

NEWSLETTER  
for Members of  
CALLERLAB



The International Association  
of Square Dance Callers

ROCHESTER, MINNESOTA

**VOLUME XXVI NUMBER THREE - NOVEMBER 1998**

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**CURRENT QUARTERLY SELECTIONS:**

**MAINSTREAM:** None  
**PLUS:** None  
**ADVANCED:** Wind the Bobbin (1/99)

**EMPHASIS CALLS:**

**BASIC** No Selection for (1/99)  
**MAINSTREAM:** No Selection for (1/99)  
**PLUS:** Trade the Wave (11/98)

**FUTURE CONVENTIONS:**

**MAR 29-31, 1999** Dallas Grand Hotel, Dallas, Texas  
**APR 17-19, 2000** Plaza Hotel/Casino, Las Vegas

**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.Wohlers & Co. 1-800-503-9227.

**FROM THE CHAIR**

**R**ecently I was privileged to visit our square dance caller/members in New South Wales, Australia to participate in a very unique public relations campaign to help to enhance and change the current perspective of square dancing for the general public. The program was exciting, dynamic, all-encompassing, and affordable -- things which we at CALLERLAB have been searching for in order to help us promote square dancing. Hats off to the visionary square dance callers and supporters in Australia for having the gumption and initiative to undertake this type of program for the benefit of square dancing everywhere.

The program began when a group of callers got together to discuss the problems of promoting square dancing for new class members. At this time, it was decided that the callers would approach a PUBLIC RELATIONS FIRM, and ask if there was a possibility that the firm could help in a situation where it appears that we have a product only at certain times of the year (classes only begin once a year making it difficult to market our services). In the past, other programs of this sort have tried to utilize MARKETING FIRMS, but have found that they tend to be a bit (or a lot) expensive.

The public relations firm, Advanced Public Relations of Sydney, first conducted a marketing study doing most of the leg work in-house to keep costs as low as possible. The study and analysis cost approximately \$2,000 and gave the callers a very reliable picture of the general public's perception of square dancing, and an idea of what it would take to change that perception. It was found that the style of music that was thought of in conjunction with square dancing (most thought of; old time square dance music and twangy fiddle tunes) as well as the dress, perceived age of square dancers, perceived death of square dancing, and location choices, all played a role in making it

difficult to recruit new dancers.

The P. R. firm then suggested that the callers begin working in partnership with the Square Dance Society (similar to a square dance association or federation) and the Competition Society of New South Wales. (Competitions for styling and dance techniques are held in New South Wales and usually the younger dancers migrate to these groups). Once this partnership was formed, the public relations firm gave an estimate of \$30,000 to conduct a six month campaign with a three to four week emphasis program on radio, television, newspaper, and public appearances and demonstrations.

This is where I came in. I was asked to visit Australia and serve as the focal point for this P.R. campaign. The reason for bringing in a young (well, fairly young anyway) female, American caller, was to give the P.R. firm a new angle for promoting changes in square dancing today. The general public perceived square dancers and leaders as older men, and with the promotion of a female caller, this perception could easily be changed to help modernize the image of square dancing in peoples eyes.

Another area in which change was exhibited was in the style of dress being worn in square dance circles in the U.S. Although we were careful to let people know that the traditional style of square dance attire would probably always be with us, many women felt very comfortable in the prairie skirts that are available today. Because of the work environment around the world, it was discovered by the P.R. firm that women would be more willing to try square dancing, if the dress (or gear as it is known in Australia) was something that they could wear to work and then to the dance without having to change in between. This situation was utilized by the firm to give people the understanding that square dance attire was not required for classes, and there were options for people once they were fully integrated into the square dance activity.

The music selection for demonstrations, radio, and television interviews was carefully selected to reflect a modern turn in the type of music we are using in square dancing today. After searching through my case, I realized that I do not use a great deal of modern music, but tend to use those pieces that fit my voice style. After consideration, we were able to come up with a list of music to use that was up-beat, more modern sounding as far as production styles, and had a great deal of crowd appeal. It was interesting to see the crowds respond to this "new" style of music as we travelled through Australia.

Currently, results of this promotion are unknown and there are still 4 more months of the program with the P.R. firm before an accurate evaluation can truly be made. But, I believe that any public relations and marketing is better than what most of us have currently been experiencing. And the callers and dancers in Australia are very encouraged. Let me relate one example of the change that has taken place in the minds of the general public. After we had been actively promoting dancing through the media for about 2 weeks, one of the callers in the Sydney area was hosting a birthday party for his daughter who was turning 18. When a friend of the daughter arrived at the party, her mother in tow said to her, "Don't Christy's parents square dance? You know that is really popular and from what I have seen on television, everyone is doing it." Wouldn't it be wonderful for people worldwide to have this image of square dancing. After all, we know that square dancers are anything but square. Let's tell the world that, too.

Laural Eddy-Moseley, Chairman  
CALLERLAB Board of Governors

### POINTS TO PONDER!

- What is the speed of dark?
- Why isn't phonetic spelled the way it sounds?

*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.

## PARTNER'S CORNER

**I**t's already time to start looking forward to the next CALLERLAB Convention. We will be in Dallas this spring. Plans for the Partner's sessions will include the Partner's Informals session. We started this session at the last convention in Cincinnati and had a very enthusiastic group. If you plan to attend, please bring all of your questions and your suggestions to this session for discussion. We will also have two other sessions, which are currently in the planning stage.

The Tuesday afternoon "field trip" has been a popular addition to the Partner's convention experience. We are downtown, so maybe we won't need a bus. However, we may still be looking for advance registration. Watch for information in your registration package.

Your ideas and your experiences are very important to the success of our sessions. I look forward to seeing all of you at the convention.

For the Partners Committee  
Kathy Davenport, Chairman  
Mary Ann Alexander, Vice Chairman

## UNWANTED SOLICITATIONS

**T**he Home Office has received several complaints from members that they are receiving unwanted solicitations that seem to have come from companies or individuals that have somehow obtained access to our membership roster.

Members are reminded that our membership roster is provided *for the personal use of CALLERLAB members only*, as clearly stated on the front cover of the roster.

The roster is copyrighted and printed on "DO NOT COPY" paper to discourage any copying or scanning for commercial purposes. The roster should not be loaned, given, or otherwise made available to non-members. If you have a legitimate need for more than one copy of the roster, please contact the Home Office. Extra copies are available at a cost of \$10.00.

## COMMITTEE MEMBERSHIP

**M**any CALLERLAB committees need your help! Here's your chance to get involved with the internal workings of CALLERLAB... Use your knowledge and expertise to help a committee make the right decision. Make your opinions count by taking an active part in committee actions. Remember, under the new bylaws, all members except Apprentice Members may serve on committees and vote on committee business. Committees identified with an asterisk (\*) require qualification. Please call the Home Office for information or to join one or more committees. The following standing committees solicit your participation:

Accreditation  
Advanced\*  
Advanced QS\*  
Basic/Mainstream\*  
Caller Association Liaison  
Caller Training\*  
Callers Partners  
Canada Advisory Group\*  
Career Callers\*  
Challenge\*  
Choreographic Applications (CAC)  
Community Dance Program (CDP)  
Contra & Traditional Dance  
Education  
Mainstream QS\*  
Overseas Advisory Group\*  
Plus\*  
Plus QS\*  
Public Relations  
Recruit, Promote, Maintain (RPM)  
Research & Development  
Square Dance Issues  
Women In Calling

## MIND YOUR HOME BUSINESS

**A** Homeowners policy may protect your home quite well--but it probably doesn't insure your square dance business. Homeowners policies are not designed for home businesses, nor do their premiums reflect the additional risk. Experts estimate that 60% of home businesses are incorrectly insured for their potential losses.

The loss of one piece of computer equipment or software could cause a loss of income, and obtaining a replacement fast may incur extra expense.

Conducting a proper business requires proper insurance. Did you know that CALLERLAB members can purchase affordable equipment insurance through the same company that provides our group liability coverage? This plan covers your calling equipment for the full replacement value . . . no matter how old it is, so long as it is insured for its full replacement value.

