caller training based upon the curriculum recommended by CALLERLAB. This field of caller training is the only exception to the three accreditor rule.

In the Experience category discussed above, the accreditor who signs the application certifies that he or she has personal knowledge that the applicant has been calling an average of at least 50 dances or lessons per year for the number of years indicated. The lowest number of years common to all three accreditors is used to compute the points. Thus, if one caller signed for 4 years, another for 5 years, and the third for 6 years, the lowest common point of agreement would be 4 years, and the applicant would receive  $4 \times 3$  or 12 points. This fact is often misunderstood and, in the example cited above, some believe that the points awarded would be  $4+5+6$  or 15.

Accreditors cannot exchange signatures. That is, a caller cannot sign the application of another caller if that caller has been one of his accreditors.

Re-accreditation is a simple process, requiring the signature of only one accreditor to verify that the applicant has continued his standing as an active caller during the six (6) years since his or her last accreditation.

Accreditation by CALLERLAB recognizes acceptable standards of performance in the skills and techniques of square dance calling. A caller's signature on an accreditation application is his or her assurance to CALLERLAB that the applicant is qualified and therefore worthy of accreditation.

Qualified callers are encouraged to seek CALLERLAB accreditation. Callers who sign accreditation applications, are reminded that their signatures are a valuable commodity and are not to be given lightly.

The accreditation or reaccreditation fee is \$20.00. All fees received from accreditation are used to fund the Education Grants Program, whereby caller associations may apply for a grant to help defray the cost of conducting a caller training seminar or school. Associations may receive up to \$150 per day, up to a maximum of \$450 per seminar or school.

Accreditation Applications are available by contacting:

CALLERLAB  
829 - 3rd Avenue S.E. Suite 285  
Rochester, Minnesota 55904-7313  
Phone 1-800-331-2577



PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**December 1996**

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



PRESS RELEASE

## **STARTER KITS FOR NEWER CALLERS**

The recently completed manual "Starter Kit for Newer Callers" is now ready for sale and distribution. This has been a project of the Caller Training Committee and represents an excellent value of very important information, especially for new and relatively new callers. If any of you do any work with the training of new callers, you should strongly encourage them to purchase their own copy of this manual. Also, those of you who are involved with local caller association training sessions, should add this to your library. The cost is a nominal \$15.00 plus shipping.

The contents of the manual include the Formations and Arrangement charts as well as common definitions currently in use by most callers. It also includes many CALLERLAB handouts on such topics as Music, Smooth Body Flow, Helper Words for Callers, three papers on Timing, Modules, Mental Image, Sight Calling, Code of Ethics, two papers dealing with Degree of Difficulty, Reference Sources and the two application Booklets on Mainstream and Plus.

A listing of the Accredited Caller-Coaches is included as well as information on scholarships available for continuing education. The manual is arranged and published in a loose leaf notebook format so that when and if changes are made, you can insert the replacement page(s).

You may order this book from the Home Office at:

**CALLERLAB  
829 3rd Ave SE, Ste 285  
Rochester, MN 55904-7313**

Cost is \$15.00 plus shipping.

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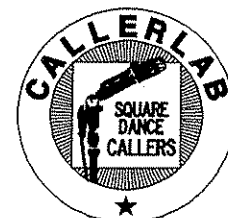
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**THE CALLERLAB BOARD OF GOVERNORS**



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SQUARE DANCING ON NETWORK TV

Publicizing square dancing on network television is an ongoing effort. Square dancing has been on network TV occasionally, and some local areas have weekly TV shows about square dancing, but the goal is a WEEKLY show on NETWORK TV.

A pilot show was filmed last April in Nashville. It was directed by Jimmy Snow, son of country music legend Hank Snow, and featured square dancing's spokesperson Rebecca Holden. Three CALLERLAB members (Jerry Junck, Tony Oxendine, and Chuck Veldhuizen), along with dancers from Tennessee, appeared in the pilot show.

Rebecca Holden's booking agency arranged for square dancing to be broadcast on The Nashville Network (TNN). On June 20th, Rebecca Holden, Chuck Veldhuizen and a square of dancers appeared on TNN's "Prime Time Country". Square dancers everywhere were then asked to send mail to TNN. Many thousands of letters, postcards and petitions were mailed to TNN.

