

NEWSLETTER
for Members of
CALLERLAB

Direction



The International Association
of Square Dance Callers

ROCHESTER, MINNESOTA

VOLUME XXVII NUMBER TWO - NOVEMBER/DECEMBER 1999

IN THIS ISSUE

FROM THE CHAIR	1
BOARD OF GOVERNORS ELECTION RESULTS	2
MARKETING - THE NEW FRONTIER	2
HOTEL RESERVATIONS FOR CONVENTION	2
WE'RE MOVING!	2a
DON'T MISS OUT!	2b
CDP SEMINAR	3
HOME OFFICE HOLIDAY CLOSING	3
NEW SONG & DANCE ROUTINE BROCHURE	3
IN MEMORIAM	3
PLUS COMMENTARY	3
PARTNERS CORNER	3
"FRIENDS OF THE FOUNDATION"	4
FOUNDATION RAFFLE!!	4
SUPPORT THE FOUNDATION	5
ISSUES COMMITTEE REPORT	5
1999-2000 ROSTER	7
ADVANCED DEFINITIONS "CORRECTION"	7
ROYAL RECORDS FUND RAISING	7
SQUARE DANCING MARKET RESEARCH	7
FINANCIAL ASSISTANCE AVAILABLE	8
STARTER KIT FOR NEWER CALLERS	8
LOST MEMBERS	8
JACKETS & BELT BUCKLES	9
SCHOLARSHIPS AWARDED	9
THE JOY OF BEING AN EDITOR	9
CORPORATE LOGO	9
FROM OUR MEMBERS	9
"CHANGE" IS NEEDED	9

CURRENT QUARTERLY SELECTIONS:

MAINSTREAM: None
PLUS: None
ADVANCED: Interlocked Diamonds (5/99)

EMPHASIS CALLS:

BASIC: Ferris Wheel (9/99)
MAINSTREAM: Slide Thru (9/99)
PLUS: Chase Right (11/99)

FUTURE CONVENTIONS:

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

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

Good gracious sakes alive! I was never sure what that meant. However, as a kid, I remember that anything connected to it carried a lot of impact. Therefore, Good Gracious Sakes Alive! Where has the summer gone? It seems like only yesterday we were in Dallas enjoying the 1999 Convention.

I trust that you had a wonderful summer season, filled with many pleasant days and activities. Likewise, I hope everyone has begun their new dancer sessions with an upswing in attendance. Please send into the Home Office your success stories of beginner dancers, as we would like to publish them in *DIRECTION* for all to share. Your plan and success may be the best thing going and we could all benefit from it.

The Foundation continues to work toward our marketing goal. Fund raising is blooming everywhere from the "God Bless the USA" records and tapes (many callers carry and sell them at their dances) for donations by groups and individuals. A caller and/or cuer sends in money on a regular basis from a fund raising project of theirs, a square dance club has added 50 cents to their admission and regularly forwards that to the Foundation. Legacy continues their efforts with their square dance sign project (see your last issue of *DIRECTION*). The "Bus Tour" (article in this issue) was put together by several callers and a thank you goes to them for their efforts. We continue to work with Jim Hensley on the beginning of our marketing plan. All of the fund raising is great. However, I continue to believe that the finest accomplishment to date is the fact that all of the square dance world is beginning to work together. I marvel at the impressiveness of such an achievement. Thank you one and all.

The year 2000 brings us a vacation, a marketing plan, Las Vegas glitter, the Issues Committee, a chance to meet new friends, interest sessions with caller training, the Program Policy Committee, fun and fellowship, an opportunity at free records for a year, and much more.

Where, you say? Well, this all comes together at the CALLERLAB Convention. Please get on the band wagon, register early and come to "Vegas" for a super convention. CALLERLAB needs "YOU" but more importantly, square dancing needs "YOU". I look forward to seeing you. Please step up and say howdy.

Larry Cole,
Chairman

BOARD OF GOVERNORS ELECTION RESULTS

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

CAL CAMPBELL, Castle Rock, CO
LARRY COLE, Marion, IN
JOHN KALTENTHALER, Pocono Pines, PA
TIM MARRINER, Register, GA
JOHN MARSHALL, Centerville, MD
JIM MAYO, Hampstead, NH
MIKE SEASTROM, Thousand Oaks, CA
AL STEVENS, Durmersheim, Germany

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:

GUY ADAMS, Rockford, IL
DEE DEE DOUGHERTY-LOTTIE, Minneapolis, MN & Mesa, AZ
STEVE JACQUES, Pasadena, MD
DANA SCHIRMER, Berryton, KS
DAVE TOWRY, Hot Springs Village, AR
JIM WASS, Riverdale, MD

The newly-elected board members will begin serving their terms at the conclusion of the 2000 convention in Las Vegas.

