

NEWSLETTER
for Members of
CALLERLAB

direction



The International Association
of Square Dance Callers

ROCHESTER, MINNESOTA

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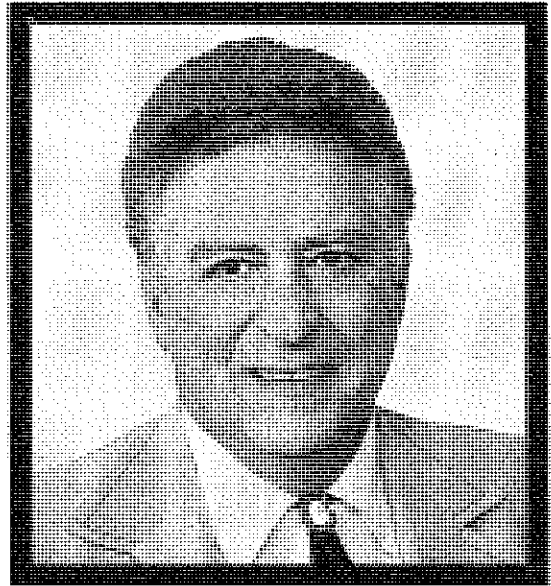
FUTURE CONVENTIONS:

APR 17-19, 2000 Las Vegas, Nevada
APR 9-11, 2001 Central US

CALLERLAB OFFICE HOURS:

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



GEORGE WHITE MEMORIAM

George White, Executive Director of CALLERLAB, had been battling cancer for many years. On Tuesday June 1, 1999, he lost that battle. Born August 22, 1933, in Custer Park IL, he grew up in Hinckley, IL and lived there until joining the Air Force during the Korean Conflict. He lived in Redlands, CA and Endicott, NY before moving to Rochester, MN, and then, in Golden, CO before returning to Rochester. George was employed by IBM for 32 years as an educator and programmer and also worked for Hobbit Travel.

George was the first governor of the Rochester Moose Lodge, a member of the Rochester Flying Club, and held various offices in the Minnesota State Caller Association and the SE Minnesota Callers Association. He also was a member of the Southeastern Minnesota Sportsman's Club, was an auctioneer and enjoyed worldwide travel.

Condolences may be sent to Pat White, 46 Conner Circle SW, Rochester, MN 55902-0800.

George started calling in 1972 and joined CALLERLAB in 1975. He actively called through out Minnesota and the surrounding area for many years. George thoroughly enjoyed square dance calling, especially Basic and Mainstream. You would usually get a history lesson on square dancing when he was a guest caller. As he told his stories, he also incorporated the style of dancing of that era and made it fun. He had a small club of Advanced dancers, also, that met in his and Pat's home. In fact, one of the criteria in moving into his new town house, was a basement large enough to hold a couple of squares. He was very dedicated to the activity and felt very strongly about its future. Many accolades can be said of George, but they are too numerous to mention.

He was selected to serve as Assistant Executive Secretary of CALLERLAB in 1988 and in 1991 he became the CALLERLAB Executive Director.

For those who wish, donations may be made in George's name to the newly established George White Scholarship Fund or to the CALLERLAB Foundation, 829 3rd Ave SE, Ste. 285, Rochester, MN 55904-7313.

George's death leaves a huge hole in the square dance activity and in CALLERLAB. He will be missed by everyone who knew him, but especially by those of us who have worked with him in the last 10 years.

One of George's favorite quotations: *"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

FROM THE CHAIR

Hello everyone, I sincerely hope that you are having a fantastic summer. It seems that time passes so abruptly now as we live such fast paced lives. The convention in Dallas is barely behind us and we are fashioning blueprints for Las Vegas forthwith. More about Dallas and Las Vegas in a minute. First, some sad news.

As you have read, George White, our Executive Director, lost his battle with cancer and passed away June 1, 1999. Ellen and I with Jerry and Del Reed, attended the funeral services and passed condolences to George's wife, Pat, from all of you. George served CALLERLAB well with a dedication and allegiance few people possess. Anyone who knew George understands that he was a man of integrity who stood up for what he believed in and challenged what he opposed. What more could anyone do? George White was my friend and I shall miss him.

The Home Office continues to run like a well oiled machine. Georgi and Dar Johnson are at the helm in Rochester and Jerry Reed (Florida), our Assistant Executive Director, has stepped up his duties to include remote management of the Rochester office. The Home Office continues to be available to you, and Jerry and I may be reached at our home phone numbers.

The convention in Dallas was a genuine delight. Jim Hensley gave a marketing presentation that had everyone buzzing. Mike Seastrom's Issues Committee Report and Kip Garvey with his Program Policy Report, gave CALLERLAB a direction for the future. Tuesday evening we were treated to a performance by the callers who collaborated on the Doug Bennett/Tony Oxendine record project that has (to date) raised over \$12,000 for the CALLERLAB Foundation for the Preservation and Promotion of Square Dancing. Everyone went home with a renewed enthusiasm for square dancing.

