

NEWSLETTER  
for Members of  
CALLERLAB

# direction



The International Association  
of Square Dance Callers

ROCHESTER, MINNESOTA

VOLUME XXVII NUMBER THREE - FEBRUARY 2000

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## CURRENT QUARTERLY SELECTIONS:

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

## EMPHASIS CALLS:

**BASIC** Half Sashay (1/00)  
**MAINSTREAM:** Cloverleaf (1/00)  
**PLUS:** Crossfire (11/99)

## FUTURE CONVENTIONS:

APR 17-19, 2000 Las Vegas, Nevada  
APR 9-11, 2001 St Louis, Missouri

## 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.

## CALL TO CONVENTION

In accordance with the bylaws, notice is hereby given of the Call to Convention to be held at the Riviera Hotel & Casino in Las Vegas, Nevada, on April 17, 18, and 19, 2000. All Life Members (Gold Card Holders), Members, Associate Members, and Apprentice Members are cordially invited to attend.

The Executive Committee and the Board of Governors have approved a CALLERLAB Position Paper concerning a proposed revision of the description of approved square dance attire. A copy of the Position Paper will be included in your convention package and this issue will be voted on during the annual meeting on Wednesday, April 19, 2000.

The Executive Committee and Board of Governors have also approved a proposal to establish a "FOUNDATION Month". This idea was proposed by the FOUNDATION Fund Raising Committee as a way to raise awareness of the FOUNDATION and to emphasize the fund raising aspects of the FOUNDATION. Additional information will be included in your convention package and this issue will be voted on during the annual business meeting on Wednesday, April 19, 2000.

The Executive Committee and Board of Governors have also approved a revision to the Program Policy Statement. This document provides the CALLERLAB policy concerning the design and content of the various CALLERLAB dance programs. The Program Policy Committee Chairman, Kip Garvey, will present a brief description of the Program Policy Statement during the Opening Session on April 17, 2000. An "Open Forum" interest session, moderated by Kip Garvey, has been scheduled. During this session changes to the Program Policy Statement will be discussed in some detail. Additionally, the plan for program maintenance will be reviewed and discussed. This session is intended to provide an open forum for the discussion of this VERY important issue.

Convention attendees will receive a copy of the proposed Square Dance Attire Position Paper and the revised Program Policy Statement in their convention registration package. Voting on the proposed changes will take place at the annual business meeting on Wednesday, April 19, 2000. This will allow adequate time for all Members to review the changes and get answers to any questions prior to the vote.

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

### PROGRAM CHANGE! SUNDAY AFTERNOON DANCE

**T**he convention program for 2000 in the invitation, stated we would be holding a dance called "Presenting a One-Night Stand" on Sunday afternoon. This dance session will be, instead, a combination CDP/CONTRA/TRADITIONAL DANCE. You won't want to miss this one.

### FROM THE CHAIR

**L**adies and gentlemen—step right up—come one come all—see the greatest attraction on earth. Well no, not the greatest attraction on earth, that would be really overstating the facts. However, the truth is, step right up, come one come all to what may very well be the best CALLERLAB Convention in several years. We will be meeting in Las Vegas at the Riviera Hotel & Casino right in the heart of "Vegas". The Riviera is a first class establishment with great rooms, a food court, and all the other "Vegas glitter". It is a fantastic opportunity to come to the convention and work in a little vacation at the same time. Registrations are coming in strong at this time and are running ahead of past years. I invite and urge you to get on the band wagon and come to Vegas.

As you know, our theme is "Marketing—The New Frontier". The Foundation continues to work toward

this goal and we plan to have Jim Hensley, from Creative Marketing, in attendance to speak with us about his plan for marketing the square dance activity. The last report of the Issues Committee is included in this *DIRECTION*. The revised statement of the Program Policy Committee will be voted on during the Wednesday morning meeting. The other committees have also been working very hard this past year, and we look forward to their reports. There are many interest sessions scheduled, along with much fun and fellowship. Come and join us for a great convention.