Members currently on the Board of Governors are:

GREGG ANDERSON, CLARK BAKER, DOUG BENNETT, CAL CAMPBELL, *LARRY COLE (Chairman), TIM CRAWFORD, LARRY DAVENPORT,

DEE DEE DOUGHERTY-LOTTIE, RANDY DOUGHERTY, BILL HARRISON, *MIKE JACOBS, JERRY JESTIN, JOHN KALTENTHALER, MARTIN MALLARD, *JOHN MARSHALL, *JIM MAYO, TOM MILLER, WAYNE MORVENT, *TONY OXENDINE (Vice Chairman), DEBORAH PARNELL, MIKE SEASTROM, NASSER SHUKAYR, AL STEVENS, JERRY STORY, and JOHN SYBALSKY.

* indicates members of the 1999-2000 Executive Committee

MARKETING - THE NEW FRONTIER

Your Convention Planning Committee has selected "Marketing - The New Frontier" as the theme for the 2000 CALLERLAB Convention, to be held in Las Vegas, NV April 17 - 19, 2000. The convention will be held in the Riviera Hotel/Casino, located on the strip near all the action of the city.

Moderators, panelists, and attendees will be exploring methods to better market our activity. The newly selected Marketing Advisor for the FOUNDATION, Jim Hensley, will be presenting marketing plans and ideas. He will also be available for personal discussions. Our newly formed Marketing Committee will be meeting and would welcome your input.

All you need to know in order to attend the 27th annual CALLERLAB convention is contained in the Convention Invitation included in this issue of DIRECTION.

HOTEL RESERVATIONS FOR CONVENTION

The CALLERLAB Convention will be held at the Riviera Hotel/Casino in Las Vegas. The hotel would prefer you make your room reservations by telephone. You may call at 1-800-634-6753, and tell them you want to register for the CALLERLAB Convention being held on April 16-19, 2000. The room cost will be \$79.00 single or double, plus tax. If you plan to arrive early, you must check in on Friday. No Saturday check-ins are allowed. Register early. Convention rate is only good until room block is filled.

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 Jerry Reed, 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.

**27th Annual CALLERLAB Convention
April 17 – 19, 2000**

**..WE'RE MOVING..
To The
Riviera Hotel!**

Due to circumstances beyond our control we will not be able to use the facilities of The New Frontier Hotel. Therefore, we are changing the location of the 2000 CALLERLAB Convention. The theme for the Convention, "Marketing: The New Frontier", is still the same, but our hotel is no longer the New Frontier Hotel. The CALLERLAB Convention will now be located in the beautiful **Riviera Hotel and Casino**.

Home of the world famous show, "SPLASH", the Riviera is located right on the "Strip" in Las Vegas, across the street from Circus Circus. The hotel features outstanding meeting and dining facilities and many of the other amenities that major Las Vegas resort hotels offer.

With over 40,000 square feet of convention space and over 2000 rooms, the Riviera is a perfect location for our convention.

**Mark your calendars – CALLERLAB Convention
Riviera Hotel and Casino
April 17 – 19, 2000**

DON'T MISS OUT



This is your last chance to register early for the 50th National Convention in Anaheim, CA

If you are planning on attending the National Convention in 2001 (and who isn't?), you can save some \$\$\$ and help the Foundation at the same time. **HERE'S THE DEAL.** The 50th Committee has given CALLERLAB 500 of these "Early Bird" Certificates to sell to our members. You can purchase an "Early Bird" Certificate from the CALLERLAB Home Office for \$25.00. This is a substantial savings over the regular admission price. **NOW THE REALLY GOOD NEWS!!!!!!!** The NSDC has graciously volunteered to return ALL of this money as a donation back to the Foundation!!!!!!!

There is some bad news, however, You only have until March 15, 2000 to purchase your "Early Bird". To purchase your certificate, call or write the CALLERLAB Home Office today!!!

CALLERLAB
829 3rd Ave SE, Ste 285
Rochester, MN 55904
507/288-5121



CDP SEMINAR

The Community Dance Program Committee will host an 8 hour seminar on Saturday and Sunday morning ahead of the April 2000 CALLERLAB Convention. The Seminar will be held at the same site as the convention. The goal of the event will be to provide specialized training to leaders interested in knowing more about leading beginner parties for people with little or no dance experience. Sessions will include tips on booking parties, dances suitable for various age groups and gender mixtures, and other topics. Hands on experience will be provided to anyone who desires such. A syllabus will be published for the people attending containing dances suitable for beginner's. Leaders interested in attending such a seminar should contact, Calvin Campbell at cal@d4bp.com or 303-790-7921 or mail at 343 Turf Ln, Castle Rock, CO 80104 for additional details.

HOME OFFICE HOLIDAY CLOSING

The Home Office will be closed on November 25th, December 24th, and January 3, 2000 in observance of the Thanksgiving, Christmas, and New Year's Day holidays. The entire staff wishes you a joyous holiday season and a prosperous new year.