Let us all unite and keep that enthusiasm going for the Las Vegas Convention in 2000. Our theme will be Marketing - The New Frontier. We plan to have Jim Hensley from Creative Marketing with us to present a report on his work with the Foundation. The Issues Committee and the Program Policy Committee will have further updates and as always there will be many interest sessions for you to select from. Please register early for a great time in Las Vegas.

Larry Cole,
Chairman of the Board

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.

help them design surveys and suggest information sources, but sometimes we do research of our own.

This year, we discussed three projects that are in progress:

First, is a project from the Contra & Traditional and CDP Committees. They want to build a skill and interest inventory of CALLERLAB members, to find out what sessions should be set up at conventions. They'd also like to find out what real-world skills our members have, so we can match up committee needs and volunteers. We revised the survey form for this. Mike Alexander is preparing a draft for distribution. We need a database designer to work with Mike on this project.

Next is a project to poll members about why they do or don't attend conventions. Our approach here is to poll samples of attendees and non-attendees for one convention, to see if we can identify differences between the groups. At convention, we marked up our draft surveys, and the revised versions will come to the full committee for comment.

Finally, we are starting to create convention-critique forms that will tell us better what people thought of a given convention. For now, we've split the critique into 3 separate surveys covering panels, the convention facility, and the overall convention. The early drafts were marked up heavily at this convention, and updated ones are being prepared for distribution to the committee.

The R & D Committee is looking for people with experience in database design, market research, and survey design and analysis. If you have such skills and want to help, please get in touch!

John Sybalsky, Chairman
Research & Development

<<<<End of Committee Reports>>>>

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.

Due to circumstances beyond our control, **NO NEW ROSTERS WILL BE PRINTED THIS YEAR.** We will offer last years roster to anyone that would like to call 800/331-2577, or write for one. You must order the roster before July 25th. The roster will be reprinted August 1. The Home Office will only print the amount needed for the orders received. Overseas members may order by sending a fax to the Home Office. **Orders via e-mail will not be accepted nor acknowledged.**

Once this supply is exhausted, no further printing is anticipated.

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 AUGUST 1, 1999!

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 2000 Las Vegas Convention.

Twelve valid petitions have been submitted to date: Guy Adams, Cal Campbell, Larry Cole, John Kaltenthaler, Tim Marriner, John Marshall, Jim Mayo, Dana Schirmer, Mike Seastrom, Al Stevens, Dave Towry, and Jim Wass. Their biographies will appear in the August/September issue of *DIRECTION*. Voting Members will also receive a ballot at that time.

The election results will be announced in the October/November issue.

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.**

THE CALLERLAB FOUNDATION THANKS YOU!!

Often times we hear the expression "talk the talk and walk the walk". This year at the annual CALLERLAB Convention in Dallas, TX, we "talked the talk" - It was a GREAT convention. But more importantly, we actually "walked the walk".

Roughly 160 callers generated more than \$10,000 for the CALLERLAB Foundation through the sale of the "God Bless the USA" record. Callers were standing in line to pay \$25, \$50, even \$100 for a special limited edition copy of the record. One very special caller and his spouse, Bill and Peggy Heyman, paid \$2,000 for record #001 during a special auction.

All of the money generated by the sales of the record will be donated to the CALLERLAB Foundation specifically earmarked for funding marketing efforts. There is a growing thought in the square dance world that our activity is in need of an image update. The concern is that no one is really sure how this should be done. A marketing firm and a public relations firm can give us these answers. The square dance world owes these CALLERLAB members who truly "walked the walk" a tremendous **THANK YOU**. On behalf of the entire membership, the CALLERLAB Executive Committee, and the Board of Governors would like to take this opportunity to offer our sincerest gratitude to these dedicated professionals who gave not only of their time, but also of their pocketbook. It is people like this who will insure that our activity will prosper into the next millennium.

As of June 13th there are only two more signatures needed for the special records. We anticipate shipping the records within 3-4 weeks. We thank you for your patience.

"FRIENDS OF THE FOUNDATION"

On 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":

Richard & Theresa Rosprim, Flower Mound, Texas
Al Brundage, Port St Lucie, Florida in memory of

George White

Wil Eades & Judy Ballard, Vista, California

June Grimmett, San Diego, California

Sundown Squares, San Diego, California

Callers Council of New Jersey in memory of

George White

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

HOEDOWN

(History of Dancing)

We are very pleased to announce the availability of a new video which features an entertaining and informative look at the history of dancing.

This exceptional video will treat the viewer to a glance into the rich heritage of square dancing. Sales of this video will benefit the Foundation for the Preservation and Promotion of Square Dancing.