### CONVENTION UPDATE

**A**s of this writing, 142 callers and 94 partners have registered for the 2000 convention in Las Vegas. This is nearly 54% more caller registrations and nearly 92% more partner registrations than last year at this time. The bottom line is, this is shaping up as a "good" convention. We hope to see you there.

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

While the convention does not officially begin until 9:00 a.m. Monday, April 17, 2000, several activities have been planned for Sunday, April 16th, for those callers and partners arriving early for the convention. Activities scheduled on Sunday are:

- 3:00 - 5:00 p.m. Contra/CDP Dance
- 6:00 - 7:00 p.m. Reception & Social Hour
- 8:00 - 9:00 p.m. Orientation Session for first-time attendees
- 9:00 - 10:30 p.m. Afterparty

Convention registration will be open on Saturday afternoon from 1:00 to 5:00 p.m. and on Sunday from 10:00 a.m. to noon and 1:00 to 5:00 p.m. for early-bird arrivals.

Apprentices are also invited to attend the

*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.

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

Las Vegas is an exciting "24 hour a day" city. There is world class entertainment, shows, marvelous sites and sounds, and of course the gaming facilities. There are many entertainment features which are free, including the Pirate Show at Treasure Island and the Fremont Street Experience in the downtown area. Hoover Dam is a short drive from the city. There is something for everyone in Las Vegas and we are looking forward to an entertaining, interesting, informative, and satisfying convention.

**COME JOIN US IN LAS VEGAS!!!**

### **2000 CONVENTION EXHIBITORS**

**C**ALLERLAB Convention exhibitor information has been mailed to all exhibitors whose names we have on file. If you wish to exhibit at the Las Vegas convention and have not received an information/application package, please contact the Home Office at 1-800/331-2577.

To exhibit at the convention, you must be registered at the convention hotel. If you are a CALLERLAB member you may display and sell products or services of any kind. Non-members may exhibit at the convention only if your product or service is primarily for square dance callers. If you have any questions, please contact the Home Office.

### **WANTED - AFTERPARTY SKITS**

**J**on Jones will be hosting an afterparty at the 2000 Las Vegas Convention. He would like your help in making it the most successful party ever. If you are interested in presenting or if you have a skit, one-liner, unusual talent, play an instrument, sing, or any other type of afterparty entertainment, please call Jon at 817/469-1179 or write to him at 1523 Bluebonnet Trl, Arlington, TX 76013-5009.

### **ISSUES COMMITTEE REPORT**

**T**his is Part IV in the four part series of articles reporting the work of the Square Dance Issues Committee. As you may remember, all issues of

concern were divided into five categories. The first three categories; General Issues, Learning Issues, and Leadership Issues were covered in detail in previous articles published in the last three issues of *DIRECTION* in 1999. The remaining two categories, Callers Issues and Additional/Miscellaneous Issues will be discussed here.

### **CALLER ISSUES**

#### **19. CALLER RECRUITMENT**

Our committee felt that in order to attract younger dancers, we need to recruit younger callers for our classes, clubs, and festivals. Local and regional caller associations could increase their efforts in recruiting callers and CALLERLAB could lead this effort through its Caller Association Liaison Committee. We realize that new callers come from new dancers, so recruiting is a related issue. We also understand that the incentives to becoming a caller can be low, due to the time involved in learning the craft, low caller fees in many areas, and the distance that some callers have to travel to call and teach. Programs to recruit new and younger callers need to be created if we want our activity to grow.

#### **20. CALLER TRAINING**

Caller training is one of the most important issues for CALLERLAB. Current callers need to understand the importance of continuing education. A fresh look at things, combined with new, successful, and fun choreography, is always a great way to make callers more enthusiastic. Caller schools and seminars need to emphasize people skills, entertaining the dancers, and providing smooth, comfortable, successful choreography for maximum dancer enjoyment. More educational material needs to be created and made available for both new and experienced callers alike. CALLERLAB has been at the forefront of this effort for many years and needs to continue its work. The Caller Training Committee has been assigned this most important task.

