

NEWSLETTER
for Members of
CALLERLAB



The International Association
of Square Dance Callers

ROCHESTER, MINNESOTA

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INSURANCE QUESTIONS & CERTIFICATES
A.H.Wohlrs & Co. 1-800-503-9227.

FROM THE CHAIR

With the conclusion of the 1998 CALLERLAB Convention in Cincinnati, many people were surprised at the close vote that was taken on T2000. When the final votes were in, a tie was achieved and therefore, the motion was not passed, or according to Robert's Rules of Order, the motion was "lost". At that time, there was some trepidation as to what callers on both sides of the issue would do in response to this vote.

I want to let you know how proud I am to be a member of an organization that can put such passionate issues before its membership for discussion. Many organizations, especially ones that do not truly have any policing ability, would have shied away from such a volatile issue and left the chips to fall where they may. I believe that CALLERLAB has shown its true leadership abilities by meeting this question head on and being willing to follow the leadership of the majority. (I know that we did not have a majority on either side at the convention, but we were willing to accept the wishes of the majority anyway, to our credit.)

After the vote was taken, it was thought that many on the losing side, whichever way that fell, would be disgruntled with the organization, and there was a fear that many would pull out of CALLERLAB. I am glad to say that our membership has proven itself to be above the attitude of, "I'll take my ball and go home", when things do not go their way. This represents a maturing of our organization over the past 25 years, as we recognize that we all believe in our product, *square dancing*, and see that we must work together to find solutions to our problems.

In response to this, a committee has been formed to examine the many different issues that effect our activity, including demographics, public perception, alternative activities available to families today, and many others. Mike Seastrom and Tim Crawford will be

jointly chairing this committee, to be called the Square Dance Issues Committee.

I want to point out an important premise upon which our organization operates which we as members sometimes take for granted. We believe and operate on a committee structure, in which various committees work throughout the year to determine the direction of our organization in regard to programs, special interest segments of our activity, membership, and planning. Our decisions are only as good as the input that is received from committee members. I think we have been very fortunate thus far, to be able to look at the positive work being conducted by our membership and seeing benefits to the overall square dance activity. This is important.

But we always hear the complaints of a few and many times, these few are not involved in committee work. Now I realize that if you are a member of one of the program committees which, during biennial review years generate a great deal of work, you may not be able to be a part of the Basic/Mainstream Committee and the Plus Committee and still give both committees the attention they deserve. But if you are not a participant in either committee, CALLERLAB is missing out on its most valuable asset and resource in your opinion. YOU ARE IMPORTANT, AND YOUR OPINIONS MATTER TO CALLERLAB AND TO THE SQUARE DANCE ACTIVITY'S CONTINUED SUCCESS!! Like Uncle Sam says, "We Need YOU!" I urge you to become involved in one or more committees of your choice, and let your voice be heard.

CALLERLAB is an organization that is strengthened by the ability to come together, debate openly, discuss in group or individual settings, work through the committee structure, and accept the responsibilities that our leadership of the activity brings to us. That is quite a tall order, and we continue to fill it, year after year. We can meet these expectations because we are a group of PROFESSIONALS in every sense of the word.

I hear quite frequently, callers saying that

CALLERLAB is just doing what it is supposed to do and therefore the organization doesn't deserve any additional credit for being an above average organization. I strongly disagree with this. CALLERLAB continues to make important contributions to our activity because of caring, concerned members who are willing to put their money where their mouth is and work diligently to meet the changing needs of our activity. I think that speaks volumes about our membership and their continued willingness to examine issues, be open minded, and change their opinions in order to benefit square dancing. For this, you deserve a great big pat on the back.

It gives me great pride to be a part of such a progressive organization, and I hope that you, too, will share the pride that you feel in YOUR organization with other callers. Invite them to become a part of this innovative membership and share their input for change and improvement with CALLERLAB. Be proud of what we have accomplished over the past 25 years and let's all continue to work together to insure the future of square dancing to the next millennium.

Laural Eddy-Moseley,
Chairman of the Board

POST-CONVENTION VOTE RESULT

Following the convention, 931 ballots were mailed to eligible members, asking whether or not the actions taken at the convention should be rescinded (overturned).

The bylaws specify that a minimum of one-third of the mailed ballots (311) must be returned in order to constitute a quorum.

Three hundred six (306) valid ballots were returned by the May 28th deadline.

Since 306 ballots were not sufficient to constitute a quorum, the convention decisions stand as voted and reported in the minutes of the Annual Meeting which were mailed to members with the April issue of *DIRECTION*.

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 in February, April, June, August, and November, and is 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. A computer diskettes (3 1/2") containing articles, reports or letters to be published should be submitted in either WordPerfect 5.1 or 6.0 for DOS or 6.1 for Windows format. ASCII text files or MicroSoft Word 6.0 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.

COMMITTEE REPORTS

ACCREDITATION COMMITTEE

The Accreditation Committee meeting featured discussion of the following:

Certified Square Dance Teacher program discussion. The Accreditation Committee completed the first year of pilot implementation of the Certified Square Dance Teacher program. Five callers went through a process of documenting experience, videotaping a class, sitting for a written examination and oral board. The pilot is to be extended into a second year before the committee recommends that CALLERLAB adopt any program. Many new committee members and visitors had significant questions about the plans for this program and this took much of the meeting time.

Signatures for General Caller Accreditation. The current accreditation form lists as eligible accreditors membership categories that no longer exist. A by-mail survey of committee members converged around *Members and Associates* who have been calling 50 dances for three years. The meeting attendees concurred with this approach.

Testing of New Square Dance Teachers. In February a committee member remarked that most of our accreditation efforts focus on callers who have been working for some time. He wondered if we could possibly develop a screening tool which might assess whether new callers/square dance teachers had sufficient knowledge to begin teaching a class. By-mail responses of committee members to this program were mixed as were the comments in the committee meeting. Several supported the concept by comparing it to a similar program in Europe. Others thought that CALLERLAB would have difficulty "policing" the entry of callers into teaching. This concept remains under consideration.

If you are interested in joining the Accreditation Committee please contact the CALLERLAB Home Office.

Jim Wass, Chairman

ADVANCED COMMITTEE

We reviewed the calls added to our list as a result of our recent ballot. It was suggested to mail a straw ballot to the Advanced Committee members if any changes are needed for our next Biannual Review.

It was agreed to try an Advanced Emphasis Call. This should be ready for the fall season.

All other work will be handled through committee only mailings. If you don't get the mailings, join the committee to have your voice heard.

Bob Stern, Chairman

AQS COMMITTEE

The Advanced Quarterly Selection Committee met at the convention.

Those attending discussed how many AQS calls should be active at any given time. It was the consensus of those present that there should be no more than two selections at any given time.

The selection of calls was also discussed, with about half of those present stating that they wished to be able to select calls from the C1 and C2 Programs and the other half stating they felt that calls from the C1 and C2 should not be selected. No decision was made following this discussion.

The chairmen of the AQS Committee and the Advanced Committee

suggest combining their meetings next year. This request was forwarded to the Convention Planning Committee. Vice Chairman Tom Miller volunteered to head up a project to develop a survey which has been a topic of discussion for several years.

Bill Harrison, Chairman

BASIC/MAINSTREAM COMMITTEE

I am very proud to report the Basic/Mainstream Committee held a meeting on April 6, 1998 at the 25th CALLERLAB Convention in Cincinnati in which 38 committee members and two non-members were in attendance. It was nice to see and meet so many of the committee members.