All the color, music, and magic of American folk dancing, including the wide-spread popularity of the Western Square Dance movement, is now available for everyone. The video **HOEDOWN!** is perfect for schools, recreational organizations, churches, dance clubs, and dance leaders. **HOEDOWN!** bounces the viewer back in time for a joyous experience tracing our dance heritage all the way back to 15th century England. Varied locations and authentic costumes give realistic support to performances by some of the most outstanding folk dance groups in the nation, such as the Berea Country Dancers and the Ohio Valley Pioneer Dance Troupe. Live musicians make the scenes complete as the viewer visits a village green in Old England, a 16th century sailing ship, a Colonial ballroom, a former mining camp, a wagon train, a Kentucky housewarming, and more.

This unique, informative, and entertaining video is available through the CALLERLAB Foundation for the Preservation and Promotion of Square Dancing for the nominal cost of \$28.00 plus \$3.00 shipping and handling. Minnesota residents add 6.5% sales tax. Make checks payable to the Foundation and send to: 829 3rd Ave SE, Ste. 285, Rochester, MN 55904-7313.

PERMANENT CALLERLAB BADGES

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

EQUIPMENT INSURANCE AVAILABLE

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

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 AT INDIANAPOLIS! Educational Seminars

The National Executive Committee and CALLERLAB will again co-conducted a series of daily educational and leadership seminars at the National Convention in Indianapolis, Indiana.

Accredited Caller-Coachs volunteered their time and expertise to conduct these popular seminars. CALLERLAB seminars have been a part of the National Square Dance Convention for the past 18 years. The emphasis was on teaching and leadership skills. Sessions on music, timing, choreography, ethics, and smooth dancing were also presented.

There were 6 sessions during the convention. These sessions provided an excellent educational opportunity to experienced as well as newer callers.

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.

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.

IN MEMORIAM

Skip Smith, Titusville, FL, 4/25/99
Frank Thomason, Wellford, SC, 5/3/99
Warren Berquam, Maple Plain, MN, 5/21/99
George White, Rochester, MN, 6/1/99

PLUS COMMENTARY

While drafting this PLUS Commentary I am well aware of the myriad problems facing our activity, recruitment, retention, and so forth. I'm wondering if the PLUS Committee can or may or will do something to help.

I believe a lot of our problems would simply disappear if existing CALLERLAB Programs were properly utilized by callers, clubs, and dancers alike. However, with human nature being what it is, and, coupled with the fact that a large percentage of those callers, clubs, and dancers are currently dancing regularly - and quite contentedly - at what is popularly called "Soft PLUS" I don't think any of our problems will simply go away. Here's some food for thought while you're contemplating the forthcoming review of the PLUS Program.

What would happen if this Committee made a decision to enlarge the PLUS Program to the size of the Advanced Program, making it much more difficult - and time consuming - to attain the proficiency now demonstrated in the "Soft PLUS"? Would it slow the "Rush To PLUS"? Would it change nothing except renaming it "Much Softer PLUS"? Would it work by slowing down - or even eliminating - the "Rush To PLUS"? I don't know the answers to these questions - I'm asking you.

What would happen if this Committee made a decision to gradually shrink the PLUS Program to the size of a "Baker's Dozen" (13 families)?? Would that have any effect on our activity?? What if the Basic/Mainstream followed your lead and reduced the size of those Programs and you ended up with a list of families containing all the "popular" stuff teachable in a single season with no need to learn something else in the summer to be a "Club Dancer"?? Would it solve some of our problems?? Would it create a new monster called "Rush To Advanced"?? I don't know the answers to these questions either - I'm asking you .

What would happen if this Committee made a decision to continue as in the past - adding a family here and removing a family there and maintaining the PLUS Program at its current size. I don't know the answer to that question either - I'm asking you!

Skip Brown,
Vice Chairman

SQUARE DANCE BUILDING GUIDELINES

One of the problems in square dancing is the need for suitable facilities. *SQUARE DANCE BUILDING GUIDELINES*, a CALLERLAB publication, is the result of a committee effort to provide useful information to anyone interested in building their own square dance hall. The booklet is not intended to cover all the pitfalls one will face in building their own building, but it will help plot a course to veer left or right around a few of them.

This booklet is available from the Home Office at a cost of \$5.00, postpaid.

MISSING MAIL?

We get occasional complaints from members about not receiving mail. You should, as a very minimum, receive 5 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/November (Convention invitation and report on Board elections issue). 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.

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.

SQUARE DANCE TROUBLES

by Jim Mayo

Square dancing has TWO serious problems. One of these is recruiting. If we could find ENOUGH people willing to try square dancing, we could continue to throw away all those who don't like exactly what we like and we would still have enough remaining to support our habit.

The comments about the first problem suggest the OTHER problem. For the last 25 years, at least, most of the square dance community has accepted ONLY those people able and willing to make a major commitment. It takes two nights a week for a couple of years to become a comfortable square dancer. Most callers know that you don't learn to survive at open dances any other way.