#### **21. CONTINUING EDUCATION FOR CALLERS**

As discussed above, this is an important issue for new and experienced callers. CALLERLAB conventions schedule interest sessions for this purpose and make tapes for callers who are unable to attend. Local caller associations can purchase these tapes for their members to use. They can also schedule more seminars to take advantage of the knowledge of their own members, and of traveling callers and caller coaches that are coming through. CALLERLAB provides grants to caller associations for the expenses of educational seminars with money received from its accreditation programs. It's easy to apply for these grants through the Home Office. Additional opportunities for continuing caller education should be explored and created.

## 22. CALLER PREPARATION

Our committee felt that more callers need to understand that preparation for dances, classes, and festivals will improve their performance and enhance the dancer experience. This preparation includes providing variety in the program, and effectively presenting smooth, interesting, successful choreography. Callers relying heavily on sight calling must also realize that solid preparation in advance is still essential. This preparation should be emphasized and taught in callers schools and seminars.

### **ADDITIONAL/MISCELLANEOUS ISSUES**

## 23. EASIER ENTRY PROGRAM

We need to develop an easier entry program and modernize our choreography to appeal to younger people. Our committee members felt that square dancing takes too long to learn and can't compete with recreations that are easier to enter and enjoy. This easy to learn program should emphasize fun and not have any negative inferences attached to it by dancers and callers from more involved programs.

## 24. MOTIVATE LOCAL CALLER ASSOCIATIONS

Local caller associations need increased guidance and materials from CALLERLAB to continually improve their leadership and activities. Local problems are solved better on a local level and local caller associations can provide the leadership to make that happen. Sharing ideas of very active associations may help those that are less successful. CALLERLAB can and should increase their efforts in this area.

## 25. TEACHING TRADITIONS AND HISTORY

Traditions and history of our unique dance form should be shared with dancers and taught in classes. This information is included in the CALLERLAB Curriculum Guidelines for Caller Training and numerous other sources. Most callers, who have been involved in square dancing for many years, probably know this information, and all callers should make their local history, as well as our national and international history and heritage, part of their continuing education. Teaching and sharing this information with new and experienced dancers, in small occasional doses is easy to do, and gives dancers a bigger picture of this historical and enduring art form. We have such a rich history that includes so many talented leaders. Sharing these short stories can also be very entertaining.

## 26. CALLER UNITY

Our committee felt that there is a real need to unite all callers, if not by organization, certainly by objective. CALLERLAB, ACA, and regional caller associations need to develop combined goals and unified methods to attain them. Callers need to recognize that in the big

picture of this activity we are all on the same team. Sharing information and working together is a more effective way of accomplishing our goals of growing this activity, and provides an example for dance leaders and organizations to do the same. Not working together makes it too easy for the individual caller to become apathetic. This apathy contributes to a negative attitude and does more to drive dancers out of the activity than almost any other issue.

The Square Dance Issues Committee has referred these and the previously discussed issues to standing committees in CALLERLAB, as well as LEGACY and the USDA. The RPM, Caller Association Liaison, Choreographic Application, Caller Training, Program Policy, and newly formed Member Services and Marketing Committees have been contacted with a request to develop an action plan for the issues related to their committee work. LEGACY, the USDA, and the CALLERLAB Board of Governors have also been asked to address the issues they can take action on.

The Executive Committee has wisely passed the future work of the Square Dance Issues Committee to the Past Chairman's Committee and its chairman, and immediate past chairman, Jerry Junck. Jerry, the Past Chairman's Committee, and those committee members from our general active membership will continue to act on all new issues submitted, and more importantly, will monitor the progress and action plans developed from the assignments. Solutions will not be developed overnight, but we also realize that progress made in any of these areas will go a long way toward improving and growing square dancing.

I would like to thank everyone on the committee for their input and encourage each of you to continue being involved on the Issues Committee, as well as the committees and organizations taking action. Your past efforts and continued support and work are greatly appreciated.