CURRENT QUARTERLY SELECTIONS:

MAINSTREAM: None
PLUS: None
ADVANCED: Follow to a Diamond (9/97)
TRADITIONAL: Wheel Around (7/98)
CONTRA: The Belles of Auburn (7/98)

EMPHASIS CALLS:

BASIC: Wheel & Deal (5/98)
MAINSTREAM: Turn Thru (5/98)
PLUS: Flip The Diamond (7/98)

FUTURE CONVENTIONS:

JUN 10-12, 1998 Mini-Lab, Adelaide, South Australia
MAR 29-31, 1999 Dallas Grand Hotel, Dallas, Texas
APR 17-19, 2000 Western Convention

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We initially discussed the proceedings and outcome of the previous biennial review and entertained constructive discussion regarding future reviews. The Program Policy Committee Chairman had expressed a concern regarding the amount of time that was needed for each committee to complete the review. A suggestion was made to begin the survey portion of the review before the next convention, allowing the results of the survey to be available at the next committee meeting for discussion. A ballot of suggested changes would be immediately sent to the committee members following the convention with comments received at the meeting. This proposal was presented to the Program Policy Committee and was accepted. I have committed to beginning the next biennial review by September of this year.

We next discussed the outcome of the balloting to adopt the enhanced presentation of the Basic/Mainstream list as developed by Clark Baker. Almost 180 members replied to the balloting with over 120 in favor of the new presentation. Clark is presently reviewing some editorial comments received by members. The Home Office will soon be able to publish this new presentation. It should be noted that this new list does not delete nor add calls from the previous list. Clark's goal was to make this list correspond to current terminology and teaching sequence. This is a suggested teaching list and may be used as an aid for logical teaching progression. My personal thanks to Clark for his time and effort on this project.

My thanks also to the Vice Chairman, Mike Alexander, for his assistance during the past year and to all the committee members who attended our meeting and/or responded to the various mailings during the year. Your input is very much desired and appreciated. If you are not currently a member of our committee and wish to be so, please contact the Home Office and ask to be included on our roster.

Dana Schirmer, Chairman

CHALLENGE COMMITTEE

The Challenge Committee made a change in the requirements for committee membership. Previously, a caller had to call 50 Challenge sessions a year to be eligible for the committee. This number has now been reduced to 30. The specific wording of the new membership requirements is as follows:

A caller is eligible for membership on the Challenge Committee if he/she calls at least 30 sessions a year of C-1, or C-2, or C-1 and C-2 combined. A caller must call a minimum of 15 sessions a year at a specific program in order to vote on the content of the list for that program.

The committee also discussed changes needed in the C-1 and C-2 definitions. These changes are few and resulted from input by committee members over the past year.

Ed Foote, Chairman

EDUCATION COMMITTEE

The Education Committee had a very successful meeting at the Cincinnati Convention in April. It was agreed to call our project "A Caller's Guide to Choreography in the Classroom", with a subtitle of "An American Folk Dance Program". Our first stage, an introductory letter for callers, was approved by the committee with minor changes. Our next stage is for members to submit ideas for programs with a focus on Elementary, Middle School, and High School age children. Members will submit outlines of tested dances they have used in their school programs, and this section will be completed by the Dallas convention. Future discussions will include a section on Teaching Techniques and Team Dancing.

We hope that this booklet will be useful to callers who want to teach dance to public school children and their teachers. We need to convince educators that all dances using patterns, and response to music and a caller, teach listening skills, problem solving, social and etiquette skills, history and math. The natural abilities of the school age child can be reinforced by square dancing's physical and musical benefits. Putting joy into a school day through dance can make a huge difference in a child's life. I have seen it happen. Our committee hopes to create a resource to keep the joy happening again and again.

Gerry Hardy, Chairman

<<<< End of committee reports >>>>

YOU MISSED IT

You missed it! No doubt you had good reasons for missing the 25th CALLERLAB Convention. There are often conflicts in our schedules, or other factors which prevent us from attending important events. But just what did you really miss?

You missed a chance to exchange information with your fellow callers. You missed seminars to improve your skills and committee meetings where your opinion could be heard and have an impact upon their deliberations. You missed seeing a number of your colleagues celebrate 25 years of calling and three celebrate their 50th. You missed seeing the well-spoken Bob Howell struck speechless after receiving the Milestone Award and John Kaltenthaler letting his hair down(?) after receiving his. You missed Jerry Junck's emotional final appearance as Chairman of the Board thanking those

who aided him most, and Laural Eddy-Moseley's first speech as Chairman that inspired \$2,200 worth of donations to the Foundation.

Most of all, you missed the Wednesday morning meeting where the Target 2000 proposal lost on a tie vote. Your vote in favor would have sent square dancing on a new course... vote against would have endorsed the current system. Instead, you were not there to cast that one deciding vote.

One person can make a difference, but you missed it! Maybe you shouldn't miss the next one?

Submitted by Mike Jacobs

PRINCESS DI, ERIN & PEACE

If you're into *Beanie Babies*, you'll recognize those names as some of the most sought-after Babies by serious collectors.

To raise funds for the CALLERLAB Foundation, these three Beanies will be raffled off at the National Convention in Charlotte later this month.

Raffle tickets will be available at the Mid-America Trail End Dance and at the CALLERLAB Foundation's booth in the vendor area (#423) in Hall A of the Exhibit Hall. The drawing will be held at 6 p.m. on Saturday, June 27th. Winners need not be present.

If you're going to be in Charlotte, please stop by the booth and volunteer to spend an hour or so helping to raise funds for the Foundation.

Support the Foundation by buying one or more chances. You could take home *Princess Di, Erin, or Peace*.

CALLERLAB MEMBERSHIP ROSTER

The Executive Committee has determined that in order to hold down printing and postage costs, a membership roster will not be automatically distributed to all members this year. The cost of printing and mailing a roster to our entire membership is well over \$9,000.

New members that have not yet received a roster or members requiring an updated roster should order one from the Home Office by calling 1-800-331-2577 no later than July 15th. AFTER JULY 15th THERE WILL BE A CHARGE OF \$10.00. Overseas members may order by sending a fax to the Home Office.

Orders via e-mail will not be accepted nor acknowledged. The Home Office will print enough rosters to fill those orders plus a small supply for occasional requests. Once this supply is exhausted, no further printing is anticipated.

Please remember that rosters are for the personal use of members only. They must not be copied or be otherwise made available to non-members.

BOARD OF GOVERNORS ELECTION

If you would like to be a candidate for the Board of Governors, petitions can be obtained from the Home Office. Your 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, 1998!

Candidates must have been an Active Member in good standing for the four (4) most recent years.

Eight members will be elected to three-year terms on the Board, beginning with the Board of Governors meeting immediately following the 1999 Dallas Convention.

Thirteen valid petitions have been submitted to date. Their biographies will appear in the August issue of *DIRECTION*.

CALLERLAB SENDS REPS

Leadership organizations and foundations involved with square dancing and its related activities, will meet at the National Square Dance Convention in Charlotte. Many organizations are united in a common goal of preserving and perpetuating the activity. Various projects can be strengthened by communicating, sharing ideas, and working together.

Representing CALLERLAB at various meetings at the NSDC will be Larry Cole, ROUNDALAB; Betsy Gotta, representing the CALLERLAB Foundation at the LEGACY Summit Meeting; and Larry Cole, representing CALLERLAB at the LEGACY Summit Meeting. Cal Campbell has been selected to represent CALLERLAB at the LEGACY Convention next year. The representatives will report on plans, ideas, projects, or suggestions the other organizations are considering as future projects.

IN MEMORIAM

"Max" Maxwell, LaPalma, California, 2/16/98
Ray Granger, Lolo, Montana, 4/29/98

SQUARE DANCE ISSUES

The vote to end consideration of the program changes identified in the Target 2000 proposals does not end the possibility of future program changes. Neither does it resolve the other concerns that affect the future of square dancing.

During consideration of the Target 2000 proposals, the Board of Governors has received a large volume of comment from members and dancers. Your message has been heard. We, the Board of Governors, understand that there are still many unresolved issues

that we must address. We have therefore decided to establish a committee to look at these problems. The committee will identify issues on which there is general agreement and will establish ways that we might work to reach agreement where there is not a consensus.