Most square dancers are satisfied with their activity the way it is. They have made the commitment. They LIKE the "challenge" of our dancing and they are willing to accept the breakdowns of their squares. They are the survivors. These are not the people that have caused the shrinkage at our clubs, dances, conventions, and festivals. The reason we have that shrinkage is that so many did not like what we like and they have gone away.

Since the early 1970's the focus of most callers has been on making dancing more challenging. We have tried to pass it off as "more interesting" but the way it has played out is that many squares in every tip break down. Most callers have little interest in making dancing easier. Neither do they have the very considerable skill needed to let most dancers win most of the time. The "stars" we have admired are the ones who present the most complicated dance routines. Even they often see only the front squares and fail to notice the breakdowns at the back.

If we want to help the existing dance activity, callers must concentrate on helping dancers have more fun. Fun means different things to different people. Those who want to find interesting variety without being

blown away by complicated puzzles are not now being well served. Neither are those who like to move smoothly with the music. Callers who want to keep the customers we have should invest their efforts in improved performance in these areas.

If we are to rebuild a prosperous square dance activity, we must find many callers who are willing to call EASIER dances. Perhaps these will be based on limited lists of calls like the CALLERLAB BASIC Program. The names and number of calls are not important. Far more important is a change of attitude that restores the fun, sociability and dancing feel to square dancing. Only a few of the callers now working are committed to working toward these goals. Many use those words as bait, hoping to lure people into the "more interesting" programs that those callers like.

Square dancing has the potential to be a nearly perfect recreation for a huge share of the population of the United States and many other countries. For the last 25 years we have kept it suitable ONLY for a small share of those people. Nearly everywhere we offer a narrow, single-track, complex form of square dancing. If we could make an easier form of square dancing more available, we might sell our recreation to a whole new generation of people. Making the product complicated has never expanded any market.

IS SQUARE DANCING A COMPETITIVE SPORT?

by Gary Potratz

Printed with permission of Gary and reprinted from American Square Dance Magazine.

Yes, square dancing is a competitive sport.

First we have the set of rules to make all the calls legal. These were originally established to provide a consistency to square dancing across our great nation. Now the calls are made up into lists from Basic to C2 or some level beyond comprehension. Each call has a set of starting and ending formations and instructions on how to maneuver from beginning to end. If I call a call from a different formation, at the end of the tip, all the square dance legal committee members will inform me that the call from that formation not legal. "Nuff" said.

Recruitment: We are all pledged to go out and recruit new dancers. We are to tell them that it is "Fun Set To Music": and with just a little time spent to learn all the drills, I mean calls, they will aspire to a world of fun and laughter. Who are our target recruits? They are those who will learn all the calls in the first 3 lists. That's right, we want to replenish our Plus club dancers who have found other activities outside square dancing, of which we have not figured out what that might be.

Lessons: Here is where the caller comes into the sport. He is the Head Coach who will provide the new

dancers to this game, the set of calls and all the regulations that go with the sport so each team (square) will score. Scoring is the fun part of square dancing in which all members in your team reach an Allemande Left when called. It is his responsibility to make the cuts to the new dancers who cannot keep up within a team and causes them to break down and not score. The cuts are made during the lessons by first making a strong suggestion that the new dancers attend more than one lesson in a week. As this will afford them the greatest opportunity to be a full team player at the end of training camp and miss the final cuts before graduation. Finally, it is graduation night when all the certificates of completion are given out to all the new dancers who can dance at a Plus level. All those who were cut have been asked to come back to training camp next year and try again.

Now that the new recruits are trained in the first 3 levels of the sport and it is time to have them attend the first dance. The biggest problem is that this is where the actual game is played and the competition is the greatest. The caller is now the game's director, slings out calls in sequences of artistic beauty to give the teams the greatest thrill by scoring the most Allemande Lefts. Newly graduated dancers have the highest incomplete scoring ratings. To have a new dancer in your team will give your team a distinct disadvantage in scoring. Unlike bowling and golf there is no way to provide a handicap number to each new dancer to allow the team to score. Non-scoring by the new dancers is so intimidating to them that they may never go to a game, will never come back to the game after the first night, or they will be labeled as a "bad dancer" during the game. Forever saddled with that weight around their necks.

If you still don't believe me that today's square dancing is not a competitive sport read Ed Foote's November, 1998 article in *American Square Dance Magazine*. "If you can't score in the level of dancing you're in, don't go to the next level and dance." Ed states that this article applies to "Advanced" levels of dancing. In reality, it is, in effect, down to some Mainstream levels by some people and that is the problem with square dancing today. If you can't score, stay out of my square.

It's not the game that is a problem. It is the scoring at each level. If we change the games first level to Mainstream and the scoring is changed from inside the team to just the game. What I am driving at is, that square dancing needs to go back to it's original intent of being a social activity and not a competitive sport. To "score", is to see the smiles on everyone's face and that they were included in your team. We as square dancers, must provide a square dance in which everyone is welcome and participates, not just those that can score.