Mike Seastrom,  
Square Dance Issues Committee

### **LOST MEMBERS**

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

Jim Peet, Zephyrhills, FL  
Uncle Butch Hibben, Cerona, CA  
Jim Hurley, Winter Springs, FL  
Eddie Coppinger, Durango, CO

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## ACCREDITATION COMMITTEE PROPOSAL

**J**im Wass, Chairman of the Accreditation Committee, announces that the committee has proposed that CALLERLAB establish a voluntary program for the certification of callers as square dance teachers. The program will be discussed in detail during the convention in Las Vegas. The Certified Square Dance Teacher (CSDT) program, if approved by the Board Of Governors, would award certificates to callers who:

- \* have at least five years experience calling and at least three classes taught during the last five years;
- \* have demonstrated teaching ability through video of an actual class;
- \* pass a written examination (approximately 50 questions on teaching and the mechanics of choreography);
- \* pass an oral examination covering various topics in teaching philosophy and teaching problems.

Certificates will be awarded for a period of five years after which the caller may renew the certification by completing all requirements again or by demonstrating sufficient continuing education.

Money collected for this program will be used for program administration (approximately 25 percent) and for scholarships (approximately 75 percent).

No member will be required to participate in the CSDT program. It is voluntary and seeks to offer a credential of some substance that may be recognizable by entities outside the square dance community. While not all such entities require a certification, we hope that the CSDT credential can assist callers in gaining access to school systems, recreation departments, and others. —

If you'd like to talk to Jim about the CALLERLAB CSDT Program send your email comment or question to CSDTprogram@aol.com. Or you may write or call Jim at 5903 60th Avenue, Riverdale, MD 20737 or 301-699-1477.

### HAS YOUR AREA CODE CHANGED?

**F**rom time to time, we call one of our members only to find out that their area code has been changed and we have no record of it. It is to your benefit that we have correct records on file. Once the roster is printed, it would be a full year before the next roster is printed. When you renew your membership this year, please take the time to ensure your personal information is correct. Thank you.



## FOUNDATION FUND RAISING COMMITTEE

**T**his committee has been very active and the members have worked together splendidly. We have a lot of great ideas and plans in the works to raise funds for the FOUNDATION. We plan to dedicate a "FOUNDATION Month" and tie it in with education to help keep the fund raising going year after year. More details will be available in Las Vegas. See y'all there.

Anyone wishing to be on this committee, needs only to contact the Home Office and let it be known. The FFRC would like to extend an invitation to everyone to join us on this exciting committee.

Jerry Story, Chairman  
Foundation Fund Raising Committee

### IN MEMORIAM

John Shadoan, Jr, Montana, 5-26-99  
Joe Swartz, Surfside Bch, SC, 6-15-99  
Paul Carruthers, Ottumwa, IA, 9-10-99  
Archie Howell, Norton, MA, 10-2-99  
Marty Firstenburg, Fountain Valley, CA, 11-10-99  
Bob Fehrmann, St Louis, MO, 11-11-99  
Dick Hulbert, Orlando, FL, 12-12-99  
Chuck Riley, Los Lunas, NM, 12-24-99  
Glen Maynard, Ottawa, Canada, 12-24-99  
Dwayne Dhuse, Rockford, IL, 1-9-2000  
"Cowboy" Showers, Waynesboro, VA, 1-25-2000  
Phyllis Gilson, Adrian, MI, 1-30-99

## FOUNDATION FUND RAISING VERY SUCCESSFUL!

**A**s many of you know, the members of CALLERLAB initiated a major fund raising project last spring during the CALLERLAB Convention in Dallas, TX. Little did we know at that time of how tremendously successful this project would be.

A group of eleven CALLERLAB members produced and recorded a promotional record titled "God Bless the USA". Donations in response to the "God Bless the USA" record have been tremendous. Additionally, numerous contributions from a diverse group of individual clubs, associations, callers, convention organizations, national organizations, and others, have helped validate the fund raising goal.

The original goal was to raise enough money to fund a professional, reliable, and accurate market survey to help determine the best way to proceed with an effective marketing campaign. Donations have topped \$69,800 surpassing the initial goal of \$30,000. This

outpouring of generous support, even without a completed plan, truly reflects the committed nature of the average, dedicated square dancer. A strong round of THANK YOU'S, goes out to everyone supporting this effort. This helps affirm, what has become a general recognition, that NOW is the time to share, the best kept secrets about this fun activity.