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.

Enclosed with this issue of *DIRECTION*, is an order blank for use in ordering these brochures.

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.

IN MEMORIAM

John Calhoun, Birmingham, AL, 8/7/99
Dick Leger, Bristol, RI, 8/18/99
Gib Gilbert, Denver, CO, 9/25/99
Bob Byram, Signal Hills, CA, 9/27/99

PLUS COMMENTARY

The best way to keep dancers coming back for more is to make sure that they are having fun. This is true at whatever programs you call. People who are happy and who are having fun are eager to come back every week. There are several components that add up to fun. The ones I think about the most are the social part of the activity, the music we use at the dance, the smoothness of the dance, and the difficulty or variety of the choreography. I believe that the club members have the most influence on the social component. People enjoy being with their friends. We, as callers, are certainly part of the reason dancers come out, but I have seen many successful clubs where the social component is of primary importance and the calling component is secondary.

We, as callers, certainly play a key role in the success of a club. Our skill and judgement is extremely important. We can influence the mood of the dance, and thereby help insure that people are having fun by programming music that the dancers like. We all know which records get people dancing to the music with smiles on their faces. We can make sure that the dancing is smooth and well timed. Dancers have to work too hard and are tired at the end of the evening if they have to hurry to catch up or stop and wait for the next call all evening. Finally, it seems like everybody's favorite topic to keep dancers happy is choreography; is it difficult and challenging enough. Skill and judgement really come into play on all of these factors, but particularly on the choice of which choreography to use. We should all have a plan for what we will call at the dance. It should be based on the ability of the dancers we expect to call for. We should have the skill and judgement to change what we are calling based on the feedback we get from the floor. And we should be able to use our material without sacrificing smooth flow and good timing. The most important thing is to watch the dancers, and do the things that keep them smiling and moving to the beat of the music.

Larry Davenport,
Chairman

PARTNERS CORNER

Since many of us are well into new classes, it is a good time to reflect on how we, as partners, can make a difference in helping our new dancers become excited about their new activity. The caller is easily seen as important to this process because he or she has the responsibility to help these new dancers learn to square dance. But the real unsung heroes are the partners who, by our role, can help the new dancers enjoy our social activity and make new friends. We are the ones that can talk to the new dancers, dance with

the new dancers, and help see that the club members are making the new dancers feel welcome. If your classes are combined with your clubs on the same night, the new dancers and club members can get to know each other from the first night, and by the time class is over, the change from class member to club member is seamless. If your classes are on separate nights, or same nights, but different location and different caller, you can still help make sure that the club supports their class with their presence. The key to retention is that new dancers are having fun from the first night and feel that they belong. The key to transition from class to club is that the class members already know the club members and the transition is as seamless as possible. We, as partners, can use our "people" skills to help make it happen.

Kathy Davenport,
Chairman

"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":

Don & Shirley White for the 43rd National Square Dance Convention

Larry Hiller, IN

George & Norma Bogotay, PA

In honor of Alan & Brenda Swasey's wedding

Linda Williams, GA

Ginny Valenti, CT

Jon Jones, TX, in memory of Becky Osgood, Bill Stone, Dick Leger, Russ Barton, Sue Hill, and Gurley Chase

Steve & Sharon Baysinger, CA, in memory of Bob Byram

Bloomington Swirlers, MN

Downers Grove Square Throughs, IL

Lloyd Gatzke for his square dance club, WI

Jumpin' Jim Dandies, MI

The Frontier Squares, OH

Jack & Sherry Pladdys, OH

Barry & Peggy Carney, OH

Mr & Mrs Everette Curlee, NC

Craig & Kim Russing, GA

Southland Group, NC

Michael & Lynette Currie, TN

Bernard & Sandra Lowe, MASDA, GA

West County Spinners, MO

Mid-American Square Dance Jamboree, KY

Miami Valley Dance Council, 2001 Convention, OH

The following have donated to the Foundation in memory of George White:

Tim & Linda Crawford, Canada

John & Freddie Kalthenthaler, PA

Bob Worley, VA

Matt Worley, VA

Jerry & Kathy Helt, OH

Deborah Parnell, CA

The following have donated to the Foundation in memory of Jack Murtha:

Tim Fillmore, CA

Sharon & Jack Adkisson, CA

Margo Shullerts, CA

Andros Karperos Middle Sch on behalf of Kip Jarvis for her father

Carol Zelinski, CA

John & Freddie Kalthenthaler, PA

Warren & Georgia Potts, CA

Quinton & Melba Bailey, CA

James & Cora Ulrey, CA

George & Winnie Rose, CA

Jim & Irene Oxford, CA

Bud & Barbara Eckerman, CA

SD Callers Assoc of Sacramento Valley

B.D. & Barbara Brandt, CA

Patricia Handy, CA

William & Suzanne Nakashima, CA

Charlotte Dunn, CA

Larry & Pat Jones, CA

Sharon Shiflett, CA

Roderic & Cynthia Geddes, CA

Katherine Menghini, CA

Ferris & Mabel Emerick, CA

Clearlake Squares, CA

Deborah Parnell, CA

Jon Jones, TX

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.