The retention rate of new dancers in the club I call for, is 80% for the last two years. The Frolickers of Pullman, are a Mainstream club that starts new dancer lessons in mid-September. The new dancers are invited to attend the club's New Years Eve Dance and from this dance until they are graduated the new dancers participate in every club dance. This gets them acclimated into the club by the time of their graduation and they are hooked on square dancing. Does this mean that the clubs' level of dancing is to the new dancer level? Yes, and at their 13th week level, which is about 75% of the calls, but as a caller, I provide all the dancers the best dance I can choreograph. You should see them grow in confidence and with the biggest smiles the last 12 weeks. But more than anything else in this 49th year of our club, the club has a different scoring procedure to the square dance game and once again is growing.

So this is my parting two cents worth. If your club is having a hard time keeping new dancers, then drop your game level to Mainstream and change your scoring to one of having fun just being with other people. Teach Plus as a supplemental game level after a dancer has 2 years of dancing and has angeled for a Mainstream class. Finally, all callers should be teaching new dancer classes for a Mainstream club and all dancers from all levels should angel for a Mainstream club. Remember that it is not the square dance levels that are a problem in today's square dancing, it is how the dance is "Scored for Fun".

If you have comments, send them to Gary Potratz, 469 Paradise Dr, Moscow, ID 83843, or email to gpotratz@moscow.com.

WHERE'S BASIC/MAINSTREAM DANCERS?

The articles in the April issue of NESDM, by Chris Pinkham ("Feedback From a Caller") and Ed Foote ("Dancing in Northern Europe"), really struck a chord with us. We are relatively new to square dancing, (class of 98) and have noticed some glaring discrepancies in the ability of many professed Plus and Advanced level dancers. Also, as we went through the Basic Program and into Mainstream it was very difficult to find dances at our level so that we might practice our newly acquired skills. Having now attained a reasonable proficiency at the Mainstream level we find it very frustrating to participate in

squares at that level and have them break down because of the inability of alleged Plus and Advanced level dancers to dance at the Mainstream level. The Mainstream Program is the foundation on which all other levels of square dancing are built, and without which the structure has no support.

From our perspective, both clubs and callers need to step back and carefully examine the condition of present day square dancing. Adjustments must be made in both philosophy and attitude in order to reinforce the foundation. Square dancing appears to be at an ebb, at least in our area; where there were several clubs, now there is one. More than half our graduating class is no longer dancing. Why? Partly due to the unavailability of sufficient class and Mainstream dances within a reasonable driving distance to polish those skills learned in class.

If clubs and callers refuse to make accommodations for the novice dancer to become proficient at the Mainstream level, where will square dancing be in five or ten years? Our own club scheduled one class dance this year, but other clubs in our area who have no class, scheduled no class dances. As a result, our class has had to drive as far as 50-60 miles to find a dance at which to refine their skills. Also, after spending nearly nine months training us to be competent Mainstream dancers, our club scheduled only one Mainstream dance in its calendar. The message seems to be, "we trained you, but now we

CURRENT QUARTERLY SELECTIONS	
MAINSTREAM	None
PLUS	None
ADVANCED	Wind the Robot (1-99) International Elements (2-99)
EMPHASIS CALLS	
BASIC	None in the Club (1-99)
MAINSTREAM	None in the Club (1-99)
PLUS	Level the Boat (2-99)

will give you few opportunities to dance with us until you complete a Plus Program." However, our club did see the error of their ways (after some protesting) and scheduled three additional Mainstream dances during the year. We certainly are not against progressing into the more challenging aspects of square dancing, but greater emphasis must be exerted on developing good solid dancers at the fundamental Mainstream level. More effort needs to be spent so that dancers at all levels respond instinctively and not react when they hear a call. The only way that this will be accomplished is if the rush toward achieving Plus and Advanced levels is slowed down so that today's new dancers will still be around to become the leaders and callers for the next generation. Clubs need to schedule more class and Mainstream level dances so that beginning dancers do not feel left out and can grow in their skills and enjoyment of square dancing.