The charge to this committee is to look at issues other than the program lists which will affect our future success. For example, recruiting of new dancers is not as effective as we would like. Teaching of new dancers is often rushed, and the transition from class to club is difficult. The friendliness and sociability that is an integral part of the square dance experience is sometimes overshadowed by the technical aspects. Even the attitude of callers and dancers is seen as a problem by some. We could do a much better job of marketing square dancing. The current lifestyles in our society conflict with our entry requirements, and the difficulty of those dances that are available restricts the appeal of square dancing.

The committee to address these concerns will be co-chaired by Mike Seastrom and Tim Crawford and is open to all eligible CALLERLAB members. Please consider contributing your experience and your effort to this work.

POLICY CLARIFICATION

It is the policy of the CALLERLAB Home Office that members addresses, phone numbers, and email addresses will not be sent over the internet.

Members that have an email address or a web site and wish to have their names and addresses available on the internet should visit Dave's web site at www.dave-gipson.com/dlg/callers.htm.

PLUS COMMENTARY

A very important debate, and vote, took place at the convention in Cincinnati. Target 2000 generated a lot of support for seeking a solution for our activity based on major change to our Basic Program concept. A program was proposed that would be based on extended choreographic applications rather than lists of moves, as we have today. Target 2000 also generated a lot of uncertainty that this type of major change would strengthen and benefit our activity. In a close vote, the proposal was defeated; we continue to have the same programs, and same problems we had before the debate. In my opinion, we can be successful with any good, quality program. Mainstream and Plus are good, quality programs, although some would like to suggest otherwise. The programs that might have been generated by Target 2000 would likely have been good, quality programs also. The key question is do we improve our activity by changing the programs, or by changing the way we

apply our programs.

Since the programs we have in place are quality programs, I believe the answer lies in how we use them. People enjoy square dancing, and keep coming back for more, if they are having fun. For some, the socializing is most important. For others, the quality of the dancing is most important. I think that for most, it is a combination of these two factors. Callers and dancers are a team. Neither can go alone. The product delivered by the caller, combined with the friendly atmosphere generated by the dancers, can make the dance the best night out of the week for people who are looking for recreation, relaxation, friendship, and a change from the worries of the day. A caller must know the nature and needs of the club that he or she is calling for, and must tailor the product to meet the needs of the dancers. A caller should not expect or demand that the dancers should meet the needs of the caller. Decisions and judgement about choreographic complexity should be made on what brings enjoyment, and smiles to the faces of the dancers. Complex choreography is no better than simple choreography; simple choreography is no less than complex choreography. If the choreography is matched to the dancers needs, and the result is smiles, people are happy and people keep coming back. The caller who successfully knows how to adjust for different groups, and who gets the smiles, will have successful programs. Our current programs give us all the material we need to keep dancers smiling, and coming back, if we use the material wisely.

For the Plus Committee,
Larry Davenport, Chairman

PARTNERS CORNER

Thanks to all who took part in the Partners sessions at CALLERLAB in Cincinnati. I appreciate all of your positive feedback on the sessions and look forward to any suggestions that you have for convention topics, projects, or the Partners Corner. I also want to thank Mary Ann Alexander for planning another great trip, the Cincinnati Museum. All who attended had a good time.

We had two good sessions, with lots of participation, one on Difficult Communication and one with several short subjects. Our new idea, "Partners Informals", was bursting at the seams. And the session produced some very lively discussion on a variety of subjects that were important to, introduced by, and solved by the attendees.

I have received many completed questionnaires; however, if you haven't returned yours, please do so. If you would like to complete a questionnaire, please contact me (NOT the Home Office). I'll be glad to get

one to you. Also, please remember, you can make copies for your friends.

For the Partners Committee,
Kathy Davenport, Chairman

CALLERLAB AT CHARLOTTE!

Educational Seminars

The National Executive Committee and CALLERLAB will again co-conduct a series of daily educational and leadership seminars at the National Convention in Charlotte, North Carolina.

Accredited Caller-Coachs volunteer their time and expertise to conduct these popular seminars. CALLERLAB seminars have been a part of the National Square Dance Convention for the past 17 years. The emphasis will be on teaching and leadership skills. Sessions on music, timing, choreography, ethics and smooth dancing will also be presented.

The sessions are scheduled for 10 am-12 Noon and 1 pm-3 pm, Thursday, Friday, and Saturday, in room 206A-B. A question and answer period will be included in each seminar.

ATTENTION CONTRA & TRADITIONAL DANCE LEADERS

A survey conducted in conjunction with the 1998/99 membership renewals indicates that just over 10% of the membership makes regular use of the *Contra of the Quarter* or *Traditional Dance of the Quarter*.

In an effort to reduce printing costs, these Quarterly Selections will no longer be mailed to all members as has been done in the past.

A new Contra/Traditional Newsletter will be prepared by the Contra/Traditional Committee which will be available to members that wish to continue receiving the Quarterlies and other contra or traditional dance information.

To receive the newsletter, you must contact the Home Office and ask to be added to the mailing list. The newsletter will be sent, free of charge, only to those requesting it.

CALLERLAB AT CHARLOTTE SHOWCASE OF IDEAS

The *Showcase of Ideas* is an area set aside at the National Square Dance Convention for the display of information about many of the square dance leadership organizations.

CALLERLAB will have a display at the *Showcase* in Charlotte. This is a great place to learn what CALLERLAB and the Foundation is contributing to the activity. You can also learn what LEGACY,

ROUNDALAB, CONTRALAB, The United Square Dancers of America (USDA) and other national and international organizations do for the activity. Many state and regional organizations also have displays at the *Showcase*.

Stop by for a visit. Look through the latest publications and brochures, including a book honoring recipients of the CALLERLAB Milestone Award.

Don't forget to stop by the Foundation's booth in the vendor area (#423). Many of the more popular CALLERLAB sales items will be available and you can support the Foundation by buying one or more chances to win a *Beanie Baby*. You could take home *Princess Di*, *Erin*, or *Peace*.

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).

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. This insurance program is only available to U.S. members.

WEAR YOUR BADGE WITH PRIDE

CALLERLAB is a successful organization. In twenty-five 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 Charlotte National Convention is coming up in just a few days. 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 Charlotte, be proud... walk tall, call your best tips, and wear your badge. It's a symbol that represents a most successful and proud organization of professional square dance leaders.

WILL YOU SUPPORT THE FOUNDATION?

The 50th National Square Dance Convention in Anaheim, California, has graciously donated 500 Gold Certificates (early bird certificates) to the CALLERLAB Foundation. This represents a potential income of \$12,500 to the Foundation.

This is a wonderful opportunity for you to help raise funds for the Foundation and also get a discount on your convention registration for the Anaheim National.

If you are planning to attend the National Convention in 2001, you can help the Foundation by purchasing one or more of these valuable certificates.

Buy a certificate now for \$25! After March 15, 2000, you can trade it in for a convention registration which normally sells for \$35. Purchase of the certificate also entitles you to free admission to the Pre-Convention Dance to be held in the Spring of 2000.

If you buy a certificate and do not attend the convention, you may be able to claim the certificate's fair market value (\$35) as a tax deductible donation on your 2001 income tax. Be sure to check this out with your accountant.

Order your "Gold Certificate/s" from the Home Office. Send a check for \$25, made out to "The CALLERLAB Foundation", for each certificate. **Don't delay! Do it today. The Foundation desperately needs your support.**

MISSING MAIL?

We get occasional complaints from members about not receiving mail. You should, as 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.

Remember, if you move or change your address, the post office will only forward your mail for one year.

SMITHSONIAN MAGAZINE

Did you know that square dancing was featured on the cover 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.

The cover photo and pictures in the article could be used to dress up your square dance posters.

EQUIPMENT INSURANCE AVAILABLE

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

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.

CALLERLAB SCHOLARSHIPS AWARDED

The CALLERLAB Board of Governors is pleased to announce that **Edeltraud Katharina Mertmann**, Grosshansdorf, Germany, and **Jeremy Caverner**, Cashmere Washington, are recipients of the Jerry Schatzer Memorial Scholarship Fund.