FOUNDATION RAFFLE!!

Free Records, Microphone, CALLERLAB Dues

How would you like to win a new mike (EV 767) complete with a Hilton cable (or \$300)? Or free CALLERLAB dues for the upcoming year (or \$75)? Or all of the new releases from over forty different square dance labels for one year. You could win any or ALL of this. How? All you have to do is enter the Foundation Raffle. You will find an entry

form in this issue of *DIRECTION*. You may make copies to pass out at your club and special dances. After all, maybe one of your dancers will register for you.

The prizes will be awarded at the 2000 CALLERLAB Convention in Las Vegas. Callers, dancers, and clubs from all over the world are going to be invited to participate in this raffle. Some lucky person is going to win free records for a year. It could be you - But only if you register. Take the time to fill out the entry form in this issue of *DIRECTION*. Each entry is only \$10 and you can enter as many times as you like. All of the profits will go to the Foundation.

Send the entry form and money (US funds payable to: The Foundation) to the CALLERLAB Foundation, 829 3rd Ave SE, Ste 285, Rochester, MN 55904. Entries must be received no later than April 1, 2000.

Remember....Somebody's going to win - It may as well be YOU!!!!!!

SUPPORT THE FOUNDATION

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

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

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

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

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

Order your "Gold Certificate/s" from the Home Office. Send a check for \$25, made out to "The 50th National Square Dance Convention", for each certificate. **Don't delay! Do it today. The Foundation desperately needs your support.**

ISSUES COMMITTEE REPORT

This is Part III in a four part series of articles reporting the work of the Square Dance Issues Committee. The first article in the June 1999 issue of *DIRECTION*, was a general report and listed the most important issues examined by the committee.

We went on to divide them into five categories. Those categories were:

1. General issues
2. Learning issues
3. Leadership issues
4. Caller Issues
5. Additional issues

In the August/September 1999 issue of *DIRECTION*, Part II of this report examined in more depth the seven specific issues in the General category. I attempted to summarize the concerns and solutions suggested by our committee and will continue the third segment of this report by doing the same with the Learning and Leadership issues. Caller and Additional or miscellaneous issues will be addressed in Part IV.

LEARNING ISSUES

8. CLASS AVAILABILITY

It is estimated that only 30-40% of today's clubs regularly run new dancer programs. The square dance leadership in regional and local areas need to seriously examine the statistics in their own area and develop a plan to expand their new dancer programs. Clubs that use the same facilities can combine their programs, with some careful planning, and share the work load needed to successfully promote and maintain new dancer lessons and party nights. Caller and dancer associations can also run programs that increase the dancer base in their area and solicit help and sponsorship from surrounding clubs.

Starting lessons only in early fall, and occasionally in January, has hurt our activity. Staggering start times and/or using the multicycle approach has proven to be a very effective way to bring new people into square dancing. The CALLERLAB Home Office has a document available describing Multicycle Programs.

We also need to explore expanding our new dancer programs in park and recreational halls and in sports and fitness centers. Changing our lessons from the traditional destination programs of Mainstream and Plus, to shorter programs may, not only allow us to attract an entirely different type of new dancer, but enable us to use facilities that haven't been available to square dancing in recent years due to the length of our classes.

9. TEACHING

It was felt by our committee that teaching is a very critical issue. Callers need to constantly strive to improve the quality of their teaching. CALLERLAB has for many years stressed the importance of teaching by programming interest sessions and devoting entire conventions to improving and updating the teaching skills of its members. Tapes of all these sessions are still available from Convention Tapes International.

Collections of the "best of the best" of those sessions are being put together at this time and will soon be available. The CALLERLAB Accreditation Committee will present a pilot program to accredit callers as teachers, with emphasis on continuing education, at our next convention.

The committee felt that callers need to consider their teaching more seriously and invest more time to program their classes for variety, quality, and fun. Programs should be developed to help new callers apprentice with experienced callers before teaching a full class themselves. Participation in caller think-tank sessions and e-mail groups on the subject of teaching would also be helpful to new and experienced callers alike.

10. ADEQUATE TEACHING TIME

Many committee members felt this is one of the biggest pitfalls of our activity. So many callers feel there is too much to teach in too short a time, and a more realistic entry program is needed. Several committee members favored the Basic Program as the entry program and many more felt that using Plus as a destination for new dancers created excessive attrition during class and made it difficult for most new dancers to join clubs and stay in the activity. Some felt that we need to be more efficient and effective with the time we do have. Teaching standard applications in class and then exploring extended applications at workshops, dances, and festivals is a method some committee members felt would help. It was also mentioned that more callers need to be aware of controlling the difficulty of the material they present to help dancers in any program be more successful.