Theft, water, vandalism, fire, lightning, and breakage due to other hazards associated with calling square dances . . . any possible threat to your equipment is covered under this "ALL-RISK" Plan with very few exclusions! Your equipment is covered where it is located or while in transit within the United States, Puerto Rico, Canada, District of Columbia, and at temporary locations anywhere in the world . . . 24 hours a day, with very few exclusions.

It covers the usual calling equipment such as sound systems, microphones, speakers, speaker stands, remote microphones, records, tapes, and recorders, as well as

electronic equipment used in your business, such as computers, word processing equipment, and video equipment. Easy to apply for, and has special features that allow you to customize it to your own specific needs.

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 1-800-503-9230, for complete information or contact the Home Office for a brochure.

### FINANCIAL ASSISTANCE AVAILABLE

**C**ould you use some financial assistance in furthering your square dance calling career? Why not apply for a CALLERLAB scholarship?

Callers wishing to attend a reputable callers' college may apply for the Tex Hencerling Memorial Scholarship, which 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 1999 Tex Hencerling Scholarship must be received by the Home Office no later than May 1, 1999, in order to be considered by the Executive Committee at their May meeting.

CALLERLAB also sponsors an association grants program. The intent of this program is to make quality caller training available to caller associations who are affiliated with CALLERLAB and who could not otherwise afford it.

Any CALLERLAB affiliated callers' association is eligible to receive a grant of up to \$150 a day, to a maximum of \$450, under this program, providing it is able to establish that the intended program could not be held without some form of financial assistance and that it has received no CALLERLAB training grant for a period of at least three years prior to the date of the proposed clinic or training program.

To qualify for a grant, the association must submit a written application at least four months prior to the date of the intended program.

Contact the Home Office for full details on scholarships and grants.

### 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 enclosed Sales Items list. Cost is \$20.00, which includes shipping.

### JACKETS & BELT BUCKLES

**T**he Home Office now offers a nylon windbreaker with a lightweight (flannel) lining. It has a square bottom, drawstring, snap front closure, and CALLERLAB logo. There is also an unlined (nylon shell) jacket available by special order only. They are royal blue with a white 3-inch logo on the front, or a 6-inch logo on the back. Your name can be embroidered on either jacket for \$5.00.

The belt buckles are very attractive and are available in two finishes - steel gray (which looks like pewter) and a gold finish. The buckle is shown, actual size, on the back of the Sales Item order form. At \$13 for the steel gray finish or \$17 for the gold finish (postage included), these buckles are a real bargain.

Prices for the jackets and buckles are listed on the Sales Item order form included in this issue of *DIRECTION*. Please be careful to provide all applicable information when ordering the jacket.

### MATCHING GIFT PROGRAM

by Paul Walker

**A**s I was writing my check to the CALLERLAB Foundation, I was wondering if AT&T would have the Foundation on their list of approved,

## BASIC/MAINSTREAM REVISION

**R**ecently the Basic/Mainstream Committee established a sub-committee headed by Clark Baker to review the Basic/Mainstream Program list as published by CALLERLAB. The purpose of this review was to develop a list that would enhance the presentation of the Basic/Mainstream Program and clarify the way certain calls and call families are listed. NO CALLS were to be added nor deleted from the program.

The sub-committee presented a proposed list which was reviewed and approved by the Basic/Mainstream Committee earlier this year and is now available through the CALLERLAB office. Even though no new calls were added, the list does appear larger due to the clarification of the calls as previously listed. Additionally, Clark Baker, as Chairman of the Definitions Sub-Committee, is now preparing an update to the definitions that will correspond to the calls as presented in the new list.

THIS IS NOT A NEW PROGRAM, only an enhancement to the previous list of calls. My thanks again to Clark and all those who presented input in this assignment.

Dana Schirmer, Chairman  
Basic/Mainstream Committee

### IN MEMORIAM

Michael Dworzack, Amarillo, TX, 3/6/98  
Charles Blansit, Fort Wayne, AL, 7/20/98  
John Hicks, Centerville, OH, 7/28/98  
Roger Morris, Sacramento, CA, 9/1/98  
Orbie Griffin, Choctaw, OK, 9/6/98  
Wendell Law, St Johns, MI, 9/9/98  
Tom Hoffman, Gardners, PA, 10/30/98

## C-3A CALLS AND CONCEPTS

**E**d Foote, Chairman of the Challenge Committee is pleased to announce that CALLERLAB has adopted the C-3A Program as an official CALLERLAB dance program. An official list of C-3A Calls and Concepts is now available from the Home Office. A definitions document is being prepared by the Challenge Committee. Upon completion, its availability will be announced in *DIRECTION*.

## OUR CORPORATE LOGO

**W**e are beginning to notice more and more callers using the corporate logo on their ads. The corporate logo is identified by the star in place of the word Member, Associate, or Apprentice. Members should only use the logo appropriate to their membership category.

The CALLERLAB Sales Item sheet that is sent to every member at least twice a year, has a selection of logos printed on the back. A Sales Item sheet is included with this issue of *DIRECTION*.

## MEMBERSHIP DRIVE COMING!

**T**he Ways & Means Committee is planning a membership drive for the 1999/2000 dues year. Details will be announced in the February issue of *DIRECTION*.

Members will be able to earn credit toward their membership dues and convention fees by signing up new members. Credits may not be applied to BMI/ASCAP or liability insurance fees.

## PLUS COMMENTARY

**T**he cliché "time flies" certainly seems truer each year. Cincinnati was six months ago; Dallas is only six months away. I would like to put in a pitch now, that you should make plans to attend the 1999 Convention, and you should plan on coming to the Plus Committee meeting at the convention. Come and discuss your ideas on how we as CALLERLAB should manage this program.

Plus is the major program in many areas. It can provide dancers with a dancing experience that ranges from easy (standard positions) to challenging (varying formations and arrangements). Plus provides us with the tools we need. The key to fully utilizing the program lies in proper teaching, caller flexibility, and caller judgement. Dancers who are confident in their knowledge of the moves have more fun. Callers who have the skills to be flexible and adjust to an appropriate level for the floor, can make weaker dancers more confident. Good judgement is how we make decisions as callers on calling smooth choreography with an appropriate degree of difficulty at any given dance. Dancers want to enjoy fun dancing and good times with their friends. Our ultimate goal as callers is give dancers the opportunity to do so.

For the Plus Committee,  
Larry Davenport, Chairman

## BOARD OF GOVERNORS ELECTION RESULTS

**W**e would like to offer our congratulations to the following members who have been newly elected to a 3-year term on the Board of Governors.

CLARK BAKER, Belmont, MA

LARRY DAVENPORT, Foster City, CA

Incumbents reelected to the Board are:

TIM CRAWFORD, Burlington, ON

LAURAL EDDY-MOSELEY, Macon, GA

BILL HARRISON, Cheltenham, MD

JERRY JESTIN, Yuma, AZ & Delburne, AB

TOM MILLER, Chest Springs, PA

WAYNE MORVENT, Silsbee, TX

NASSER SHUKAYR, Arlington, TX

We also would like to thank those candidates who, although unsuccessful in this election, took the time and initiative to run for the Board of Governors. They are:

DOUG BENNETT, Dallas, TX

YONA CHOCK, Ewa, HI

JACK PLADDYS, West Chester, OH

DANA SCHIRMER, Berryton, KS

JIM WASS, Riverdale, MD

The newly-elected board members will begin serving their terms at the conclusion of the 1999 convention in Dallas.

Members currently serving on the Board of Governors are:

GREGG ANDERSON, CAL CAMPBELL, \*LARRY COLE - Vice Chairman, TIM CRAWFORD, RANDY DOUGHERTY, DEE DEE DOUGHERTY-LOTTIE, \*LAURAL EDDY-MOSELEY - Chairman, BETSY GOTTA, BILL HARRISON, MIKE JACOBS, JERRY JESTIN, \*JERRY JUNCK, JOHN KALTENTHALER, MARTIN MALLARD, JOHN MARSHALL, \*JIM MAYO, TOM MILLER, WAYNE MORVENT \*TONY OXENDINE, DEBORAH PARNELL, MIKE SEASTROM, NASSER SHUKAYR, AL STEVENS, JERRY STORY, and JOHN SYBALSKY.