There are several ways to get a TV network's attention. If we had plenty of money to spend on this project, they'd be interested. A concept can sometimes be sold on its own merits, such as being the official Folk Dance of most states. But the easiest and cheapest way to send a message to a network is to flood their programming department with cards, letters and petitions.

Square dancers have captured TNN's attention. According to Chuck Veldhuizen and to Rebecca Holden's manager Tom Bloomer, TNN plans to start showing square dancing on their existing shows such as Club Dance, Wild Horse Saloon and Prime Time Country.

This is a step in the right direction! We're now closer than ever to having square dancing as a regular fixture on network TV!

Does this mean our letter-writing campaign is finished? Not by a long shot. It's just now getting started! Sending cards and letters to TNN has gained us occasional TV exposure. The long-term goal is still a regular weekly show.

This goal can be reached if everyone reading this would send a letter or postcard to TNN, and convinces others to do the same. Make it easy for people to mail a request to TNN. Announce this mail campaign at dances. Carry petitions around and ask people to sign them. Make up pre-addressed postcards or "form letters", so people can simply sign and mail. Publicize this campaign in area square dance publications. If you sent a letter or postcard a few months ago, send another one today.

A weekly show on TNN is this campaign's primary target, but other options are being considered. For example, the hour-long pilot show could be given to TNN for them to televise as a special. We could raise funds to buy air time and run the pilot show as an "infomercial". Other networks have been contacted, including the Christian Broadcasting Network (CBN) in Virginia Beach and Time-Warner affiliated stations.

Our past efforts have opened the door to future TV appearances on TNN. When TNN televises square dancing in the future, we need to send them lots of mail. Let TNN know that we want to see more square dancing. More mailings to TNN will produce even more future opportunities.

Simply jot down on a letter or postcard: "I would like to see more square dancing on TNN". Drop it in your mailbox, addressed to:

TNN
Attn: Programming or Attn: Anne Boatman
2806 Opryland Drive
Nashville TN 37214

Is the square dancing community ready to accept this challenge? The goal is ours for the taking. Let's go for it!

\*\*\*\*\* 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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**MAINSTREAM QUARTERLY SELECTION**

Walt Cooley, Chairman of the MSQS, announces that the committee has selected **NO NEW MOVEMENTS** as the Mainstream Quarterly Selection for the period January 1, 1997 to May 1, 1997.

**Quarterly Selections are provided as optional material for those callers and/or clubs that wish to include a workshop in their programs. Do not use a Quarterly Selection unless you walk it or workshop it first.**

Current Quarterly Selections:

- MAINSTREAM    NONE
- PLUS            LUCKY STAR - 7/96
- ADVANCED     SCATTER SCOOT - 5/94  
                  PASS & ROLL CHAIN THRU 5/96

\*\*\*\*\*

**PLUS QUARTERLY SELECTION**

In the most recent KEEP/DROP balloting, the Plus Quarterly Selection **SIX TWO ACEY DEUCEY** was voted to be dropped.

The current Plus Quarterly Selection is:

LUCKY STAR

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

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**ADVANCED QUARTERLY SELECTION**

Steve Minkin, Chairman of the Advanced Quarterly Selections Committee, announces that the committee has selected **NO NEW MOVEMENTS** for the period January 1, 1997 - May 1, 1997.

Quarterly Selections are provided as optional material for those callers and/or clubs that wish to include a workshop in their programs. Do not use a Quarterly Selection unless you walk it or workshop it first.

**CURRENT QUARTERLEY SELECTIONS**

MAINSTREAM	NONE
PLUS	LUCKY STAR (7/96)
ADVANCED	SCATTER SCOOT (5/94) LUCKY STAR (5/96)

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## MAINSTREAM EMPHASIS CALL

Dana Schirmer, Chairman of the Mainstream Committee, is pleased to announce **DIXIE STYLE TO AN OCEAN WAVE** has been selected as the Mainstream Emphasis Call for the period beginning January 1, thru May 1, 1997.

### DIXIE STYLE TO AN OCEAN WAVE

**STARTING FORMATION:** Facing Couples or Facing Tandems.

**ARRANGEMENT:** Standard application is normal Facing Couples.

**COMMENT:** However, **DIXIE STYLE TO AN OCEAN WAVE** can be performed from any Facing Couples or Facing Tandems formation.