11. ENTRY DANCES - AVAILABILITY

It was generally felt that entry dances are not as available as they should be. Clubs, or caller and dancer associations, should make more "fun" dances available for new dancers to build their confidence and help develop social ties needed to keep new dancers in the activity. Non-dancing club activities like picnics, camping trips, holiday parties, and benefit projects are also good ways to keep new and experienced dancers involved. Entry dances should be programmed so as not to push or challenge the new dancers, but to help them succeed. Entry dances that invite new and experienced dancers from many classes and clubs can create larger dances, more enthusiasm, and more fun.

12. TRANSITION FROM CLASS TO CLUB

Since this is the time when many new dancers leave the activity, programs need to be developed to keep them. All dancers and callers need to go out of their way to make new dancers feel welcome and included. Those sponsoring classes should assign a sponsoring

couple or person for each new couple or new dancer to make sure they are invited and come to dances and other social events. This sponsor's enthusiasm and commitment will go a long way in keeping our new dancers. Bringing the class and club together at every opportunity during the class will also help in creating social ties that help new dancers make the transition into a club.

New dancers should be adequately skilled at dancing the program that is being advertised and called. Pushing new dancers into a situation they aren't prepared for, is embarrassing and can push them out of the activity. It is far better to repeat or continue the learning period than to graduate new dancers unprepared.

LEADERSHIP ISSUES

12. LEADERSHIP TRAINING

The Issues Committee felt that callers need to be more responsible leaders and lead by example. They also felt that callers should have an interest in square dancing beyond their own personal satisfaction. More leadership training seminars are needed for callers and dance leaders emphasizing interpersonal communication skills, motivation, win-win conflict resolution, and creating fun and enthusiasm in group settings. Utilizing all possible resources inside and outside our activity can keep this topic fun and exciting.

14. CALLER ATTITUDE

Most of our committee felt that attitude is more important than calling skills in the big scheme of things. Successful callers, whether local, regional, or national, have great people skills that draw dancers to them. Callers need to develop a "down to earth" attitude and realize that the dancer should be treated like a customer and that the customer comes first. Callers need to become pro-active and less apathetic or lazy. They should be easily accessible to the dancers and clubs, and function as an advisor when needed. Callers should also participate in as many club and festival functions as possible, including going out after a dance. Callers should also follow a code of ethics. This issue needs to be addressed more in caller schools, meetings, and seminars.

15. DANCE LEADER ATTITUDES

This goes hand in hand with caller attitudes. Dance leaders need to be trained as well. Seminars and weekend leadership programs like those developed by LEGACY, should be expanded and organized regularly in all local areas. Dance leaders should know the history and present organization of square dancing and understand the importance of year round marketing and recruiting. Clubs should never put new dancers

into office until they have had at least two to four years of dancing experience. Dance leaders must feel appreciated. An area dance to honor all club officers may help as well as rescinding dues while in office. Callers and dance leaders must establish open lines of communication and do so regularly for the good of the activity.

16. DANCER ATTITUDES

Dancers must understand that clubs succeed or fail by their efforts. Club members must be willing to help and accept responsibility when needed. Club dancers must treat their visitors and new dancers as if they were guests in their own home to make their activities more successful. Dance leaders who have attended leadership seminars and weekends can really motivate dancers, improve their attitudes, and contribute to the club's success. Clubs should pay seminar fees for their leaders and encourage attendance. These seminars can create enthusiasm that is contagious to dancers as well. Programs should be created to train dancers in communicating the fun and benefits of square dancing to others.

17. OVER EMPHASIS ON CHOREO COMPLEXITY

Although not a pure leadership issue, it does involve an attitude or mind set on the part of callers and dance leaders. Over emphasis on choreo complexity can push some dancers out of the activity. Dancers want fun and variety, but too much complexity can spell disaster for dancer success. Choreo that is not smooth and too predictable can also be detrimental. Complex choreo can also lead to stop-and-go dancing, which is offensive and tiring to some. Callers need to continue their learning and do their homework to create fun and variety using as many tools as possible to help the dancers succeed. Dance leaders also must consider the enjoyment and success for all dancers when making decisions in programming.

18. UNDER EMPHASIS ON SOCIABILITY

The committee wholeheartedly agreed that the social aspect of the activity is the glue that holds us all together. We need to consciously do things, starting in class, to encourage dancer interaction and socialization. This should continue at club dances and festivals by callers and dance leaders planning activities that increase dancer interaction and fun. Providing a setting of tables and chairs, where people can sit down, snack, and talk heightens the social atmosphere. After parties are important, as well as holding non-dancing social events like picnics, pot luck meals, theater nights, and other field trips. Attention to this specific part of our activity will go a long way to keep people dancing and attract new dancers as well.