\* indicates members of the 1998-99 Executive Committee

### FIND 'EM, HOOK 'EM, KEEP 'EM

**Y**our Executive Committee has selected "FIND 'EM, HOOK 'EM, KEEP 'EM" as the theme of the 1999 CALLERLAB Convention, to be held in Dallas.

Moderators, panelists, and attendees will be exploring ways to promote new classes and attract new dancers (FIND 'EM), at ways to get these new dancers hooked on square dancing (HOOK 'EM), and in ways to retain the dancers after graduation (KEEP 'EM). There will be several sessions devoted to each of these main topics.

All you need to know in order to attend the 26th Annual CALLERLAB Convention is contained in the Convention Invitation included in this issue of *DIRECTION*.

### HOME OFFICE HOLIDAY CLOSING

**T**he Home Office will be closed on November 26th, December 25th and January 1st in observance of the Thanksgiving, Christmas, and New Years Day holidays. The entire staff wishes you a joyous holiday season and a prosperous new year.

### SO YOU WANT TO BE A CALLER-COACH?

**A** seminar is planned for Saturday, March 27, 1999, (just before convention) in Dallas, if enough interest is generated. This will be a seminar to teach callers how to become a Caller-Coach. It does not matter whether the participant plans to get accredited or not, although accreditation would demonstrate knowledgeable qualifications.

It is proposed that this seminar be free of charge. The only expense would be for a meeting room at the hotel. However, if enough people are registered in the hotel, a meeting room will be provided. Instructors will be Accredited Caller-Coaches. If you have a desire to learn more about being a Caller-Coach, this is for you.

Participants should contact Jon Jones, 1523 Bluebonnet Trl, Arlington, TX, 76013-5009. Telephone and fax number is 817/469-1179. Call or write as soon as possible. If enough interest is not received by January 1, 1999, the idea will be dropped.

Thank you,

Jon Jones

### NEW SONG & DANCE ROUTINE BROCHURE

The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing is pleased to announce the availability of a revised "New Song and Dance Routine" brochure. An order blank is enclosed with this issue of *DIRECTION*.

Due to increased costs for paper and printing, the price has been changed to \$10.00 per hundred, plus postage or shipping charges. Brochures are shipped by UPS whenever possible.

They are available in a fan-fold with a blank panel for adding your own local information or you can now order them "flat" for printing by a professional printer or on your home computer.

Nearly 1,000,000 of these deluxe brochures have been distributed world wide. They have proven to be a very effective tool for recruiting new dancers.

qualifying organizations which could receive matching funds. Having been retired from AT&T, I looked up the phone number for the matching gift program, dialed the number, and then worked through the "voice response" menu. CALLERLAB Foundation was not listed, so I hit "0" and finally reached the Matching Gift administrator.

The administrator took all the necessary information concerning the Foundation and I was told that it would take some time before CALLERLAB would hear from AT&T. They were right - I started in February of 1998 and at the end of July 1998, AT&T matched my donation with a check to the CALLERLAB Foundation.

Most community minded companies provide a Matching Gift Program for active and retired employees. Many of you are active or retired from a major company and can "DOUBLE" the size of any gift to the Foundation. Contact someone in your company's personnel department and see what type of Matching Gift Program is available for you. Classification of the CALLERLAB Foundation could be under "Cultural Arts - Dance Troupe" in your company program. For those of you who are active or retired from AT&T - write your check now and then call **AT&T's Matching Gift Program on 1-800/424-6030** and double your gift.

Dancers will need the following information when notifying your company:

CALLERLAB Foundation  
George White - Executive Director  
829 3rd Ave SE, Ste 285  
Rochester, MN 55904-7313  
IRS Filing: 501(C)3  
Phone: 507-288-5121

Thank you.

### "FRIENDS OF THE FOUNDATION"

**O**n behalf of the Board of Directors of the CALLERLAB Foundation, we wish to express our appreciation for the generous donations from the following "Friends of the Foundation":

Dick & Marge Pentecost in memory of Becky Osgood  
California Contra Callers Assoc. in memory of Becky Osgood  
Country Corner Squares, Lyndonville, VT in honor of Hal & Doris Holmes

Your contributions will enable the Foundation to increase public awareness of the fun and fellowship that makes square dancing a popular recreation today. Foundation projects that will help preserve and promote square dancing are important to the growth and image of the Foundation. Caring people are what will keep our activity alive.

All contributions will help us expand our resources and do a far more extensive job in the preservation of square dancing.

To make a tax-deductible donation or memorial to the Foundation, send it to The CALLERLAB Foundation, 829 - 3rd Ave SE, Ste 285, Rochester, MN 55904.

### SUPPORT THE FOUNDATION

**T**he 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.**

### 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.

### TEACHING TIME

Jim Mayo - September 1998

**O**ur recommended time to teach Mainstream has a problem. It isn't long enough. Sixty hours of class time will not make comfortable dancers. Certainly this long a class is enough to expose the dancers to all of the sixty-six calls. Many callers have been doing that in much less than sixty hours. The problem is that exposure to a call is not enough. The goal of a square dance class should be to graduate people who will have a good time at a dance. Our classes - even

those offering sixty hours of instruction - fail to make dancers who will enjoy the available dances.

This observation hit me squarely a couple of years ago. I was calling a dance for about eight squares. In the first tip I realized that the folks down back were having trouble. In the second tip I tried to back off enough so the trouble went away. I failed. Walking down back to talk with the folks I learned that two squares were visiting from another club. They included six couples of newer dancers attending their first dance with a caller other than their teacher. Their caller is a good teacher. I know their club had been working hard to help them through the transition from class to club dancing. I urged them to come up to the front of the hall and I spent the rest of the evening making sure they danced successfully. It was a major challenge. I used all of my skill and more than 40 years of calling experience.

Since then I have discussed this subject with dozens of callers. Without exception they agree that they can teach people in sixty hours to dance successfully to their class teacher at a class dance. Every caller I talked with also agrees that if those dancers go to another caller's open dance they will break down much of the night. Even dancing to their teacher, at a dance for experienced dancers, the new graduates will have trouble. Our classes do not prepare graduates to be successful at the available dances.

I realize that what I am saying is scary. If we cannot teach people to dance even Mainstream comfortably in the recommended class time, what are we to do? Extend the length of class? I don't think so. Most of us think a full school year of two hours a week is a hard package to sell. We certainly don't want to double that - which is what I think it would take to make truly comfortable graduates at a Mainstream dance. And that assumes that Mainstream dances are available.

Sure, there are exceptions. Some folks take to square dancing naturally. They learn fast and they seek out others in their class who also learn fast. They'll make it, but many others won't. That sends a whole bunch of the unsuccessful back into society feeling that the promise of fun in square dancing is a hoax. What do you think they tell their friends?

The possible solutions to this problem seem clear, at least to me. We could extend the learning time. Another approach would be to make lots of dances available with skilled callers working to assure that the new graduates succeed. A third approach would be to teach less - perhaps the BASIC Program in the sixty hours we now recommend. We would then also have to provide dances using the BASIC Program.

It's too soon to worry about how to solve the problem.

First we must acknowledge that the problem exists. As I have said, in conversations with dozens of callers, not one has suggested that my observations are wrong. They ALL agree that graduates of a sixty-hour class will experience lots of trouble dancing to a different caller. If acceptance of this observation is so universal, why do we, CALLERLAB, continue to tell callers that they can teach the Mainstream Program in sixty hours. Is it time to look again at this 20-year-old assumption? Perhaps a place to begin is with a discussion of this matter by the Mainstream Committee.

## THE FUTURE OF SQUARE DANCING

by Jon Jones

I predict that if some drastic, immediate changes are not made, what we know today as Modern Western Square Dancing will be nearly dead within ten years in the United States.