Yours for better dancing,
Fran & Bob Craig
Danvers, Massachusetts



CALLERLAB COMMITTEE CHAIRMEN and VICE CHAIRMEN

June 12, 1999

SPECIAL INTERESTS - Executive Committee Liaison - John Marshall

CONTRA & TRADITIONAL - Chmn, Yona Chock; V-Chmn, Les Henkel

CALLERS' PARTNERS - Chmn, Kathy Davenport; V-Chmn, Mary Ann Alexander

CAREER CALLERS - Chmn, Doug Bennett; V-Chmn, Tom Miller

SQUARE DANCE ISSUES - Chmn, Mike Seastrom; V-Chmn, Tim Crawford

WOMEN IN CALLING - Chmn, Deborah Parnell; V-Chmn, Gerry Hardy

PROGRAMMING & COORDINATING - Executive Committee Liaison - Mike Jacobs

COMMUNITY DANCE PROGRAM - Chmn, Cal Campbell; V-Chmn, Ken Kernan

BASIC/MAINSTREAM - Chmn, Dana Schirmer; V-Chmn, Mike Alexander

PLUS - Chmn, Larry Davenport; V-Chmn, Skip Brown

ADVANCED - Chmn, Bob Stern; V-Chmn, Cliff Simpson

CHALLENGE - Chmn, Ed Foote

BOG PROGRAM POLICY - Chmn, Kip Garvey

DEFINITIONS SUB-COMMITTEE - Chmn, Clark Baker

CHOREOGRAPHIC APPLICATIONS - Chmn, Wayne Morvent; V-Chmn, Elmer Claycomb

APPLICATIONS REVIEW SUB-COMMITTEE - Chmn, Jon Jones; V-Chmn, Jerry Story

CHOREOGRAPHIC REVIEW COORDINATOR - Norm Wilcox

PLANNING & RESEARCH - Executive Committee Liaison - Jim Mayo

EDUCATION - Chmn, Gerry Hardy; V-Chmn, Mike Callahan

CALLER-COACH - Chmn, Martin Mallard; V-Chmn, Paul Henze

CALLER TRAINING - Chmn, John Kaltenthaler; V-Chmn, Deborah Parnell

QS COORDINATING - Chmn, Clark Baker

MAINSTREAM QS - Chmn, Walt Cooley; V-Chmn, Brian Hotchkies

PLUS QS - Chmn, Doren McBroom; V-Chmn, Norm Wilcox

ADVANCED QS - Chmn, Bill Harrison; V-Chmn, Tom Miller

RESEARCH & DEVELOPMENT - Chmn, John Sybalsky; V-Chmn, Terry Wheeler

MEMBERSHIP - Executive Committee Liaison - Tony Oxendine

CALLER ASSOCIATION LIAISON - Chmn, Vernon Jones; V-Chmn, Bruce Mitchell

ACCREDITATION - Chmn, Jim Wass; V-Chmn, Virgil Forbes

PROFESSIONAL ETHICS - Chmn, Jerry Junck

OVERSEAS ADVISORY GROUP - Chmn, Al Stevens; V-Chmn, Kenny Reese

CANADA ADVISORY GROUP - Chmn, Tim Crawford; V-Chmn, Martin Mallard

PUBLIC RELATIONS - Chmn, Guy Adams; V-Chmn, Shane Greer

RECRUIT, PROMOTE, MAINTAIN - Chmn, Patricia Wahle; V-Chmn, Keith Stevens

RESOLUTIONS - Chmn, Gregg Anderson

WAYS & MEANS - Executive Committee Liaison - Tony Oxendine

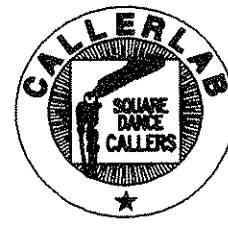
FOUNDATION FUND RAISING - Chmn, Jerry Story; V-Chmn, Vacant

[Changes since last printing



PRESS RELEASE

FOR IMMEDIATE RELEASE
May 1999



PRESS RELEASE

***** START *****

CALLERLAB is pleased to announce that LORENZ KUHLEE of Karlsruhe, Germany has recently attained recognition as an Accredited Caller-Coach. Congratulations, Lorenz.

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:

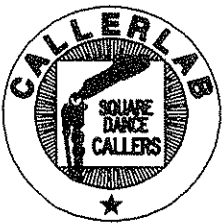
- AL BRUNDAGE, Port St Lucie FL - Emeritus
- STAN BURDICK, Silver Bay NY
- DARYL CLENDENIN, Portland OR and Apache Junction AZ
- DECKO DECK, Arlington VA
- HERB EGENDER, Parachute CO
- ED FOOTE, Wexford PA
- BENGT GELEFF, Gothenburg, Sweden
- BETSY GOTTA, North Brunswick NJ
- GRAHAM HALL, Auckland New 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.

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PRESS RELEASE

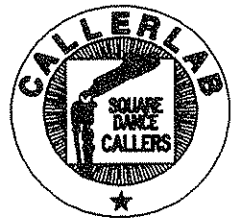
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June 1999

***** START *****

ADVANCED QUARTERLY SELECTION

CORRECTED COPY



PRESS RELEASE

Bill Harrison, Chairman of the Advanced Quarterly Selections Committee, announces that the committee has selected INTERLOCKED DIAMONDS (CALLS) for the period beginning May 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.

INTERLOCKED DIAMONDS (CALLS)

STARTING FORMATION: Diamonds

ACTION: INTERLOCKED DIAMOND FORMATION: Two adjacent diamonds in which the very centers work with the furthest other 3 dancers. Normal Interlocked Diamonds would be obtained from Two-Faced Lines plus a centers Hinge, **very Centers Trade, and very Centers Run.