These issues and those included in the next issue of

DIRECTION, in Part IV of this series, have been referred to standing committees in CALLERLAB, as well as LEGACY and USDA to develop action plans. We hope to continue reporting on the progress as it occurs.

As before, stay tuned,

Mike Seastrom, Chairman
Square Dance Issues Committee

1999-2000 ROSTER

A limited number of 1999-2000 rosters are now available. If you have already ordered a roster, please do not reorder. We plan to print an updated roster next spring.

ADVANCED DEFINITIONS "CORRECTION"

A review of the Advanced Definitions has revealed a misprint on page 2. The misprint is in the top right diagram for Leaders and Trailers. In this diagram the top right hand dancer is identified as a Leader even though the dancer is facing into the 2x2 formation. To correct this diagram the facing direction of this dancer must be reversed so that this dancer is facing out of the 2x2 formation and toward the top of the page. This will correctly make this dancer a Leader. This misprint will be corrected in the next update of the Advanced Definitions.

ROYAL RECORDS FUND RAISING

The Royal Records/Foundation Grab Bag record offer is now over. The project generated \$1500 for the Foundation. The Foundation would like to thank all of the callers who participated in this offer. Additionally, the Foundation would like to thank Jerry Story and Tony Oxendine, owners of Royal Records for their generosity in making this project such a success.

SQUARE DANCING MARKET RESEARCH

American and Australian attitudes about Square Dancing may be similar.

by John Brant

Reprinted from American square dance Magazine, September, 1999

A public relations and research company in Sydney Australia conducted a survey of Australians in New South Wales. The purpose was to find out what the current perspective of the general public is of square dancing and how to improve it. The results of that survey may be relevant to the attitudes of Americans. The rise and decline of square dancing in both countries has been similar.

It became popular at the same time and now has primarily older people participating in both countries.

The survey results might be helpful in determining how to market square dancing to the public.

The original survey found the following: Only 11% of people had not heard of square dancing. However, their understanding of what square dancing really is was poor. Most thought of it as a "red neck" hillbilly activity.

41% had done something they thought was square dancing at school. Only 2% saw it as good exercise. 67% of the population have a negative image of square dancing.

What they disliked (even if never tried it) music 25%, too rigid traditional 24%, need a partner 15%.

Of those surveyed, 45% said they would give it a go if at a suitable time and near to them. In country areas this increased to 56%, and for 20 year old University students 46% would try, general public 35%, and older people only 25%.

Preferred time for classes and social dancing: 70% early evening soon after work (7-9pm). Only 15% of prospects are prepared to take it up between 8-10pm.

Preferred venue: 70% prefer air conditioned clubs that serve low cost food (sports clubs and the like.) Only 10% of prospects are happy with church halls, and a further 20% are happy with school halls.

Of the 45% of the population prepared to square dance, by running the dances from 8-11pm the percentage dropped to 7%, and by using church halls the part of the population attracted to square dancing dropped down to 0.7%.

FINANCIAL ASSISTANCE AVAILABLE

Could 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, or the George White Scholarship Fund. Other scholarships are available through enterprises such as ASD Magazine, Supreme Audio and many local callers associations.

Applications for the 2000 Tex Hencerling Scholarship or George White Scholarship, must be received by the Home Office no later than May 1, 2000, 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.

LOST MEMBERS

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

Norm Madison, Kansas City, MO

Paul Burnett, Capitan, NM

Torben Bundgaard, Denmark

Marc Rodriguez, Little Rock, AR

Roma Liebe, Kelheim, Germany

JACKETS & BELT BUCKLES

The 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.

We have a number of jackets in stock, but may not be able to give you a choice for placement of the logo. Please call the Home Office before you order, if you need a specific logo placement.

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.

SCHOLARSHIPS AWARDED

The Supreme Audio/Hanhurst's Tape Service Scholarship Fund for caller education was established by Bill and Peggy Heyman to enable both new and experienced callers to further their professional caller education by attending a Caller's College providing a full CALLERLAB curriculum.

It is with particular pleasure that Supreme Audio announces that the recipients of partial scholarships for 1999 are:

Sandy Corey, Yorktown Heights, New York

Steve Hoffman, Mt Pleasant, Texas

Georgia Bailey, Brush Prairie, Washington

They will all be attending Caller's Colleges taught by highly qualified caller coaches during the summer and fall of 1999. To date 45 partial scholarships have been awarded to new and experienced callers attending caller's colleges in the U.S.A. and overseas.