### 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.

### THE NEW MARKETING COMMITTEE

After debating the potential of a long range plan to market square dancing, the Executive Committee voted to form a Marketing Committee to oversee the project. Mike Seastrom was appointed Chairman and Tim Crawford Vice Chairman. This committee has been charged with developing, revising, and maintaining an active long range marketing plan, utilizing professionals in the field. The committee will monitor the progress of these professionals through the market/image research, grant writing, test marketing, public relations, advertising, and corporate sponsorship phases of the master plan. The Marketing Committee would also serve as a liaison between the Foundation Board of Trustees, CALLERLAB Board of Governors and members, Foundation Fund Raising Committee, and dancer organizations.

Active CALLERLAB members with experience in any of the above marketing areas, are encouraged to join the Marketing Committee and lend their expertise to this exciting project. Contact the Home Office and help us develop, successfully implement, and enjoy the benefits of a long overdue project with so much potential.

Mike Seastrom, Chairman  
Marketing Committee

### MEMBER SERVICES COMMITTEE

Hallelujah! A new CALLERLAB Committee! (Actually, it's a sub-committee reporting to the Membership Committee Chairman). Just what we need, right? Well, the answer to that is yes, and no. Like many of you, my first reaction was, "Why on earth do we need a new committee?" Those of you who know Jim Mayo know he is a silver-tongued devil. He convinced me that with the help of Everett Mackin as vice chair, we could perform a service for Modern Western Square Dancing in general, and CALLERLAB in particular.

Here's the mandate: Find out which CALLERLAB services are of value to its members, and find out what services CALLERLAB members (and non-members for that matter) want CALLERLAB to provide. In other words, what do we callers want from CALLERLAB in exchange for those dues? We perceived this to be information-gathering in nature. We sent out over 100 questionnaires to ex-members to find out why they left and what they liked or disliked about CALLERLAB. We have gone on the internet and asked what's right and wrong with CALLERLAB. We have done a mailing to a random selection of CALLERLAB members asking essentially these questions:

- what services of CALLERLAB do you make most use of? (as a reminder, CALLERLAB regulates lists, provides call definitions, makes insurance available, registers you with BMI/ASCAP, has wonderful conventions, provides beginning caller packages, etc., etc.)
- what services or aspects of CALLERLAB are you unhappy with (see above list)?
- would you be interested in more regional representation and contact with CALLERLAB than with the megalith it sometimes appears to be?
- what can CALLERLAB do better to bring a smile to your face?

We received a surprisingly high number of returns and will present the results to the Chairman of the Membership Committee for forwarding to the Board of Governors, and plan to present them to the membership in a future *DIRECTION*. We intend to have a report ready for the Membership Chairman before the convention in Las Vegas, and will make sure all your comments get represented, good and bad.

Dick Mazziotti  
Chairman, Member Services Committee



## "FRIENDS OF THE FOUNDATION"

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

South Carolina Federation  
Central Arizona Callers Association  
LEGACY  
Mississippi Callers Association, MS  
Mountain Swingers & the SEASDC, CO  
Gregg Anderson from Mountain Swingers 30th Anniversary Dance, CO  
Colorado Springs Sq Dance Clrs Assoc. Clinic, CO  
Joe & Jean Hartka in celebration of Jim Mayo's fifty years of calling  
California Square Dance Council, Inc., CA  
Indiana Square Dance Convention, Terre Haute, IN  
Cayuga Cut-Ups, Auburn, NY  
Ed & Phyllis Gilson, MI  
Maple City Swingers, Adrian, MI, in honor of Phyllis Gilson

### Memoriams:

Dana & Donna Schirmer, KS, in memory of George White, Jack Murtha, Gordon Kriepe, Ruth Lanning, Paul Neumann, Jerry Nelson, and Karl Edwards  
Thelma Murtha, in memory of George White  
National Capital Area Square Dance Leaders Association in memory of George White  
Kay Stumpf in memory of Jack Murtha