The attendance at the recent National Convention in Charlotte, North Carolina, was a very good measuring device of slightly more than 13,000 people. The average ten years ago, was approximately 19,000 people. Because of this, many vendors are quitting because they can't sell enough merchandise to stay in business.

My source of information indicates that the country of Canada is down from 45,000 people to 29,000 people involved in square dancing within the past ten years. Over the same ten year period, the State of Texas has decreased from 16,000 to 9,000 dancers. The Dallas-Fort Worth/North Texas Area alone has decreased from 6,000 to 3,000 dancers.

### DO YOU HEAR WHAT I AM SAYING?

Wake up America! We are losing the battle because we are not doing what is required to get new dancers into the activity. New dancers are the life blood of square dancing. New dancers buy merchandise from the vendors. New dancers help pay for the halls, callers, cuers, etc.

One reason we are not getting new dancers is our existing dancers are not recruiting their friends like they used to. Most of us agree that this is the best method for getting new dancers. Well, why are existing dancers not recruiting others into the activity? Because it takes too long to learn!!! It takes too long to learn all the programs to be able to dance an entire evening at most clubs and in the main hall at local, state, and national conventions. Many current new dancers have told me they love square dancing, but they will not encourage their friends to get involved because the lessons are too long for each program. These programs include Mainstream, Plus, and Rounds. Round Dance cuers should be helping a caller promote and recruit new dance classes. Are they?



Some will say, "Here we go, talking about programs again. I wish we would quit talking about the programs". I say, "How can we quit talking about the programs?" The programs are what we use at every dance. The programs are what we teach to new dancers that takes too long to learn. This is also what is keeping them from recruiting their friends. When are we going to "See the light"?

We often hear the program is not the problem. Notice I refer to "program" (singular). If we had only "one" program I would agree this is not the problem. However, through CALLERLAB, we have eight programs. When you add DBD (dance by definition), we automatically increase the programs to a total of sixteen. We keep dangling an ear of corn out in front of the dancers to learn more. We MUST put a lid on the PROGRAM.

The proposal of "Target 2000" did not pass at the CALLERLAB meeting this year. The vote was a tie. If Target 2000 is not the answer, then somebody needs to develop an alternative soon or we can kiss this activity goodbye!!

Recently I heard a club president tell their new dancers that they must go dancing two to three times per week to keep up with the club. Just a few weeks ago I saw a full Plus club graduate a Mainstream class and the new dancers were told they would have to go elsewhere to learn Plus before they could join the club. WOW! What have we created?

In the past two years of traveling almost all the way around the world, I have been able to call two Mainstream dances. All the others had Plus mixed in or were full Plus.

Many people keep saying the programs are not the problem. This is ridiculous!! We had better start a short entry program and provide dances for these new dancers to have fun or we may as well hang up the mike.

This past dance season a couple who have been friends of mine of 40 years, decided to get back into square dancing after an absence of twenty years to raise a family. They called me and commented, "Do you believe our caller told us we would have to stay in class for nine months?" They said this was ridiculous and this did not even include Rounds.

We simply must change our attitude! Highly recognized callers must prove that a smaller program will work. Plus, Advanced, and Challenge callers as well as Round Dance cuers must stop recruiting new dancers into their programs before they are ready. Clubs in these categories must do the same.

A long time caller friend, who is now retired, made the following statement. "We have trained our dancers to

their level of incompetence." How true this is. We have tried to make professional dancers out of people who just want to have a good time and not be bored. All too often callers are boring, so the dancers look elsewhere and many times to a higher level program, or they quit.

I do have faith in our people and in our country. I think we will find the answer, but we better hurry. Time is running out. Many areas across the United States have started their own version of a square dance program. I personally know of seven. This is not the answer. This is going back to what we had twenty-five years ago of no standardization. However, this may be what it takes to "wake up America" again.

We must do a better job of advertising! This takes money and time. There are probably a lot of people with the time to do what is necessary, but where will the money come from? Square dancing has become the world's "Best Kept Secret". CALLERLAB has a Foundation for the Preservation and Promotion of Square Dancing, but very little funds to date. All donations are welcome and are fully tax deductible. Write to CALLERLAB, at 829 3rd Avenue S.E., Suite 285, Rochester, Minnesota, 55904-7313.

There are also several local and state organizations that have a surplus of money that should be used to advertise square dancing. Every avenue of television, radio, and billboard publicity as well as web sites should be pursued.

Our theme at CALLERLAB this past year was "Pathway to the Future". The Pathway has many obstacles, but none that cannot be overcome. It is time to unite all our efforts toward advertising to recruit new dancers. Once we get these new people, we must let them know it only takes a short time to learn and enjoy our favorite hobby.

**IT CAN BE DONE!!**

## **WHAT IS RIGHT WITH SQUARE DANCING**

by Jeff Garbutt

**O**ne of the most common statements about square dancing lately, is that we have problems and "something is wrong". Some people have been known to ask, "what is wrong with the square dance movement?" Some say that maybe square dancing won't last.

First off, I'd like to make the following bold statement: Yes, square dancing is in danger of dying, not because anything is wrong with it, but because we are in danger of falling victim to a "self fulfilling prophecy", if we keep looking at the negatives.

To digress here a little bit, most researchers of the human "thought processes" tend to agree that our

actions are directed by some default program running in our "subconscious mind". If you tell yourself often enough that you behave in a particular way, it will become imprinted into your subconscious programming to the extent of controlling your actions. Thus, if you keep telling yourself that you are a failure, you will become a failure no matter how hard you try otherwise. (The self fulfilling prophecy.) If you program yourself for success, then your subconscious will help you to find unique solutions to problems. You may not be successful every time, but you will be most of the time. (Which is better than the alternative of always finding failure.) Now here's where we, (The Square Dance Movement), fits in. Some researchers also believe that this subconscious program applies to groups as well as individuals.

Now back to square dancing. Let's look at solving our "problems". Firstly, I would like to take the statement "what is wrong" and turn it around by asking, "what is right with square dancing?" I'm sure we could come up with many positive statements about square dancing. For instance:

- Square dancing is easy to learn. Now you may find this hard to believe, but think about it for a while. Early in our lives we learn how to walk, and the process is permanently programmed into our subconscious. We don't have to think about where to place our feet, it is automatic. We only need to think about in which direction to walk. Well guess what? Square dancing involves "walking in defined directions." It comes natural. We don't have to worry about the placement of our feet, as we would need to for "ballroom" or even "line dancing".
- Square dancing is fun. Well if it isn't fun at your club, there is something wrong.
- Square dancing promotes friendship. I believe we can all quote examples of life-long friends we have made over the years through square dancing.
- Square dancing promotes team work. If 8 people working together is not a team, I don't know what is!
- Square dancing is great to look at. The public loves to watch demos.
- Square dancers do a lot of traveling to different places they may not have otherwise gone to.
- Square dancing is standardized world-wide. No matter where you go, it is done the same. With some very minor Australian differences.
- Square dancing is multi-leveled, offering differing degrees of challenge.

Some people may see this as a negative, but I think it is a bonus. What may be wrong is that we don't exploit the levels available to us, (especially Mainstream), to their full extent.

Now the above list is not complete. I'm sure everyone of you can add to this list. So, let's exploit these positives. Surely there are people out there who are looking for activities that have some of the many positive attributes that square dancing has.

Now I would like to suggest some things that we, as dancers, callers, clubs, and committees can do to help.