THE JOY OF BEING AN EDITOR

Getting out this newsletter is no picnic. If we print jokes, people will say we are too silly. If we don't, they say we are too serious. If we clip things from other papers, we are too lazy to write it down ourselves. If we don't, we are stuck on our own stuff! If we stick close to the job all day, we ought to be out hunting up news. If we do go out and try to hustle, we ought to be on the job in the office. If we don't print contributions, we don't appreciate true genius. If we do, the newsletter is filled with junk! If we make a change

in a fellow's write-up, we are too critical. If we don't, we are asleep! Now like as not, someone will say we swiped this from some other paper--and, WE DID!
Reprinted from the Minnesota Book, The Roundup.

OUR CORPORATE LOGO

We 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*.

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.

"CHANGE" IS NEEDED

by Paul Walker

This is in response to Skip Brown's article 'Plus Commentary' which appeared in the June, 1999 issue of *DIRECTION*. While the article addresses the Plus Program it could easily apply to all programs.

Henry Kissinger wrote in his book "Years of Renewal":
"For any student of history, change is the law of life. Any attempt to contain it, guarantees an explosion down the road; the more rigid the adherence to the status quo, the more violent the ultimate outcome will be."

PROGRESS IS IMPOSSIBLE WITHOUT CHANGE!
We have been dancing since 1974. If you remember, during the early '70's was when the dance levels (now called programs) began to evolve. The standardization of the "lists" was an improvement and did help dancers who traveled. I know, we moved from Maryland to Oklahoma in the summer of 1975, then to Florida in 1979, then to North Carolina in '88 - then back to Florida in '89, and then to North Carolina in 1994. The programs work.

In American Square Dance (ASD) Magazine, the American Callers Association (ACA) wrote an article about combining Basic, Mainstream, and Plus into one program and called it "Square Dancing". I wrote for a copy of the list and after reviewing the list, I determined that there were 99 teaching functions involved. The ACA concept of reducing the numbers of

calls and combining them into one program is a good concept and it would work; however, it would take more than the 25 sessions as recommended.

Club membership attendance at National and State Conventions have declined over the past decade. However, the number of festivals by callers has increased and the number of full time callers have increased. Back in the 80's when a traveling caller came to town it was a rare treat and the floors were full. Today it is not uncommon to have a traveling caller every weekend within 50 miles.

Advance and Challenge Programs (as well as Round Dancing) need the other programs to feed their programs. But this is not the root of our decline in numbers.

First off, we need to understand that "CHANGE" by it's self will cause an increase in our numbers. Recently a local caller in the Charlotte, NC area decided it was time to do something about the time it takes to teach Plus. He deleted some of the least used calls and took ten weeks to teach what was left. This change worked! Of course we all realize that those new Plus dancers could not dance Plus other than at that callers club.

Our culture has changed and we as a recreation have not kept pace with those changes. Casual dress is coming... reducing the numbers of calls in all programs are coming...internet activities are taking potential dancers....line dancing influences our numbers....young parents both work....parents with children gear their activities around their children....and we could go on and on about all the "REASONS" we do not have more numbers dancing. A different method of marketing our product (dancing) is needed. Then we need to reduce the amount of time it takes to get the new dancer dancing at our clubs. Most new dancers are not willing to spend a full year in training just to join a social club. Dancers need to change their attitudes toward "pushing" new dancers up the program list. "Fun and Fellowship" must be the focus for our social recreation. Square dancing is a social event and should be viewed as such.

This brings me to the reason for writing....sometimes the most difficult action to take is to make a decision.

This is where we are in our recreation today. A decision is what the local callers and dancers need. Leadership is required. And if we don't get this leadership from American Callers Association or CALLERLAB, then the local Callers Association will begin to decide what is best for their local areas.

Programs are not our problem making a decision about what to do, is! Paul Walker is a 25 year dancer and an 18 year caller.

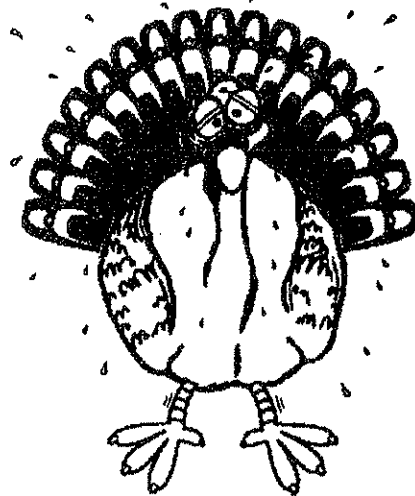
HAVE THE BEST OF HOLIDAYS!!

From all of us here at the
CALLERLAB Home Office.

Greg J. Neel

Rau Johnson
Georgi Johnson

Pat Lovelace





PRESS RELEASE

FOR IMMEDIATE RELEASE
October 1999



PRESS RELEASE

***** START *****

PLUS EMPHASIS CALL

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

CHASE RIGHT

STANDARD STARTING

FORMATION: Out-face lines

ARRANGEMENT: "0" (Normal couples)

COMMENT: "1/2" out-faced lines are becoming more common (Half-Sashayed couples).