In his lifetime, Jerry Schatzer devoted countless hours toward the development of square dancing and the calling profession; unselfishly donating his time, advice and good counsel to callers, new and established.

Sums of money have been collected from various sources, in memory of Jerry, to be used for the singular purpose of continuing education of callers.

In compliance with his wishes, proceeds from the Fund are used exclusively for disbursement to callers on a scholarship award basis.

The Overseas Callers Association is pleased to announce that **William Sundwall**, Cross Timbers, Missouri, and **Tom Fromm**, Ft Wayne, Indiana, are recipients of the Tex Hencerling Scholarship Fund.

The above recipients will use their award to further their calling education by attending various caller schools and colleges this summer.

Information regarding this, and other, scholarships available through CALLERLAB can be obtained by contacting the CALLERLAB Home Office.

CALLERLAB PROMOTES ECMA

Many of you are already familiar with the Emergency Call for Medical Aid (ECMA). The 33rd NSDC Trusteeship, Inc. has asked CALLERLAB to promote this very effective method of alerting callers, club officers and dancers to an immediate need for medical attention.

A copy of the official ECMA poster is included with this issue of *DIRECTION*. The poster explains the procedure to be followed in case of a medical emergency during a dance. Everyone involved in the square dance activity should be familiar with this procedure.

Please make copies of the poster and display them at your dances. You should also teach the procedure to your new dancers. You might also consider 'workshopping' the procedure at your dances occasionally.

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.

WHO IS A SQUARE DANCER?

How We Present Ourselves to Other People
by Betsy Gotta

"Square dancing is a wonderful activity; I don't understand why we can't get more people involved."

How many times have you heard that statement or a similar one in the last five years? I do not have all the answers, but through some of my calling experiences, I have some ideas.

One of the biggest blocks to selling square dancing is attitude. Ours -- not theirs. Square dancers today believe that it takes 25 (30) weeks to learn to square dance. This belief is **WRONG!** It may take a specific number of weeks to learn a certain vocabulary of calls to dance a CALLERLAB program such as Basic, Mainstream, or Plus, but all callers have people square dancing on the first night. A person is square dancing as soon as they move through a series of calls to music. More importantly, they are having fun.

Experienced square dancers continually talk about lessons without recognizing that each lesson is a dancing experience. This is a very negative image. This past summer, I called an hour for a Church group at a campground as part of their weekend. After the dancing I heard the owner of the campground say, "That was fun, but I'm not sure I want to take 25 lessons." I explained, that to me, that was a lesson, and that each lesson that I gave was as much like a dance as possible. I am still not exactly sure what she expected a square dance lesson to be, but to her it was not the dancing she had just done. I think that if square dancers and callers start actively promoting the idea that you dance on the first night and every night as you learn, more people may try square dancing.

Another attitude trap is often expressed at lessons. It is stated, "When you graduate and become a square dancer....." Many of our current square dancers have started since the formalization and acceptance of the CALLERLAB programs. We believe that people are not square dancers unless they know all the vocabulary of a specific program list. If we can't label you as a Basic, Mainstream, Plus dancer, etc., we can't call you a square dancer. If that is true, I call twice a month for a club that has a lot of fun but is not square dancing. The group has been "not dancing" for over 20 years! They are seniors in a retirement community who dance

about 10 to 33 calls from the Basic list. The number depends on who is attending, because the club does not have separate lessons, but includes people who want to try as soon as they come to a dance. Obviously, they are square dancers, but they don't fit a program label. People who commit to lessons are square dancers by their participation in the activity, not by their graduation at a recognized program.

Another attitude trap is the idea that all choreography must be interesting and challenging all the time. Experienced dancers actively promote more learning as if being able to relax and socialize while dancing is automatically boring. We need to believe what we say when we say, "Square dancing is friendship set to music." If people are so busy concentrating that they cannot make eye contact and smile at the other dancers, then they are missing a large part of the fun of square dancing. I have square danced for over 40 years (started really young). Some friends who are excited about the choreography puzzles ask me if I am bored when I attend a Mainstream dance. I am not, because I am looking for other fun such as the physical pleasure of exercise, the joy of being with friends, the good music, or the excitement of the caller's performance. If more dancers looked for these pleasures in addition to the excitement of choreography puzzles, fewer square dancers would feel pressured to learn more before they were ready. I think many people have stopped square dancing because they were pressured to continue learning vocabulary instead of being allowed to enjoy what they had learned.

Changing the attitudes mentioned in this article will not necessarily make new people flock to learn to square dance. Square dance clubs need to explore other changes to adapt to changes in our society. Changing these attitudes will, I believe, help us to seem more attractive and fun to non-dancers. Changing the above attitudes will also allow some of the people that we have gotten to take lessons to continue to enjoy the activity. Those of us who square dance, love our activity, so let us promote it better.

MY OPINION ON T2000 AND SQUARE DANCING

by Bob Rollins

For the past 25 years CALLERLAB has succeeded in molding our activity into a separate verbal square dance language. Callers continue to communicate to the dancers with a jargon language requiring dancers to respond with some kind of quarter turn, roll, star, or circle. Too simple? Go to a barber shop and ask the barber to Spin Chain Thru and see what happens. English is used to define most of our square dance movements, but when the caller

uses them at a dance it is pure square dance jargon.

CALLERLAB standardization has sacrificed Frontier Whirl for California Twirl, eliminated redundancy and simplified the square dance language. Standardization should not be confused with Standard Applications. Movements in the Basic/Mainstream/Plus Programs do not stand alone and must be defined. Standard Applications should only be used as teaching tools to help new dancers understand what type formation they should move from/to. And to help callers learn FORMATION, ARRANGEMENT, SEQUENCE, and RELATIONSHIP. (FASR)

Callers who live in countries whose native language is not English are more accomplished in the Basic/Mainstream Programs because they teach their dancers this square dance jargon as a foreign language. Many English speaking callers fail to see the jargon language and move too rapidly through Basics/Mainstream to reach the Plus level. Even worse, they take their dancers along with them. This creates two problems, the dancers only see "Standard Formations" and wind up reacting to a pigeon square dance language and the caller will not be as accomplished as he or she should. Note here, also, that any change made to the Basic Program sends a rippling effect all the way up through "C" level.

As an organization, CALLERLAB should stick to what it does best. T2000 should be changed to "training 2000" and we should focus on ways to help our membership teach and call. At the convention I said, "the Basic Program should be thought of as square dance sentence structure." Without Basic Formations we cannot adequately call Mainstream or Plus. "Mainstream can be thought of as taking these sentences and forming paragraphs. We could also look at Plus as forming short stories." Along with each addition is a requirement for more knowledge by both caller and dancer. Without a firm foundation at the Basic/Mainstream level both caller and dancer are going to be hurt at the Plus level. I further believe it is our responsibility as a caller organization, to focus on movements which are not being used in the Basic/Mainstream/Plus lists and help our callers with teaching techniques, get-ins and get-outs to show how much fun a less-used movement can be to both the caller and dancer.

To quote "POGO": "We have the met the enemy and they is us!" Changing lists is not the answer. Like the problem, the solution is complex. We can help recruitment by sharing ideas that work. Because competition for free time is much higher today than 25 years ago, we need to look at innovative approaches. What works in New England may not work in California, but the idea should still be shared with

Indiana and anybody else who may be able to use it. I challenge all CALLERLAB members and affiliates to memorize this one leadership principle: "Know yourself and seek honest self improvement." I further challenge CALLERLAB as an organization to do all in its power to help develop this improvement. Instead of focusing on quarterly selections, focus on emphasis calls. I see fun choreography each month in American Square Dance Magazine. There are also many excellent note services available. Callers should take the time to move their dolls around and come up with their own creative choreography. We can all get our dancers into a Double Pass Thru position with one move from a static square, but can we do it in two moves? Can we do it in three moves? Will it flow? Will the dancers enjoy the change? I think the challenge is fun Mainstream.