- Put the movement first. If you take care of the movement, the movement will take care of you. I have a theory which I call the "act of ultimate self interest" which works on the assumption, if you are only interested in the short term, and getting as much out of an activity (or business) as you can, you will not only damage that activity, but your gains will only be short term, and you will eventually cease to operate. But, if you help that activity to thrive and grow, you and your involvement in it, will thrive and grow. Surely this is the "ultimate act of self interest".
- In keeping with the above, forget petty squabbles within your club and with other clubs. Surely they are insignificant when compared to the health of the overall movement. Clubs should resolve to work together and committees should be working to service all of their dancers.
- Co-ordinate your clubs' activities with other clubs. (i.e. your beginners, party nights, etc.).
- Welcome the prodigal dancer. Let's face it, people basically need to feel wanted. So when a dancer who has been absent for a while comes back, make them feel welcome! Dancers have many good reasons for missing one or two nights and already start to feel guilty about it, don't make it worse. Don't treat them with greetings such as, "so you've finally decided to come back. Where have you been?" No matter how innocent it may seem, it will still come out badly.
- Set positive targets. The human subconscious will work hard to ensure that you meet the numerical value of a target, to the extent of exceeding it, whether it is positive or negative. If you are expecting a "drop out rate" from your beginners of say 10%, you will achieve it, you might even get 15%. If you instead expect a "retention rate" of 90%, you have a good chance of achieving, or exceeding it. Now which do you think is better?
- Don't accept failure as an option. Planning to succeed will not guarantee success, but planning to fail will guarantee failure.

- Bring the family back to square dancing. I can remember back 20 years or so ago, to the number of children who could be found asleep somewhere in the hall. This was about the same period that we had a lot of teenagers in the movement and it was seen as a family outing.
- Most importantly, remember that square dancing is a people business. So look after the people you have and they will look after your club, and maybe even bring in more people for you to look after.

Of course the above will not solve our problems, and the list is not complete. But, if we all work together and work towards the overall good of the movement, we will find the answers we are all looking for.

Whatever you do, don't give up. The patient may be ill, but with some "TLC" (tender loving care), it can be nursed back to health, instead of talking it into a "mercy killing".

Jeff Garbutt  
Bunbury, Western Australia

## ATTITUDE IS EVERYTHING

by Francis Baltazar-Schwartz

**J**erry was the kind of guy you love to hate. He was always in a good mood and always had something positive to say. When someone would ask him how he was doing, he would reply, "If I were any better, I would be twins!" He was a unique manager because he had several waiters who had followed him around from restaurant to restaurant. The reason the waiters followed Jerry was because of his attitude. He was a natural motivator. If an employee was having a bad day, Jerry was there telling the employee how to look on the positive side of the situation.

Seeing this style really made me curious, so one day I went up to Jerry and asked him, "I don't get it! You can't be a positive person all of the time. How do you do it?" Jerry replied, "Each morning I wake up and say to myself, Jerry, you have two choices today. You can choose to be in a good mood or you can choose to be in a bad mood. I choose to be in a good mood. Each time something bad happens, I can choose to be a victim or I can choose to learn from it. I choose to learn from it.

"Every time someone comes to me complaining, I can choose to accept their complaining or I can point out the positive side of life. I choose the positive side of life." "Yeah, right, it's not that easy," I protested. "Yes it is," Jerry said. "Life is all about choices. When you cut away all the junk, every situation is a choice. You choose how you react to a situation. You choose how people will affect your mood. You choose to be in a good mood or bad mood. The bottom line: It's your choice

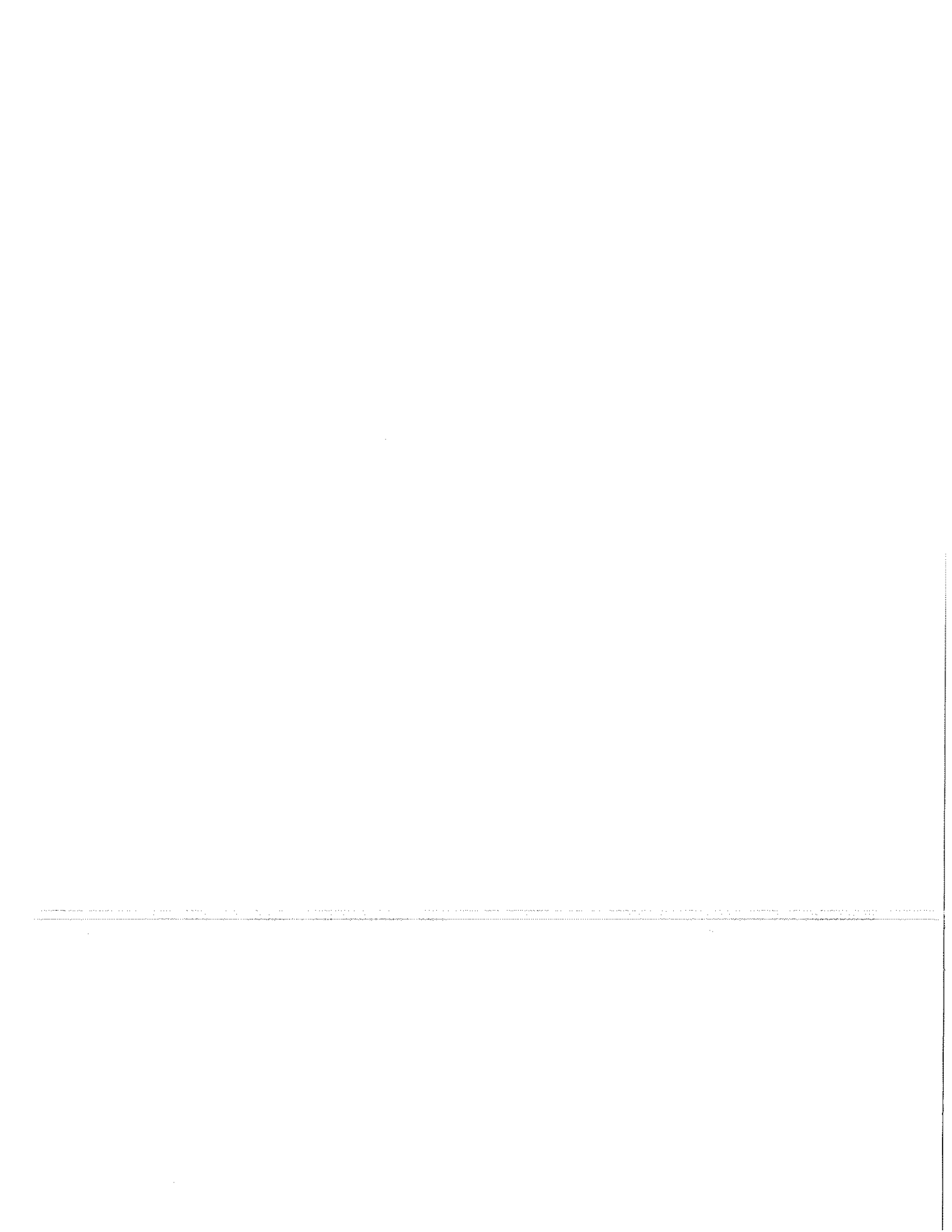
how you live life."

I reflected on what Jerry said. Soon thereafter, I left the restaurant industry to start my own business. We lost touch, but often thought about him when I made a choice about life instead of reacting to it. Several years later, I heard that Jerry did something you are never supposed to do in a restaurant business: he left the back door open one morning and was held up at gunpoint by three armed robbers. While trying to open the safe, his hand, shaking from nervousness, slipped off the combination. The robbers panicked and shot him. Luckily, Jerry was found relatively quickly and rushed to the local trauma center. After 18 hours of surgery and weeks of intensive care, Jerry was released from the hospital with fragments of the bullets still in his body. I saw Jerry about six months after the accident. When I asked him how he was, he replied, "If I were any better, I'd be twins. Wanna see my scars?"

I declined to see his wounds, but did ask him what had gone through his mind as the robbery took place. "The first thing that went through my mind was that I should have locked the back door," Jerry replied. "Then, as I lay on the floor, I remembered that I had two choices. I could choose to live or I could choose to die. I chose to live." "Weren't you scared? Did you lose consciousness?" I asked. Jerry continued. "The paramedics were great. They kept telling me I was going to be fine. But when they wheeled me into the emergency room and I saw the expressions on the faces of the doctors and nurses, I got really scared. I read, 'He's a dead man'. I knew I needed to take action." "What did you do?" I asked.