DEFINITION: Starting formation - Two couples back to back. Each right-hand dancer does an exaggerated Zoom action, moving into the position previously occupied by the right-hand dancer behind him to finish facing in the same direction as when he started the Zoom action. (the net result is the same as if the right-hand dancer had done a right face U-Turn Back & Box Circulate twice). The left-hand dancer follows ("Chases") the right-hand dancer by doing a Box Circulate two positions. The call finishes in a Box Circulate formation.

STYLING: All dancers have arms in natural dance position. Ladies' skirt work optional. Right-hand dancer uses flowing motion rather than an abrupt turn around. When two couples (e.g., the heads) do CHASE RIGHT in the center of the square, it is important for those doing the Zoom motion to keep the action tight and avoid bumping into the outside dancers. At the same time, those not involved in the CHASE RIGHT, move, if possible and comfortable, away from the center to allow more space for the action.

ENDING

FORMATION: Box circulate formation

DANCE

EXAMPLE: (from Zero Box) Touch 1/4, Walk & Dodge, CHASE RIGHT, Single Hinge, Centers Trade, Linear Cycle, Slide Thru (ends in Zero Box).

(from Zero Line) Half Sashay, Pass Thru, CHASE RIGHT, Split Circulate, Boys Run, Pass the Ocean, Centers Trade, Linear Cycle, Pass Thru, Partner Trade (ends in Zero Line) (Uses "1/2" Arrangement).

ALLEMANDE LEFT

GETOUT: (from Zero Line) Pass Thru, Wheel & Deal, Zoom, Right & Left Thru, Step to an Ocean Wave, Girls Trade, Girls Run, Wheel & Deal, Pass Thru, **CHASE RIGHT**, Walk & Dodge, Allemande Left.

RIGHT AND LEFT

GRAND: (from Static Square) Sides Half Sashay, Heads Lead Right, Veer Left, Bend the Line, Pass Thru, Bend the Line, Pass Thru, **CHASE RIGHT**, Right & Left Grand.

SINGING CALL

EXAMPLE: Corner Progression (from Static Square), Heads Promenade 1/2, Right & Left Thru, Square Thru, Touch 1/4, Walk & Dodge, **CHASE RIGHT**, Single Hinge, Girls Trade, Boys Run, Promenade.

TIMING: 6 beats

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

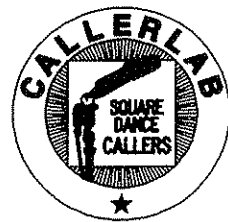
We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE
October 1999



PRESS RELEASE

***** START *****

ADVANCED QUARTERLY SELECTION

Bill Harrison, Chairman of the Advanced Quarterly Selections Committee, announces that the committee has selected **NO NEW MOVEMENTS** for the period January 1, 2000, thru April 30, 2000.

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.

ADVANCED QUARTERLY SELECTION KEEP/DROP

Bill Harrison, Chairman of the Advanced Quarterly Selection Committee, reports that in the most recent KEEP/DROP balloting, the Advanced Quarterly Selection **WIND THE BOBBIN** (Jan, 1999) was voted to be dropped.

CURRENT QUARTERLY SELECTIONS

MAINSTREAM	NONE
PLUS	NONE
ADVANCED	INTERLOCKED DIAMONDS (5/99)

***** 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
October 1999



PRESS RELEASE

***** START *****

BOARD OF GOVERNORS ELECTION RESULTS

The 1999 balloting for the CALLERLAB Board of Governors has resulted in the election of the following individuals: CAL CAMPBELL, LARRY COLE, JOHN KALTENTHALER, TIM MARRINER, JOHN MARSHALL, JIM MAYO, MIKE SEASTROM, and AL STEVENS.

Congratulations to each of these well-qualified callers! Their 3-year term on the Board will begin on April 19, 2000, following the CALLERLAB Convention in Las Vegas, Nevada.

Members currently serving on the Board of Governors are:

Gregg Anderson, Clark Baker, Doug Bennett, Cal Campbell, *Larry Cole, Chairman, Tim Crawford, Larry Davenport, Dee Dee Dougherty-Lottie, Randy Dougherty, Bill Harrison, *Mike Jacobs, Jerry Jestin, John Kaltenthaler, Martin Mallard, *John Marshall, *Jim Mayo, Tom Miller, Wayne Morvent, *Tony Oxendine, Vice Chairman, Deborah Parnell, Mike Seastrom, Nasser Shukayr, Al Stevens, Jerry Story, John Sybalsky and *Jerry Reed - Executive Director.

* indicates members of the 1999-2000 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

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.

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

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.

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		