.....
You might put the answers on a separate page:

1. One move: Heads Star Thru or Slide Thru
2. Two moves: Heads Pass the Ocean & Recycle or Heads Lead Right & Pass to the Center
3. Three moves: Heads Pass the Ocean, All Boys Extend, Everybody Recycle

Can you find more? I think it's fun to do and something worth getting those grey cells excited over.

Does this solve the question, *why is our square dance population on a downturn?* NO! Hopefully it will get us thinking in the right direction. And at least we can say the callers are doing all in their power to provide a fun filled activity to anyone who wishes to enjoy it. A final note. Dancers dance to what we call. Callers should be able to challenge their dancers at Basic and Mainstream levels and if they cannot maybe they cannot dance it either. Ergo, another rule of thumb, *be an accomplished dancer at the level you call.*

LISTS & TEACHING ORDERS

by Otto Warteman

My latest copy of "DIRECTION" has prompted me to write and voice my opinions and thoughts about the lists and teaching orders. Let me make it clear, I am guilty of some of the shortcomings I see in others and fall way short in dedication to practice, writing of good choreography, and sharpening my skills as a caller. I started calling in 1967 and the late Cal Lambert made it really clear, if I wanted to teach and call, there were certain tasks that I must do before he would help me learn to call. The first was to take the Sets in Order books and learn every move by definition and styling notes given in the Basics and Extended Basics manuals. Then attend classes given by four different callers for sixteen weeks, take notes, and report back to him what I had learned as each

caller presented a basic and how they presented it. I was then to write the way it was to be presented to the dancers. After five months I was then allowed to start calling during one of his classes, adding repetition to the dancers on the moves they had already learned and giving me practice in timing, voice, delivery, and sight calling.

Since 1972, I have called, written choreography, chose and recorded the music for an exhibition group. When a new exhibition dancer was added to the group, it has required the teaching of almost every Basic, Mainstream, and Plus movement to be taught over. I am currently booked for more than thirty one-night stands in Texas and Louisiana during 1998.

There are many factors in why people drop out of square dancing and all play parts in the giant puzzle we face as leaders.

1. Thirty years ago, it was not uncommon for a week day dance to go past 10:30pm. The dancers today start leaving after 9:30 and are gone by 10:00. A club that teaches one and a half hours prior to the dance will only have a club dance of a little more than one hour. When this happens, more dancers are lost from the club than are gained in the class. If you are sitting at home, comfortable in an easy chair and the dance starts at 8:30, the desire to stay home vs. getting dressed for one hour, staying home will win out.
2. Almost without exception, clubs that have young dancers, are maintaining their own or growing. It might be my imagination, but the younger the person, the more animated, enthusiastic, or passionate they are about how they feel and what they like or dislike. In sales, an enthusiastic or passionate salesperson will be your best representative because everything is approached with a positive view. The older we get we tend not to cheer at football games or yell at the traffic and don't become exuberant when talking about square dancing. We talk about the grand kids and our last operation or trip. The older our dancer population, the fewer salespeople that we can count on.
3. Square dance organizations all across the country can only judge their success by the balance sheet at the end of the year. This sheet doesn't list in most cases, the number of dancers added or lost during the year. It will only show the money spent and whether the bank account grew. If the account was smaller, that President was labeled as a spend thrift and their term as not successful. If the dancers

don't belong to the District, then money spent on advertising can not be recouped and will have a negative impact on the bottom line. State and local organizations control the large bank accounts and have not been taking the steps necessary to increase our numbers for fear of being labeled.

4. The average caller has not taken the time required, to polish their skills at doing a great one-night stand. The one-night stand was what sold our activity to so many during the fifties and sixties. I've asked myself why aren't we working at doing a better one-night stand? The only answer that comes to mind is, we as callers, cannot hear the applause after we leave the dance. At a regular dance, if we do a masterful job, we will hear the applause for weeks or months, from our fellow dancers. One-night stands allow, the caller, to share in the glory of the evening with only one person, themselves.

The 1998 Consumer Reports Buyers Guide list two hundred and eight models of cars and trucks and this doesn't include different trim packages and power train options. Everyone buys what they desire in a car and can afford. I think the same holds true in square dancing. The new dancer will stay in lessons as long as they can afford the time and receive in return the benefit of enjoyment. When the new wears off in a car and the miles start adding up, the owner starts looking for a new replacement and in our activity, that means a new recreation and the new dancer is lost.

We as callers have become complacent, and don't work at presenting a varied program. The moves that have been dropped from our list added variety to the dance program. A Back Track from a Promenade or Star Promenade, was not difficult for the dancer and gave them the opportunity to move with the music and was boring to the caller. The dancers didn't vote on dropping moves, bored callers without a thought for the dancer voted out moves. We change singing calls, but the figures all are the same. Thirty years ago, when a new singing call came out, it had a figure written for that tune and it would never be used with another song. The singing call was requested for the figure as well as the tune. Recently I called on a multi caller program, where six out of twelve callers used the same figure in their singing calls. If a recording artist can't take the time to be creative, why would they expect the average club caller to?

What I am saying is, the list, dancers, club officers or the time required to teach, are not the problem. We are. The average caller doesn't know or understand body flow and timing. If you think I'm being unfair, then I

ask you to go visit your fellow callers and watch as they teach the new dancer. Make note of the following moves as they are being taught; Ladies Chain, Right & Left Grand, Weave the Ring, Dixie Style to an Ocean Wave, Spin Chain the Gears, and the list goes on. If the men were not given any instructions to move to the right in Ladies Chain, then it's not being taught properly. During the Right and Left Grand, were they told to go in and out, so that their shoulders almost touched in the middle? If not, how can we teach Weave the Ring, in and out like a Right and Left Grand? The dancers started doing a Star Thru instead of a Swing near the end of the singing call verse, because they didn't have time to Swing. We didn't teach that the inactive dancers were to meet the actives for a Do Si Do. This adds two beats to a Square Thru and increases the size of the square by sixty six inches. Swing Thru and Boys Run without the ladies moving towards the center adds six feet. These all add up to a square so big that the dancer has only two beats before they Promenade. Now whose fault is that? The teacher or improperly taught caller. Caller schools need to stop teaching callers to call and start teaching them how to teach.

Music and repetition have lost their place in our activity. A short walk through of the move being taught, should be followed with music at the tempo of a normal dance and the move repeated from every direction possible. When was the last time you went ballroom dancing, and had to wait two beats between phases in the music? Then why do we wait for the dancer to complete the move before calling the next move? If a cuer cued the way we call, they would be booked only once. Some of this country's finest touring callers are the worst at making you wait for the next call. The new dancer wants to dance and not wait. Dancing requires one step per beat of music. Marshall Flippo is loved because of timing, flow and consistent delivery, along with an abundance of great talent.

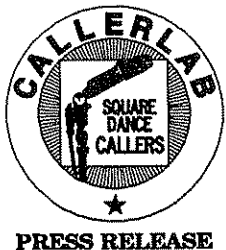
If callers don't take the time to hone their skills, will they change their list? I think not. It concerns me that we are contemplating raising the sword to slay the goose and for some the "Golden Goose".



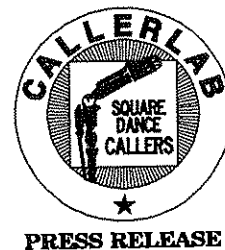
A PARTING THOUGHT!

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

---Theodore Roosevelt



FOR IMMEDIATE RELEASE
June 1998



***** START *****

CONTRA OF THE QUARTER

Yona Chock, Chairman of the Contra and Traditional Dance Committee, is pleased to announce that the committee has chosen **THE BELLES OF AUBURN** as the Contra Dance of the Quarter for the period to July 1, to October 31, 1998.