"Well, there was a big, burly nurse shouting questions at me," said Jerry. "She asked if I was allergic to anything. 'Yes', I replied. The doctors and nurses stopped working as they waited for my reply. I took a deep breath and yelled, 'Bullets!' Over their laughter, I told them, 'I am choosing to live. Operate on me as if I am alive, not dead'." Jerry lived thanks to the skill of his doctors, but also because of his amazing attitude. I learned from him that every day we have the choice to live fully. Attitude, after all, is everything.

The remarkable thing is that we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past.....we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our ATTITUDE. I am convinced that life is 10% what happens to you and 90% how we react to it. And so it is with you.....we are in charge of our ATTITUDES.



# CALLERLAB PROGRAMS

## BASIC – MAINSTREAM

### Why Programs and Lists?

CALLERLAB programs define a world-wide standard of square dance calls to be taught in square dance classes or workshops. Program lists, such as this one, list the set of calls that may be called at a dance advertised to be a specific dance program i.e. Basic, Mainstream, Plus, etc. Dance promoters are encouraged to list the program to be danced on flyers, brochures and other advertisements of open dances. Dancers should refer to the program designations to seek out dances that will consist of material with which they are familiar. Program lists are used by callers in programming an appropriate dance for a specific group of dancers. Including the desired program in the caller's confirmation agreement will provide programming guidance to the caller as well as protection for the sponsoring organization.

The program(s) are not intended to segregate dancers into exclusive groups or to indicate that one who chooses to dance at his or her own preferred program is any better, or any worse, than any other dancer. Dancing skill can be achieved at many programs, and the quantity of calls is not necessarily an indication of dancer proficiency. It is hoped that the program lists will be used to aid in a logical teaching progression and thorough coverage of basics in classes and to provide an enjoyable modern square dance for dancers of all inclinations. In addition, CALLERLAB's intent is that approved styling and timing of square dance movements will be an integral part of all classes and dance programs. It is also hoped that proper teaching, including timing and styling, will result in smooth dancing for the greater enjoyment of all.

### What Next?

Responsible leaders, within and outside of CALLERLAB, recommend that dancers dance regularly at the program at which they graduate for at least one (1) year before they enter into classes or workshops for another program. This means that dancers graduating from the Mainstream Program should dance regularly at Mainstream dances for a year before going into the Plus Program.

There should be no pressure for movement from one program to another once a dancer has graduated. Dancers should be encouraged to take their time, enjoy the fun and fellowship and learn to dance well at that program before moving on to another program.

### What About Quarterly Selections?

Dancers are not required to know the Quarterly Selections in order to attend an advertised Mainstream dance.

Quarterly Selections are not part of the Mainstream Program. They are provided as optional material for those callers and/or clubs that wish to include a workshop in their programs. Callers are reminded that Quarterly Selections should not be used unless they are walked through or workshopped first.

# CALLERLAB PROGRAMS\*

## BASIC PROGRAM (B) 1-53

## MAINSTREAM PROGRAM (MS) 1-71

1. Dancer Naming
  - a. Partner/Corner
  - b. Heads/Sides
  - c. Couple #1,#2,#3,#4
  - d. Boys/Girls
  - e. Centers/Ends
2. Circle Left/Circle Right
3. Forward & Back
4. Dosado/*Dosado to a Wave*
5. Swing
6. Promenade/Single File Promenade
7. Allemande Left
8. Arm Turns
9. Right & Left Grand Family
  - a. Right and Left Grand
  - b. Weave the Ring
  - c. *Wrong Way Grand*
10. Left-Hand Star/Right-Hand Star
11. Star Promenade
12. Pass Thru
13. Split Two
14. Half Sashay Family
  - a. Half Sashay
  - b. Rollaway (with a Half Sashay)
  - c. Ladies in, Men Sashay
15. Turn Back Family
  - a. U-Turn Back
  - b. Backtrack
16. Separate Around 1 or 2
  - a. to a Line
  - b. and come into the middle
17. Courtesy Turn
18. Ladies Chain Family
  - a. Two Ladies Chain
  - b. Four Ladies Chain
  - c. Four Ladies Chain 3/4
  - d. *Chain down the line*
19. Do Paso
20. Lead Right
21. Right and Left Thru
22. Grand Square
23. Star Thru
24. Circle to a Line
25. Bend the Line
26. All Around the Left Hand Lady

27. See Saw
28. Square Thru (1,2,3,4)/  
*Left Square Thru (1,2,3,4)*
29. California Twirl
30. Dive Thru
31. Wheel Around
32. Thar Family
  - a. Allemande Thar
  - b. Allemande Left to an  
Allemande Thar
  - c. *Wrong Way Thar*
33. Shoot the Star/  
Shoot the Star Full Around
34. Slip the Clutch
35. Box the Gnat
36. Ocean Wave Family
  - a. Step to a Wave
  - b. Balance
37. Alamo Ring Formation
  - a. Allemande Left in the  
Alamo Style
  - b. Balance
38. Pass the Ocean
39. Extend (from 1/4 tag only)
40. Swing Thru/ *Left Swing Thru*
41. Run/*Cross Run*
42. Trade Family
  - a. (named dancers) Trade
  - b. Couples Trade
  - c. Partner Trade
43. Wheel & Deal
44. Double Pass Thru
45. First Couple Go Left/Right,  
Next Couple Go Left/Right
46. Zoom
47. Flutterwheel/  
*Reverse Flutterwheel*
48. Sweep a Quarter
49. Veer Left/Veer Right
50. Trade By
51. Touch 1/4

52. Circulate Family
  - a. (named dancers) Circulate
  - b. All 8 Circulate
  - c. Couples Circulate
  - d. *Single File Circulate*
  - e. *Split/Box Circulate*
53. Ferris Wheel
54. Cloverleaf
55. Turn Thru
56. Eight Chain Thru/  
Eight Chain 1,2,3, etc.
57. Pass to the Center
58. Spin the Top
59. Centers In
60. Cast Off 3/4
61. Walk & Dodge
62. Slide Thru
63. Fold/*Cross Fold*
64. Dixie Style to an Ocean Wave
65. Spin Chain Thru
66. Tag the Line (In/Out/Left/Right)
67. Half Tag
68. Scoot Back
69. Fan the Top
70. Single Hinge/Couples Hinge
71. Recycle (from a wave only)

**CALLERS ARE REMINDED  
TO LIMIT THEIR CALLS TO  
THE ADVERTISED  
PROGRAM. CALLS FROM A  
LIST OTHER THAN  
ADVERTISED SHOULD NOT  
BE USED UNLESS THEY  
ARE WALKED THROUGH  
OR WORKSHOPPED FIRST**

\*Suggested Teaching Order

CALLERLAB recommends that the Mainstream Program, calls 1-71, be taught in not less than sixty (60) hours. CALLERLAB also recommends that calls be taught from more than a single position or formation and that styling and timing be included as a part of the teaching program. Calls in Italics may be deferred until later in the teaching sequence.

### NOTE TO DANCE PROGRAMMERS

There is NO program called the Mainstream/Plus Program. No dancer is required to know Plus calls to attend a Mainstream open dance. Please advertise dance programs as Mainstream or Plus, NOT Mainstream/Plus.

These lists are furnished through the courtesy of CALLERLAB and your local CALLERLAB callers.



PRESS RELEASE

FOR IMMEDIATE RELEASE  
November 1998



PRESS RELEASE

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

**ADVANCED QUARTERLY SELECTION**

Bill Harrison, Chairman of the Advanced Quarterly Selections Committee, announces that the committee has selected **WIND THE BOBBIN** for the period beginning January 1, 1999.

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.

**WIND THE BOBBIN**

**STARTING FORMATION:** Columns

**ACTION:** All 1/2 Zoom, ends Circulate 2, centers Cast Off 3/4, very center 2 Trade, then Cast Off 3/4's.

**ENDING FORMATION** Parallel Waves

**DANCE EXAMPLE:**

**A1 SEQUENCE** Heads Pass the Ocean, Chain Reaction, Explode and Touch 1/4, WIND THE BOBBIN, Recycle, Square Thru, on the third hand Right and Left Grand, on the third hand Promenade.