### In Memory of Bob Fehrmann:

Tony & Angela Wermke, MO  
Rich & Ginny Groves, MO  
Bill & Jeanette Longheinrich, MO  
John & Carol Milligan, Jr, MO  
Wes Kaetzel, MO  
Lorraine Sisson, MO  
Hedy & Jerry Gershman, MO  
Jim & Ellen Connolly, MO  
Pat & Mark Thompson, AZ  
Dr & Mrs Jack Kayes, MO  
Marvin & Julie Pigg, MO  
Berry & Betty Debres, MO  
Clifton & Marlene Spence, MO  
Pat Weigel, MO  
Dennis & Joan DeManuele, MO  
Edward & Alice Kelly, MO  
Jerry & Joann Hill, MO  
The Saracino Family, MO  
James & Laurie Richards, IL  
Danny L Fletcher, MO

Your contributions will enable the Foundation to increase public awareness of the fun and fellowship that makes square dancing a popular recreation today. Foundation projects that will help preserve and

promote square dancing are important to the growth and image of the Foundation. Caring people are what will keep our activity alive.

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

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

## SUPPORT THE FOUNDATION

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

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

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

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

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

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

## SUPREME AUDIO/HANHURST'S TAPE SERVICE CALLER EDUCATION SCHOLARSHIP FUND

**A**pplications are now being accepted for the Supreme Audio/Hanhurst's Tape Service Scholarship Fund for caller education. This fund was established by Bill and Peggy Heyman of Supreme Audio/Hanhurst's Tape Service to enable both new and experienced callers to further their professional caller education by attending a Caller's College providing a full CALLERLAB curriculum.

New and experienced callers may request a scholarship application from them by writing to Supreme Audio, Inc., PO Box 50, Marlborough, NH 03455-0050, or FAX

your request to (603) 876-4001. Scholarships are awarded in May for the colleges normally taking place during the summer. Applications must be received by May 31st. To date, more than a dozen partial scholarships have been awarded to colleges in the USA and Europe.

### - TRANSITION - RELOCATION OF HOME OFFICE

EFFECTIVE JUNE 1, 2000, the Home Office of CALLERLAB will be relocated to Cocoa, FL. All correspondence, requests for sales items and supplies, checks, requests for information, and other inquiries should be sent to: Jerry Reed, Executive Director, CALLERLAB, 467 Forrest Ave, Suite 118, Cocoa, FL 32933. The new phone number is: 1-321/639-0039, the Fax number is: 1-321/639-0851. The toll-free number will remain the same, 1-800/331-2577 and will be relocated to Cocoa, FL as of June 1st. A new staff will be joining Jerry in Florida; Gail Swindle as the new office manager and Tom Stone as the financial administrator. Georgi, Dar, Pat, and Mary will remain in Rochester, to close the Minnesota Home Office.

Please bear with us during this transition period. You may experience some delays in normal processing. Your patience and cooperation will be greatly appreciated.

### FINANCIAL ASSISTANCE AVAILABLE

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

Members wishing to attend a reputable callers' college may apply for the George White Memorial Scholarship, which is funded by the family and individual contributions in memory of George. Other scholarships are available through enterprises such as ASD Magazine, Supreme Audio, and many local callers associations.

Applications for the 2000 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.



## Time to register for the 2000 CALLERLAB Convention!

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### 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.

### SUCCESS STORY

by Otis Lutz

**I**t seems to me that many folks have already told us how to get new dancers. At our Florida Callers Association meeting in 1998, we had a clinician, Daryl Clendenin from AZ, who told us exactly how to get large classes. I returned from that clinic and put in practice what we were taught. That is, "give 10 weeks of FREE lessons to the new students". Did it work? Well, we have started a new class every 10 weeks and the SMALLEST class was 8 squares! In the middle of summer, here in Florida! The last class we started on November 9th, has 11 1/2 squares on the floor on a Tuesday night. We also have 6 squares in the Mainstream classes on Tuesday and Wednesday evenings. Another 4 squares are in the Plus classes of a local club. The Mainstream class is all from the free classes and the vast majority of the 4 Plus squares are also from the free ten-week sessions. Wouldn't you say it is working?