THE BELLES OF AUBURN

The BELLES OF AUBURN is an original dance by Roger Knox, invented on the spot in Auburn NY, while he was trying to recall another dance.

MUSIC: "Maple Leaf Jig" or "Hold the Mustard Jig", on the Hold the Mustard HTM IL.

FORMATION: Improper Duple (Couples 1, 3, 5, etc., crossed over).

Beats of Music:	Description of Dance
1- 8 ----,	Sashay down with the next below. Actives step into the middle of the set and stand back-to-back facing the ones below. Join both hands and slide down the set. <i>Away from the caller.</i>
9-16 ----,	Sashay back to place.
17-32 ----,	Balance and Swing the same one. Balance forward and back (4 beats). Then swing for 12 beats. End facing down with the ladies on the gents right in a line of four. Join hands.
33-40 ----,	Down the center four in line, wheel as a couple.
41-48 ----,	Four in line come back to place and bend the line to face across.
49-64 ----,	Same two ladies chain over and back.

***** END *****

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE
June 1998



PRESS RELEASE

***** START *****

TRADITIONAL DANCE OF THE QUARTER

Yona Chock, Chairman of the Contra and Traditional Dance Committee is pleased to announce that the committee has chosen **WHEEL AROUND** as the Traditional Dance of the Quarter for the period July 1, to October 31, 1998.

WHEEL AROUND

WHEEL AROUND was originated by Johnny Cook of El Paso, Texas. This dance was the first use of the call, "Wheel Around". The dance was recorded by Herb Greggerson on Capitol Records and immediately became a basic.

MUSIC: Your favorite hoedown

FORMATION: From a Promenade

Description of Dance

Head couples Wheel Around (to form two-facing lines of four)

Right and Left Through, go two by two

Right and Left back on the same old track

Two Ladies Chain across the hall

Now Chain them back, don't let them fall

Now Chain this lady down the line

Hold on to her, you're doing fine

and Promenade, but don't slow down...

Repeat call for sides, then sides again, then heads to get your original partners back.

Suggested by Dave Trowell of Orlando, Florida (formerly of El Paso, Texas)

***** END *****

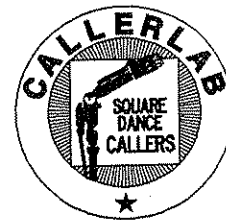
We thank you for the coverage you have given us in the past and for your continued support in the future.

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PRESS RELEASE

FOR IMMEDIATE RELEASE
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PRESS RELEASE

***** START *****

PLUS EMPHASIS CALL

Larry Davenport, Chairman of the Plus Committee, is pleased to announce that **FLIP THE DIAMOND** has been selected as the Plus Emphasis Call for the period beginning July 1, thru October 31, 1998. (Standard formation, arrangement and comment are provided from the CALLERLAB "Standard Plus Applications" document.)

FLIP THE DIAMOND

STANDARD STARTING FORMATION:

Twin right-hand Diamond

ARRANGEMENT:

"1/2" (boys as centers and girls as points)

COMMENT:

"0" (girls as centers and boys as points) is becoming more common

DEFINITION:

Starting formation - Any Diamond

The centers of the diamond do a Diamond Circulate to the next position in their diamond, while the points Run ("Flip" 180°) into the nearest center position and join hands to become the centers of the forming wave or line. When "flipping" a facing diamond, the points always take the inside path, and the centers always take the outside path.

STYLING:

From a normal diamond formation, all dancers blend into hands up position as required for ocean wave basic. If the starting formation is a facing diamond, all dancers blend into a couple handhold.

ENDING FORMATION:

Wave or line

DANCE EXAMPLES:

(from Zero Box: Swing Thru, Boys Run, Girls Single Hinge, Diamond Circulate, **FLIP THE DIAMOND**, Girls Trade, Swing Thru, Boys Run, Ferris Wheel, Centers Pass Thru. (Zero Box)

(from Zero Box): Swing Thru, Boys Run, Girls Single Hinge, Diamond Circulate, **FLIP THE DIAMOND**, Girls Trade, Linear Cycle, Slide Thru, Left Allemande.

(from Zero Box): Swing Thru, Boys Run, Girls Single Hinge, Diamond Circulate, **FLIP THE DIAMOND**, Fan the Top, Right & Left Thru, Slide Thru, Left Allemande, (Zero Box).

(from Static Square) Heads Pass the Ocean, Extend, Girls Single Hinge, Facing Diamond Circulate, **FLIP THE DIAMOND**, Girls Trade, Ferris Wheel, Square Thru 3/4, Left Allemande.

**ALLEMANDE LEFT
GETOUT:**

(from Zero Box): Slide Thru, Right & Left Thru, Pass the Ocean, Boys Run, Boys Single Hinge, Diamond Circulate, **FLIP THE DIAMOND**, Boys Trade, Girls Trade, Left Allemande.

**RIGHT AND LEFT
GRAND:**

(from Static Square): Heads Square Thru, DoSaDo to a Wave, Girls Trade, Girls Run, Boys Single Hinge, Diamond Circulate, **FLIP THE DIAMOND**, Boys Trade, Extend, Right & Left Grand.

**SINGING CALL
EXAMPLES:**

Heads Square Thru, Single Circle to a Wave, Boys Trade, Boys Run, Girls Single Hinge, Diamond Circulate, **FLIP THE DIAMOND**, Girls Trade, Swing Thru, Boys Trade, Swing the Corner, Promenade.

Heads Square Thru, Single Circle to a Wave, Boys Trade, Boys Run, Girls Single Hinge, Diamond Circulate, **FLIP THE DIAMOND**, Girls Trade, Linear Cycle, Star Thru, Swing the Corner, Promenade.

Heads Pass the Ocean, Extend, Girls Single Hinge, Facing Diamond Circulate, **FLIP THE DIAMOND**, Girls Trade, Ferris Wheel, Centers Right & Left Thru, Pass Thru, Swing Corner, Promenade.

TIMING: 3 beats

* * * * * **END** * * * * *

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

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PRESS RELEASE

***** START *****

PLUS QUARTERLY SELECTION

In the most recent KEEP/DROP balloting, the Plus Quarterly Selection **GO RIGHT/LEFT TO A WAVE** was voted to be dropped.

The current Quarterly Selections are:

- MAINSTREAM NONE
- PLUS NONE
- ADVANCED FOLLOW TO A DIAMOND - 9/97

***** END *****

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

THE CALLERLAB BOARD OF GOVERNORS

USDA EDUCATIONAL MATERIALS

USDA (United Square Dancers of America) has produced club leadership and educational materials for use by dancers and leaders to promote and perpetuate the dance activity. The following is a list of what items are available at this time:

INFORMATION SHEETS (one sheet, printed both sides, trifolds) FREE OF COST

NUMBER	SUBJECT
IS-001-97	Recruiting New Dancers
IS-002-97	Retaining Dancers
IS-018-97	Square Dance Attire
IS-020-97	Square Dance Organizations
IS-023-96	Class Graduation
IS-025-96	Club Newsletters
IS-28-097	Club Specials
IS-040-96	Club Checklist
IS-045-96	Master of Ceremonies
IS-047-92	Square Dance Floats
IS-050-97	Club President Responsibilities
IS-051-97	Vice President Responsibilities
IS-052-97	Past President Responsibilities
IS-053-96	Club Secretary Responsibilities
IS-054-96	Club Treasurer Responsibilities
IS-055-96	Social Director Responsibilities
IS-056-96	Club Delegate Responsibilities
IS-057-96	Club Member Responsibilities
IS-058-96	Club Caller Responsibilities
IS-060-96	Club President Calendar
IS-062-96	Vice President Calendar
IS-063-97	Club Secretary Calendar
IS-064-96	Club Treasurer Calendar
IS-072-97	USDA Information
IS-073-97	USDA Officers & Committees

PAMPHLETS (Pamphlets are 5½" x 8½")