**A2 SEQUENCE** Heads Touch 1/4, Walk and Dodge, Left Touch 1/4, Split Counter Rotate, Column Circulate, WIND THE BOBBIN, Switch the Wave, Cross Over Circulate, Couples Circulate, Ferris Wheel, Centers Left Square Thru 3, Right and Left Grand.

**SINGING CALL EXAMPLE:**

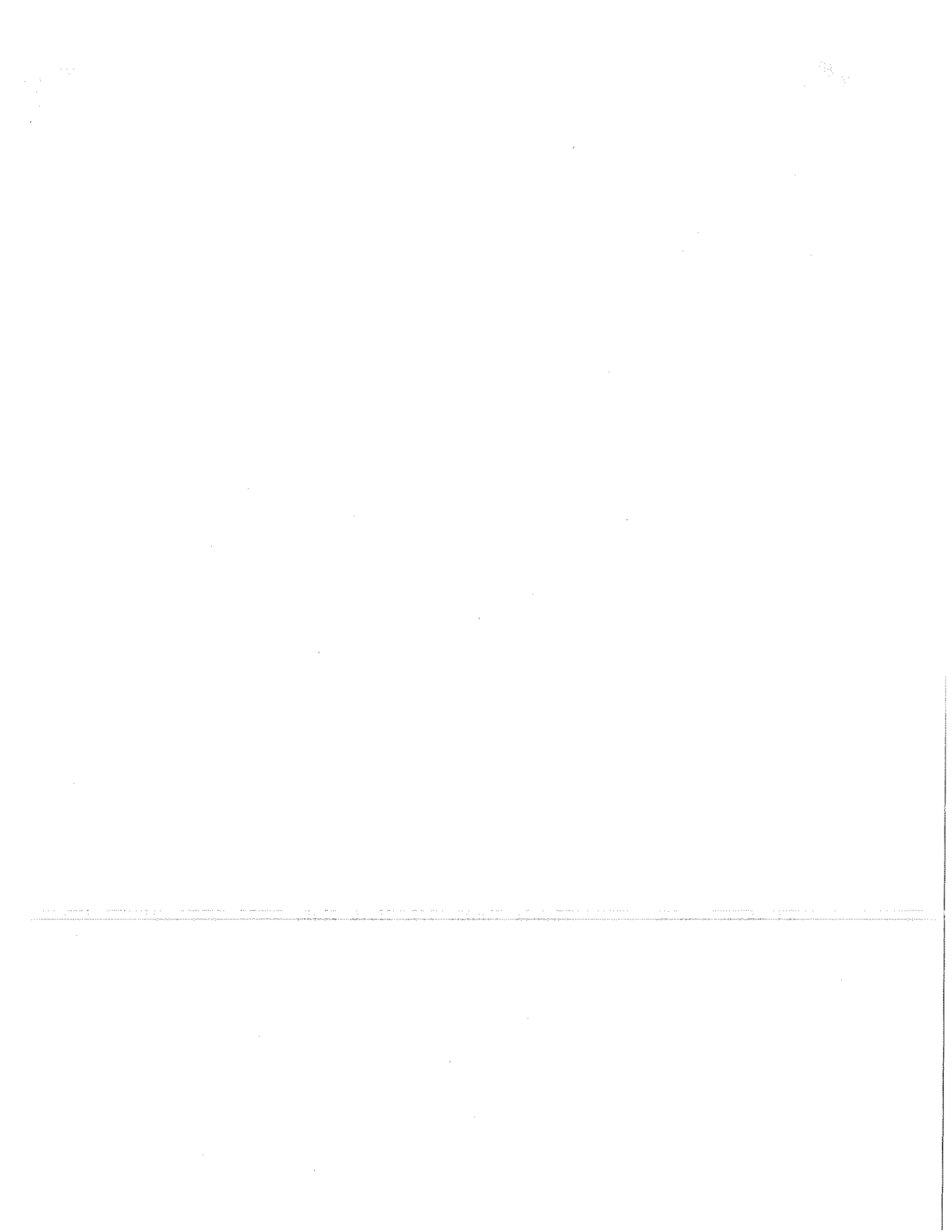
**A1 SEQUENCE** Heads Touch 1/4, Boys Run, Slide Thru, Touch 1/4, Column Circulate, WIND THE BOBBIN, Cross Over Circulate, (or Trade Circulate), Explode and Pass The Ocean, Swing Promenade.

**A2 SEQUENCE** Heads Left Wheel Thru, Left Touch 1/4, Split Counter Rotate, Column Circulate, WIND THE BOBBIN, Extend, Swing, Promenade.

\*\*\*\*\* 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  
November 1998



PRESS RELEASE

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

**PLUS EMPHASIS CALL**

Larry Davenport, Chairman of the Plus Committee, is pleased to announce that **TRADE THE WAVE** has been selected as the Plus Emphasis Call for the period November 1, 1998 to March 1, 1999. (Standard formation, arrangement, and comment are provided from the CALLERLAB "Standard Plus Applications" document.)

**TRADE THE WAVE**

**STANDARD STARTING FORMATION:**

Parallel left-hand ocean wave

**ARRANGEMENT:**

"0" (girls as ends and boys as centers)

**COMMENT:**

Most common is call to change from left- to right-hand ocean waves.

**DEFINITION:**

Starting formation - Any 4-dancer ocean wave

Dancers facing the same direction in the wave trade with each other. Right-hand waves become left-hand waves and vice versa. Ends of the wave become centers and vice versa

**STYLING:**

As in any Trade, dancers first step slightly forward to clear the wave before turning toward dancer with whom they are trading. Assume hands up position in basic ocean wave styling

**ENDING FORMATION:**

Ocean wave

**DANCE EXAMPLE:**

(Box 1-4) touch 1/4, Scootback, Boys Run, Right and Left Thru, Ladies Lead Dixie Style to a Wave, **TRADE THE WAVE**, Swing Thru, Boys Run Bend the Line, Slide Thru, Left Allemande

(Box 1-4) Swing Thru, Boys Trade, Boys Run, Bend the Line, Right and Left Thru, Ladies Lead, Dixie Style to a Wave, **TRADE THE WAVE**, Swing Thru, Boys Run, Bend the Line, Load the Boat, Left Allemande

(Zero Line) Right and Left Thru, Ladies Lead, Dixie Style to a Wave, **TRADE THE WAVE**, Swing Thru, Boys Run, Tag the Line, Ladies Go Left, Boys Go Right, Left Allemande

**ALLEMANDE LEFT GETOUT:**

(Box 1-4) Slide Thru, Pass the Ocean, **TRADE THE WAVE**, Allemande Left

**RIGHT AND LEFT  
GRAND GETOUT:**

Sides Right and Left Thru, Heads Lead Right, Right and Left Thru, Touch 1/4, Follow Your Neighbor, Left Swing Thru, TRADE THE WAVE, Right and Left Grand

**SINGING CALL  
EXAMPLE:**

Heads Square Thru 4, Do Sa Do, Star Thru, Pass Thru, Partner Trade, Reverse Flutter, Ladies Lead Dixie Style to a Wave, TRADE THE WAVE, Swing, Promenade

Heads Square Thru 4, Touch 1/4, Follow Your Neighbor and Spread, Fan the Top, Right and Left Thru, Ladies Lead, Dixie Style to a Wave, TRADE THE WAVE, Swing, Promenade

**TIMING:**

6 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

# CALLERLAB

The International Association  
of Square Dance Callers

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

**The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing is pleased to announce the availability of a revised "New Song and Dance Routine" brochure.**

Nearly 1,000,000 of these deluxe brochures have been distributed world wide and have proven to be a very effective tool for recruiting new dancers. The brochures are printed on a high quality paper and show various scenes of square dancers enjoying our country's favorite pastime. Professionally written text and full color photographs, taken at actual square dances, tells the general public about this wholesome and healthful recreational activity of square dancing.