Call: Interlocked Diamond Circulate:

STARTING FORMATION: Interlocked Diamonds

ACTION: Each dancer moves forward one position in the Interlocked Diamond path.

ENDING FORMATION: Interlocked Diamonds



Call: Flip the Interlocked Diamond:

STARTING FORMATION: Interlocked Diamonds

ACTION: The points Flip the Diamond, while the centers Interlocked Diamond Circulate.

ENDING FORMATION: Waves or two-faced lines.



Call: Cut the Interlocked Diamond:

STARTING FORMATION: Interlocked Diamonds

ACTION: The points Cut the Diamond, while the centers Interlocked Diamond Circulate.

ENDING FORMATION: Waves or two-faced lines



DANCE EXAMPLE:

A-1 Sequence:

Heads Wheel Thru, Right and Left Thru, Veer Left, Girls 1/4 Thru, Center Girls Run, INTERLOCKED DIAMOND CIRCULATE, Boys Half Tag, Turn and Deal, Pass Thru Trade By, Slide Thru and Roll, Right and Left Grand.

Heads Star Thru, Double Pass Thru, Right Roll to a Wave, Swing Thru, Boys Run, Star Thru, Pass Thru, Right Roll to a Wave, Boys Run, Girls 1/4 Thru, Center Girls Run, INTERLOCKED DIAMOND CIRCULATE, FLIP THE INTERLOCKED DIAMOND (Girls are points for the Flip the Diamond, Boys are the centers for an Interlocked Diamond Circulate), Girls Trade, Recycle, Double Star Thru, Right and Left Grand.

Heads Wheel Thru, Single Circle to a Wave, Slip, Switch to an Hourglass, Hourglass Circulate, Center 2 Boys Hinge, INTERLOCKED DIAMOND CIRCULATE, CUT THE INTERLOCKED DIAMOND (boys are points for the Cut the Diamond, girls are the centers for Interlocked Diamond Circulate), Couples Circulate, Turn and Deal, Double Star Thru, Right and Left Grand.

SING CALL SEQUENCE:

Heads Star Thru, California Twirl, Right and Left Thru, Veer Left, Girls 1/2 Circulate, Center Girls Hinge, INTERLOCKED DIAMOND CIRCULATE, Boys 1/2 Tag, Turn and Deal, Square Thru 3, Allemande Left, Swing Promenade.

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

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THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

June 1999

***** START *****



PRESS RELEASE

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 Callers' Name, Club Name, Street Address, Club Contact, City, State, Zip, Telephone, Contact Street Address, Fee, City, State, Zip, Telephone, Three alternate names and phone numbers, Date of dance, Time, to, Time Icon, Dance location, Please check appropriate blocks, Special considerations, REMINDER TO CALLER TWO WEEKS IN ADVANCE OF EVENT WOULD BE APPRECIATED!, I AGREE TO CALL THE ABOVE EVENT, AS DESCRIBED, AND FURTHER CERTIFY THAT I WILL BE LICENSED BY BMI AND ASCAP TO PERFORM COPYRIGHTED MUSIC AT SAID EVENT., Callers Signature, Date, Accepted By, CLUB Representative, Date, NOTE: In consideration of callers' health and ability to provide quality programming, CALLERLAB recommends that callers not be scheduled for more than seven (7) hours in any one day., cc: Caller () Club (), This form is approved by CALLERLAB and is available through the CALLERLAB Home Office., Revised 8/91

***** 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)

NUMBER	SUBJECT	FREE OF COST
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	
Youth Info	Hot To It! & USDA Founders Memorial Youth Fund	
Insurance Flyer	USDA Dancer Insurance Program	
Credit Card	Information & Application	

PAMPHLETS

(Pamphlets are 5½" x 8½")

P-010-97	Club Incorporation	(16 pgs)	Free
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

USDA NEWS

Quarterly Newsletter \$5.00/year

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 1999



PRESS RELEASE

***** START *****

'LOST SQUARES'

In 1986 CALLERLAB introduced a procedure for 'LOST SQUARES'. It was approved with some small changes in 1987 and reads as follows:

The following method of returning to dancing once a square has broken down, shall be a uniform method to be taught to all dancers for class programs through all approved CALLERLAB dance programs:

DANCERS RESPONSIBILITY:

1. Return to home position as soon as possible.
2. The head ladies will take their corner's hand and head couples will back out to form lines at the sides of the square.
3. On the caller's command, "EVERYBODY go forward and back", they enter into the dance pattern.

CALLERS RESPONSIBILITY:

1. Recognize that a number of sets have broken down and have formed lines at the sides of the hall.
2. Place the dancing squares into lines that they are in a normal boy/girl arrangement.
3. Give the command "EVERYBODY go forward and back" in a bold voice which is the command for the broken squares to enter into the dance pattern.