P-023-92	Class Graduation	(36 pgs)	\$1.50
P-025-97	Club Newsletters	(48 pgs)	1.50
P-042-97	National SD Convention	(24 pgs)	Free
P-070-97	Club Erosion	(16 pgs)	Free
P-Y01-93	Attention Youth Dancers	(12 pgs)	Free
P-Y02-93	Youth Advisor's Guide	(12 pgs)	Free

BOOKLETS (Booklets are 8½" x 11")

B-018-97	Square Dance Attire	(28 pgs)	\$3.00
B-028-97	Club Specials	(40 pgs)	\$3.00
B-071-96	Games, Gimmicks, Skits	(40 pgs)	3.00
B-074-94	Take the First Step	(42 pgs)	3.00
B-075-97	Recruiting & Keeping New Dancers	(60 pgs)	Free

Copies of these educational materials may be obtained from:

John & Janet Rothrock
USDA Education Committee
3206 SW 33rd Ct
Topeka KS 66614
(913) 272-4332

Copies of the two Youth Pamphlets may be obtained from:

Debra Mills
USDA Youth Advisory Committee
5102 New Mexico Lane
Cypress CA 90630
(714) 828-6119



PRESS RELEASE

FOR IMMEDIATE RELEASE

June 1998

***** START *****



PRESS RELEASE

The following was reprinted from January 1994 *Mayo Clinic Health Letter*, with permission of Mayo Foundation for Medical Education and Research, Rochester, Minnesota 55905.

SOCIAL DANCING

Jazz up your fitness routine with a regular dose of dance.

Evelyn resolved that in 1994 she'd exercise regularly. But it's only the beginning of the new year and she's already bored with her new stationary bike. The rowing machine and treadmill at the YWCA also hold little appeal.

When a friend coaxed her to go along for an evening of free dance lessons, she realized exercise doesn't have to be a chore.

It's true. Whether you're swirling across the floor to a Strauss waltz or doing do-si-dos to the commands of a square dance caller, you're getting exercise -- and probably having fun too.

Dancing pairs you up with more than a partner.

From burning calories to socializing with friends, dancing offers these health benefits:

- **Calories** - Dancing can burn as many calories as walking, swimming or riding a bicycle. During a half hour of sustained dancing you can burn between 200 and 400 calories.

One factor that determines how many calories you'll expend is distance. In one study, researchers attached pedometers to square dancers and found each person covered nearly five miles in a single evening.

- **Cardiovascular conditioning** - Regular exercise can lead to a slower heart rate, lower blood pressure and an improved cholesterol profile.

Experts typically recommend 30 to 40 minutes of continuous activity three to four times a week. Dancing may not provide all the conditioning you need, but it can help. The degree of cardiovascular conditioning depends on how vigorously you dance, how long you dance continuously and how regularly you do it.

- **Strong bones** - The side to side movements of many dances strengthen your weight bearing bones (tibia, fibula and femur) and can help prevent or slow loss of bone mass (osteoporosis).
- **Rehabilitation** - If you're recovering from heart or knee surgery, movement may be part of your rehabilitation. Dancing is a positive alternative to aerobic dance or jogging.
- **Sociability** - Dancing contains a social component that solitary fitness endeavors don't. It gives you an opportunity to develop strong social ties which contribute to self-esteem and a positive outlook.

Would you like to dance?

Tomorrow night when you consider settling down for a little television, turn on the music instead. After a few spins around the living room, you'll have so much fun you may forget you're exercising.

The following is an excerpt printed from the USDA News, reprinted from Dancin'News of Central Florida.

LIVE TEN YEARS LONGER!

Square Dancing will add ten years to your life, a surprising new study shows. Dr. Arron Blackburn states, "It's clear that square dancing is the perfect exercise. It combines all the positive aspects of intense physical activity with none of the negative elements."

The study was based on their physical examinations which indicated that both female and male square dancers could expect to live well into their "80's."

The square dance movements raise the heart rate like any good aerobic exercise should. All the quick changes of direction loosen and tone up the muscles - but not so severely as to cause injury. In square dancing, when you're not moving, you're clapping hands or tapping feet, which all contributes to long term fitness.

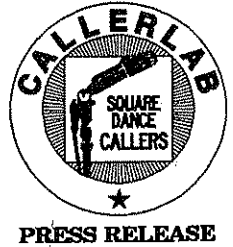
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We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



FOR IMMEDIATE RELEASE
June 1998



***** START *****

CALLER CONTRACTS AVAILABLE!

CALLERLAB, The International Association of Square Dance Callers is pleased to announce the continued availability of pre-printed caller contracts (confirmation agreements) for use by square dance clubs and associations when booking callers.

Agreements are two-part, carbonless forms and are priced at \$5.00 per pack of 20 forms (postage paid). Order from: CALLERLAB 829 - 3rd Ave. S.E. #285 Rochester, MN 55904-7313 or phone 507/288-5121

CONFIRMATION AGREEMENT form with fields for Caller's Name, Club Name, Street Address, Club Contact, City, State, Zip, Telephone, Contact Street Address, Date of dance, Time, and Dance location. Includes a list of 7 items to check and a signature line for the caller.

***** END *****

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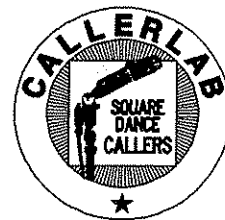
THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

June 1998



PRESS RELEASE

***** **START** *****

GIVE TO SQUARE DANCING AND TAKE A TAX DEDUCTION

by Ed Foote

Recently a group of dancers were discussing charitable contributions and what groups they gave to during the year, such as the United Way, Salvation Army, churches, etc. Someone made the comment that they wished they could make a charitable contribution to the square dance activity and get a tax write-off for it, but that there was no way to do this...

YES THERE IS! The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing is a non-profit corporation dedicated to preserving the heritage of the square dance activity. The Foundation was established in 1990 by CALLERLAB, *The International Association of Square Dance Callers*, as a way to safeguard the history and to promote the growth of square dancing.

The Foundation is the legal entity through which money is raised to carry out the specified goals of the organization. It is registered with the Internal Revenue Service as a 501(C)(3) corporation, and donations to the Foundation are tax deductible.

The mission of the Foundation is to "preserve and promote square dancing through the preservation of the heritage of square dancing, the establishment and enhancement of a positive perception of square dancing, and education regarding the benefits of square dancing to the general public."

Goals of the Foundation are to "develop and maintain a national advertising campaign to promote square dancing, develop and encourage educational programs directed toward the mission of the Foundation, and provide funding through grants and loans to support the mission of the Foundation. A major goal is to promote the wholesome nature of the activity."

The Foundation has already accomplished much in support of its goals, such as; (1) published and distributed almost one million brochures to promote square dancing, (2) produced and distributed over 4000 promotional video tapes containing TV public service announcements to be used in recruiting new dancers, (3) provided a grant to the New England Foundation for the preservation of square dancing, (4) provided square dancing educational materials to the Czech Republic, (5) funded an educational exchange between master dance instructors from the Peoples Republic of China, and square dance leaders in the United States, and (6) in funding a variety of projects all aimed at promoting square dancing.

The Foundation has numerous future projects under consideration but funding is needed to make them a reality.

A sample codicil for last will and testaments for those who would like to bequeath money to the Foundation has been developed and is effective in all 50 states and Canada.

Individuals, square dance clubs, dancer organizations, and caller associations may wish to consider making a donation for this ongoing preservation of square dancing. Checks can be made payable to the CALLERLAB Foundation.

To make a donation, receive the sample codicil, or receive additional information, contact; The CALLERLAB Foundation, 829-3rd Ave. SE, Suite 285, Rochester, MN 55904. Phone: 507-288-5121.

Reprinted from Northeast Square Dancer, October 1997.