Brochures may be ordered at \$10.00 per hundred, plus postage/shipping. Brochures are shipped by UPS whenever possible. They are available in a fan-fold with a blank panel for adding your own local information or you can order them "flat" for printing by a professional printer or on your home computer.

Donations exceeding the \$10.00 per hundred, would be gratefully appreciated. Donations are tax deductible as donations to charitable, religious, or educational institutions as defined by the IRS. The Foundation is registered as a 501(C)(3), educational, tax exempt, tax deductible foundation.

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Please send \_\_\_\_\_ Fan-fold and/or \_\_\_\_\_ Flat "New Song and Dance Routine" brochures to:

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***Please do not send payment now. A statement will be mailed with your order.***

Overseas shipments will be via surface mail unless otherwise requested. Call us for overseas airmail rates.

Mail order form to:

The CALLERLAB Foundation  
829 - 3rd Ave SE Ste 285  
Rochester MN 55904-7313  
(507) 288-5121

**Thank you for your support!**

## SUGGESTIONS FOR USING THE CALLERLAB FOUNDATION RECRUITING BROCHURES

An area is provided on the back of the *A New Song & Dance Routine* brochures for you to write, type or stamp a name and address or phone number of your club or area contact. They can also be ordered "flat" so you can take them to a printer to have your information printed on, before folding.

Your area may be large enough to have a central contact point; someone willing to act as an informational liaison for all area clubs. In this respect, one name and phone number on the back of the brochure is less confusing to the non-dancer than listing a contact for each club. The liaison should have complete information available about dance nights, dates, times, places, costs, etc. This requires the cooperation of all clubs in the area. This works! We have many reports from areas that have tried this and they have been very successful.

Individual clubs should arrange to have only one contact listed on the brochure. This assures that all non-dancers, calling for information, get the same information.

Contacts should point out that the square dance activity is wholesome, energetic, fun, and it promotes good health. Be enthusiastic and tell people how much fun it really is. Friendships last a lifetime and where else can you go and feel welcome as soon as you walk through the door, even clear around the world. Promote friendship along with the square dancing.

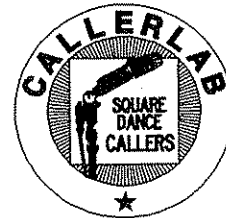
Following is a list of places where brochures can be made available to potential dancers. Maybe you can think of some others.

Adult education centers	Health/fitness clubs	Senior centers
Art centers	Hobby stores (music stores, computer stores, craft stores, etc.)	Service clubs
Barber shops	Laundromats	Shopping malls
Beauty shops	Libraries	Sporting goods stores
Chamber of Commerce	Local colleges	Square dance shops
Church bulletin boards	Mail to ex-dancers	Teen centers
Civic centers	Movie theaters	Video tape rental stores
Company recreational services	Real estate offices	Visitor magazines
Dentists' offices	Recreation centers	Welcome Wagon
Doctors' offices	Restaurants (where the local people eat)	Western shops
Drug stores		YMCA
Dry cleaners		YWCA
Grocery store bulletin boards		



PRESS RELEASE

FOR IMMEDIATE RELEASE  
November 1998



PRESS RELEASE

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

## 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 \$20.00 including 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:

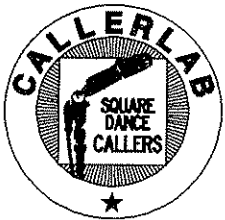
CALLERLAB  
829 3rd Ave SE, Ste 285  
Rochester, MN 55904-7313

Cost is \$20.00 shipping inclusive.

\*\*\*\*\* 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**

**November 1998**



PRESS RELEASE

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

CALLERLAB is pleased to announce that BENGT GELEFF of Gothenburg, Sweden has recently attained recognition as an Accredited Caller-Coache. Congratulations, Bengt.

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

Currently Accredited Caller-Coaches are:

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

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

\*\*\*\*\* **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)	<del>10.00</del> \$5.00	_____
Community Dance Program (Booklet) - revised 7/95 . . . . .	5.00	_____
Curriculum Guidelines For Caller Training w/Supplement . . . . .	50.00	_____
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	_____
<b>CALLERLAB Jackets</b>		
LINED - SM, MED, LG, XLG . . . . .	30.00	_____
XXLG . . . . .	32.00	_____
XXXLG . . . . .	34.00	_____
CALLERLAB Logo, ___ front (3") or ___ back (6") (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: \_\_\_\_\_ Tax (if applicable) \$ \_\_\_\_\_  
 CALLERLAB  
 829 3rd Ave SE, Ste 285 \_\_\_\_\_ Order Total \$ \_\_\_\_\_  
 Rochester MN 55904-7313

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





# CALLERLAB

The International Association  
of Square Dance Callers

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

November 5, 1998

TO: Area Publications

FROM: George White, Executive Director, CALLERLAB

If you are no longer the contact person for this publication, would you please forward these press releases to the correct person.

With the recent increase in postage costs and the escalating cost of paper and office supplies, we, like many others in the square dance activity, are seeking ways to reduce costs. We currently have over 300 area publications on our mailing list.

Would you please fill out the form below and return it to us so that we can keep our mailing list up to date? Thank you.

---

Publication Name: \_\_\_\_\_

Editor or Contact: \_\_\_\_\_

Address: \_\_\_\_\_

---

Do you regularly publish CALLERLAB press releases?  Yes  No

Is your target audience  dancers?  callers?

How often do you publish? (Weekly, Monthly, Quarterly?) \_\_\_\_\_

What is your circulation? \_\_\_\_\_. Estimated readers? \_\_\_\_\_

Do you wish to remain on our mailing list?  Yes  No

In exchange for our press releases, would you please send us a copy of your publication so that we may keep abreast of activities in your area.

**PLEASE RESPOND NO LATER THAT JANUARY 15, 1999**, if you wish to remain on our mailing list, otherwise you will be dropped at that time. Thank you.

**NOTE\*\*\*\*NOTE\*\*\*\*NOTE\*\*\*\*NOTE\*\*\*\*NOTE\*\*\*\*NOTE\*\*\*\*NOTE\*\*\*\***

Fold this document with the Home Office address on the outside,  
secure with a piece of transparent tape and mail.



**CALLERLAB**  
**829 - 3rd AVE SE STE 285**  
**ROCHESTER MN 55904-7313**



PRESS RELEASE

FOR IMMEDIATE RELEASE
November 1998



PRESS RELEASE

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

BOARD OF GOVERNORS ELECTION RESULTS

The 1998 balloting for the CALLERLAB Board of Governors has resulted in the election of the following individuals. Newly elected are:

- CLARK BAKER, Belmont, MA
LARRY DAVENPORT, Foster City, CA

Incumbents reelected to the Board are:

- TIM CRAWFORD, Burlington, ON
LAURAL EDDY-MOSELEY, Macon, GA
BILL HARRISON, Cheltenham, MD
JERRY JESTIN, Yuma, AZ & Delburne, AB
TOM MILLER, Chest Springs, PA
WAYNE MORVENT, Silsbee, TX
NASSER SHUKAYR, Arlington, TX

Congratulations to each of these well-qualified callers! Their 3-year term on the Board will begin on March 31, 1999, following the CALLERLAB Convention in Dallas, Texas.

Members currently serving on the Board of Governors are:

Gregg Anderson, Cal Campbell, Larry Cole\* - Vice Chairman, Tim Crawford, Dee Dee Dougherty-Lottie, Randy Dougherty, Laural Eddy-Moseley\* - Chairman, Betsy Gotta, Bill Harrison, Mike Jacobs, Jerry Jestin, Jerry Junck\*, John Kaltenthaler, Martin Mallard, John Marshall, Jim Mayo\*, Tom Miller, Wayne Morvent, Tony Oxendine\*, Deborah Parnell, Mike Seastrom, Nasser Shukayr, Al Stevens, Jerry Story, John Sybalsky, George White\* - Executive Director, and Jerry Reed - Assistant Executive Director.

\* indicates members of the 1998-99 Executive Committee

\*\*\*\*\* 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