***** END *****

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THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE
June 1999



PRESS RELEASE

***** START *****

WHAT DOES DANCING DO FOR YOU?

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

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

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

***** END *****

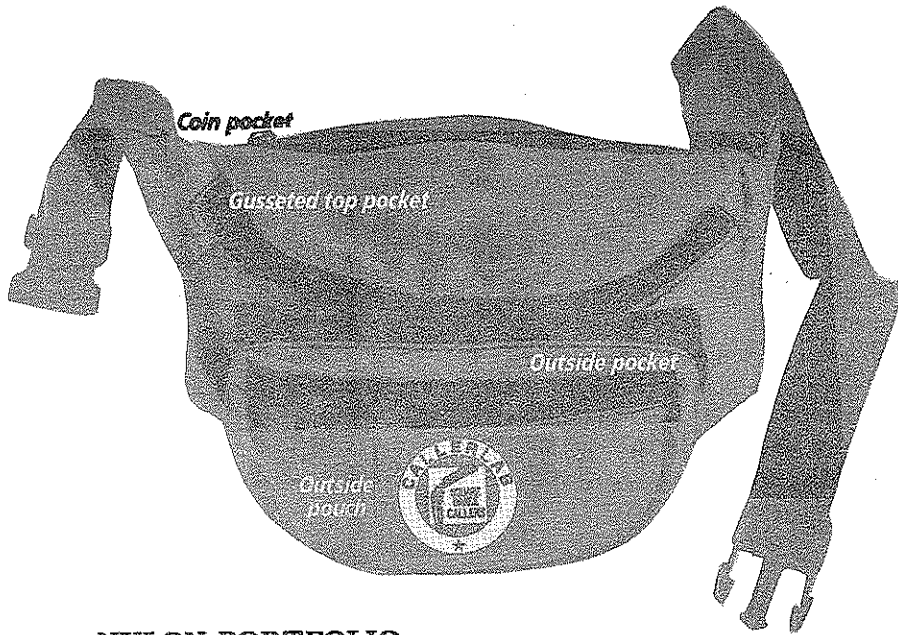
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Logos shown below may be reproduced on your stationery, flyers, etc. (Important Note: The logo which appears on CALLERLAB envelopes, etc., showing a star at the bottom center, is reserved for corporate use ONLY and should not be reproduced in any form.)

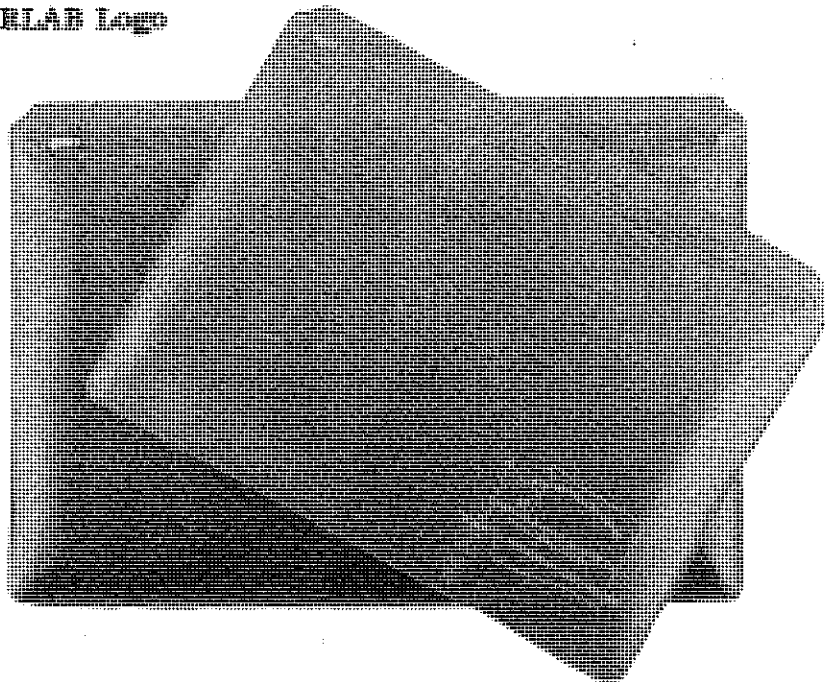


FANNY PACK:
Royal Blue
with CALLERLAB Logo



Belt Buckle Shown Actual Size

NYLON PORTFOLIO
with CALLERLAB Logo



CALLERLAB 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 2/99	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 11/98	6.00/50	\$ _____
Dance Programs Lists, C-2 - revised 4/98	6.00/50	\$ _____
Basic/Mainstream Program Checkoff list		No charge
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 8/98	4.00	\$ _____
C-2 Definitions - revised 9/98	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	\$ _____
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	\$ _____
CALLERLAB Jackets		
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
Rochester MN 55904-7313

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: _____