***** **END** *****

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

THE CALLERLAB BOARD OF GOVERNORS

CALLERLAB SALES ITEMS**

			Qty	Cost
CALLERLAB Permanent badges (with name engraved) . . .	\$ 7.00		_____	\$ _____
CALLERLAB Decals (see below for styles & sizes)50		_____	\$ _____
CALLERLAB Logo Pins (Tie-tacs, Lapel Pins or Charms) . .	5.00		_____	\$ _____
CALLERLAB Twenty-Five Year Pins	5.00		_____	\$ _____
CALLERLAB Patches (3 1/2") iron on or sew on	3.00		_____	\$ _____
CALLERLAB Badge Dangles (Logo)	1.00		_____	\$ _____
Starter Kit for Newer Callers	20.00		_____	\$ _____
Caller Contracts (Confirmation) (20 2-part forms)	5.00		_____	\$ _____
Dance Program Lists, Basic/Mainstream - revised 12/10/93	6.00/50		_____	\$ _____
Dance Program Lists, Plus - revised 11/1/97	6.00/50 (NEW)		_____	\$ _____
Dance Programs Lists, Advanced - revised 1/98	6.00/50		_____	\$ _____
Dance Programs Lists, C-1 - revised 10/95	6.00/50		_____	\$ _____
Dance Programs Lists, C-2 - revised 10/95	6.00/50		_____	\$ _____
Styling Handbook - Basic, MS, & Plus - revised 11/1/97 . .	3.00 (NEW)		_____	\$ _____
Basic/Mainstream Definitions - revised 12/10/93	4.00		_____	\$ _____
Plus Definitions - revised 11/1/97	4.00 (NEW)		_____	\$ _____
Advanced (A1 & A2) Definitions - revised 6/1/96	4.00		_____	\$ _____
C-1 Definitions - revised 5/97	4.00		_____	\$ _____
C-2 Definitions - revised 11/97	4.00 (NEW)		_____	\$ _____
Choreographic Guidelines - 9/96	18.00		_____	\$ _____
Standard Basic/Mainstream Applications (Booklet)	9.00		_____	\$ _____
Standard Plus Applications (Booklet)	6.00		_____	\$ _____
Advanced Dancing Booklets (pack of 10)	3.00		_____	\$ _____
Building Guidelines - revised 4/96	5.00		_____	\$ _____
Partner Handbook (while they last)	10.00 \$5.00		_____	\$ _____
Community Dance Program (Booklet) - revised 7/95	5.00		_____	\$ _____
Curriculum Guidelines For Caller Training w/Supplement .	50.00		_____	\$ _____
Supplement for above if you already own Guidelines	30.00		_____	\$ _____
Wall Clock w/CALLERLAB logo - wood, black, or brass . . .	25.00 (NEW)		_____	\$ _____
Vinyl Zippered Portfolio (pictured on back)	6.00		_____	\$ _____
Fanny Packs with logo (pictured on back)	10.00		_____	\$ _____
CALLERLAB Jackets				
LINED - SM, MED, LG, XLG	30.00		_____	\$ _____
XXLG	32.00		_____	\$ _____
XXXLG	34.00		_____	\$ _____
CALLERLAB Logo, ___ front or ___ back (please check one)			_____	No charge
Add for embroidered name on jacket	5.00		_____	\$ _____
UNLINED jackets available on special order only. Call the Home Office for details.				
Belt Buckles- Steel Gray (pictured on back)	13.00		_____	\$ _____
Gold Finish	17.00		_____	\$ _____

**Prices include postage. Overseas shipments will be by surface mail unless additional postage is paid.
Minnesota residents add 6 1/2% sales tax.

Send to:

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

Tax (if applicable) \$ _____

Order Total \$ _____

NOTE: Decals are available for all Members, Associates, and Apprentices in the following sizes and styles:

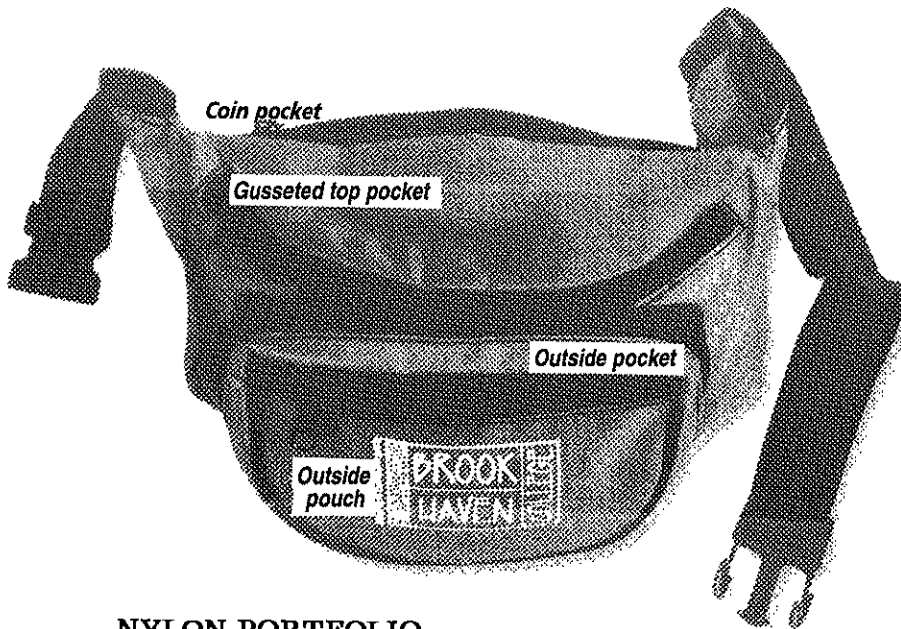
3 1/2" - white - outside use, 3" - clear - outside use, 3" - white - inside use.

Ship To: _____

Logos shown below may be reproduced on your stationery, flyers, etc. (Important Note: The logo which appears on CALLERLAB envelopes, etc., showing a star at the bottom center, is reserved for corporate use ONLY and should not be reproduced in any form.)



FANNY PACK:
Royal Blue
with CALLERLAB Logo



Belt Buckle Shown Actual Size

NYLON PORTFOLIO
with CALLERLAB Logo

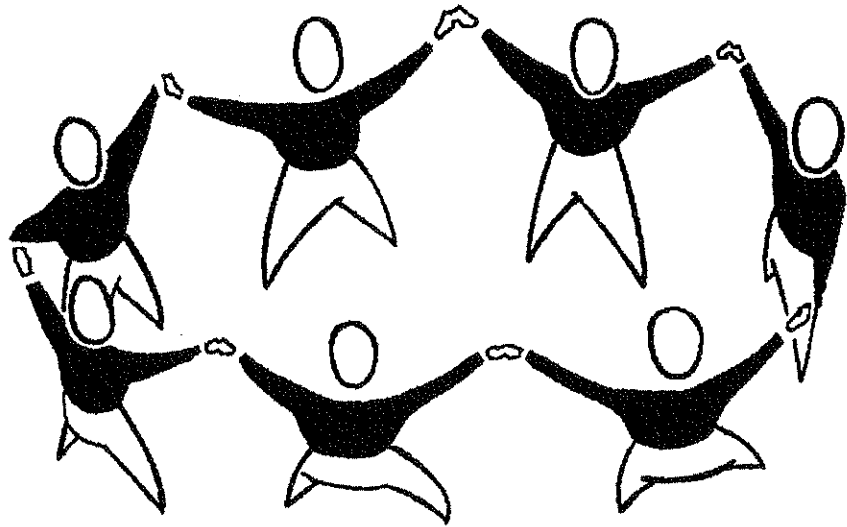


E

C

M

A



1 When a dancer goes down,
a second dancer attends to him/her.

2 Remaining couples join hands
and take a step backward.
This will allow the injured person
and attendant air and room.

3 Raise joined hands as high as
possible in the form of an
arched circle.

4 On seeing this signal, the caller or
hall monitor will immediately place
an Emergency Call for Medical Aid.

EMERGENCY CALL

for MEDICAL AID