**DEFINITION:** From Facing Couples, the right-hand dancer steps forward and to the left to become the lead dancer in a Tandem. Lead dancers join right hands and pull by. Moving to the other trailing dancer, each extends a left hand and touches to a Left-Hand Mini Wave and turns one quarter (90°). New center dancers join right hands and form a Left-Hand Ocean Wave.

**STYLING:** Lead dancers initially pulling by in the center should use handshake hold as in Right and Left Grand. When forming mini waves with trailing dancers, dancers must adjust to the right, using hands-up position and same styling as in Swing Thru.

**TIMING:** Static Square, Heads or Sides to the wave, 6; all 4 Couples to the wave, 8.

**ENDING FORMATION:** Left-Hand Ocean Wave

**DANCE EXAMPLE FOR EMPHASIS USE:** (Static Square) Heads Star Thru, Double Pass Thru, first Couple go left, next go right, Right and Left Thru, Ladies Chain, Ladies lead, **DIXIE STYLE TO AN OCEAN WAVE**, Left Swing Thru, Cast Off 3/4, all eight Circulate, Left Allemande.

**GETOUTS:**  
**ALLEMANDE LEFT** (From Zero Box) Star Thru, Right and Left Thru, Ladies lead **DIXIE STYLE TO AN OCEAN WAVE**, Boys Trade, Allemande Left.

**RIGHT AND LEFT  
GRAND**

(From Zero Lines) Pass Thru, Bend the Line, Right and Left Thru, Ladies lead **DIXIE STYLE TO AN OCEAN WAVE**, Boys Trade, Left Swing Thru, Recycle, Right and Left Grand.

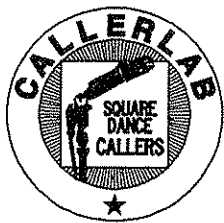
**SINGING CALL EXAMPLE:** (From Static Square) Heads Square Thru, Dosado, Swing Thru, Boys Run, Bend the Line, Reverse Flutterwheel, Ladies lead **DIXIE STYLE TO AN OCEAN WAVE**, Boys Cross Fold, Swing your Corner and Promenade home.

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

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## BASIC EMPHASIS CALL

Mike Alexander, Vice Chairman of the Basic/Mainstream Committee, is pleased to announce **LEAD RIGHT** has been selected as the Basic Emphasis Call for the period January 1, thru May 1, 1997.

### LEAD RIGHT

- STARTING FORMATION:** Couple
- ARRANGEMENT:** Standard Application is Head or Side Couples in a Static Square.
- DEFINITION:** Directed couple(s) take a step forward and as a unit turn to the right 90° and move forward.
- STYLING:** Normal Couple handhold between the man and lady, outside hands in normal dance position.
- TIMING:** 4 steps
- ENDING FORMATION:** From a Static Square, ends in Eight Chain Thru Formation.
- COMMENT:** **LEAD RIGHT** can be executed from other formations such as Facing Lines, Double Pass Thru, and Eight Chain Thru and thereby changing the ending formation.
- DANCE EXAMPLE FOR EMPHASIS USE:**  
 Heads Promenade 1/2, **LEAD RIGHT**, Veer Left, Couples Circulate, Bend the Line, **LEAD RIGHT**, Trade By, Pass Thru, Centers **LEAD RIGHT**, all California Twirl, Left Allemande.  
 Heads **LEAD RIGHT**, all **LEAD RIGHT**, Partner Trade, Pass Thru, Wheel and Deal, Centers **LEAD RIGHT**, Partner Trade, Pass the Ocean, Extend, Swing Thru, Boys Run, Ferris Wheel, Square Thru 3, Left Allemande.
- GETOUTS:**  
**ALLEMANDE LEFT** (Zero Box) Right and Left Thru, Veer Left, Couples Circulate, Bend the Line, **LEAD RIGHT**, Trade By, Left Allemande.  
**RIGHT & LEFT GRAND** (Zero Box) Touch 1/4, Split Circulate, Boys Run, Pass the Ocean, Girls Run, Bend the Line, **LEAD RIGHT**, Right and Left Grand.
- SINGING CALL EXAMPLE:** Square Thru 4, Dosado to and Ocean Wave, Swing Thru, Boys Run, Couples Circulate, Bend the Line, **LEAD RIGHT**, Trade By, Swing, Promenade.

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

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