What amazes me is the attitude of the local callers and clubs. I have had callers tell me I am killing square dancing by giving free lessons. I have had clubs tell me that I am killing their club by giving free lessons. I have had callers tell me that I can do it because I have my own hall and it doesn't cost me anything! Now with geniuses like that, it is no wonder that most of the nation is seeing a decline in the number of students in the Basic classes. The truth is, it would be far less expensive for me to rent a hall from the county and use it to give lessons, than to have the expense of a hall. We are really working the local media to get free



advertisement. The Today Newspaper had a free clinic on how to get your non-profit organization in the newspaper. Do you know how many local clubs attended that free clinic? Not one person or club from the square dancing community - besides Del Reed, and myself - attended that clinic. Del is the wife of Jerry Reed. By attending that free clinic we got a feature article in all the local papers. A full color front page article on square dancing and it was free. Callers could have attended this session. The callers are the ones that ought to be building square dancing. It is their business, but they certainly do not treat square dancing as a business or they would see the benefit of the free 10-week lessons and getting free publicity. I have enclosed a few of the articles we have had in the local papers. (If you wish a copy, please call the Home Office at 1-800-331-2577. ED.)

Instead of CALLERLAB continually looking for ways to spend money on some "new" scheme to get large classes, why don't they spend it on educating the callers in some basic business practices and teach them a little about responsibility to the activity? It isn't up to the clubs to build up square dancing, it is the responsibility of the callers.

The BARN has been running the 10/10 program for over 2 years and has added many squares of dancers to the local community. On the night of the new class the students started to arrive at 6:30. By the time the class started at 7:00PM, over 12 squares of dancers were in the hall. There were 77 new dancers signed in. What a sight!

When we built the BARN we had visions of large classes coming. This is the largest class we have ever seen. We have dedicated Tuesday at 7:00pm to new dancers. We give the first 10 weeks free. Won't you join the parade?

### **EXPO - HUGE SUCCESS!**

by Paul & Loretta Pogorzelski

*NOTE: This event has taken place for the past 4 or 5 years and this year was the best of all. Received from the Washington Area Square Dance Association (WASCA).*

**T**he NBC4 Health and Fitness EXPO was a huge success. There was support from more than 10 squares of WASCA Square Dancers, Round Dancers, and Cloggers. The turn out was wonderful. There were four squares demonstrating all the time. The sponsors (AARP and YMCA) relinquished their time and gave the square dancers an extra hour each day to demonstrate square and round dancing. The crowd really enjoyed the demos. Many flyers were handed out for square dance classes as well.

The NBC crew spent some time taping at the Square &

Round Dance demo on Saturday. The 49th NSDC Chairman, Dick and Linda Peterson, and other square dancers were interviewed at the NBC booth.

Loretta and Paul presented a "THANK YOU" cake to the NBC staff. The NBC staff and the convention sponsors were very happy at the turn out. The total floor time given WASCA dancers, was nearly 6 hours - two hours more than expected. NBC kicked off the EXPO Sunday, featuring one of our loyal member clubs of 23 years in WASCA, the Old Dominion Cloggers.

On Sunday, the Ragamuffins, our WASCA clubs youth group club, and club friends, had an exciting presentation at the Youth Center adding an additional level of dancing to the EXPO. They did great.

There was over \$1,000 worth of free health tests available and our dancers took advantage of the free tests.

Various national sports events were shown on the TV both Saturday and Sunday precluding dancing exposure. Our dancers did a fantastic job demonstrating squares, rounds, and clogging. Noteworthy were the variety of clubs that came to the EXPO. We even had two vans of square dancers from Front Royal and West Virginia join the Sunday event. A couple from Brooklyn, NY learned of this event from an email they received while visiting their son here in Washington.

Paul & Loretta wish to thank the WASCA dancers for their support and help in getting the word out. A yellow rock to those who helped - it was a huge success.

## **TIME TO REGISTER FOR THE 2000 CALLERLAB CONVENTION!**





PRESS RELEASE

FOR IMMEDIATE RELEASE  
January 2000



PRESS RELEASE

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

**BASIC EMPHASIS CALL**

Mike Alexander, Vice-Chairman of the Basic/Mainstream Committee, is pleased to announce **HALF SASHAY** has been selected as the Basic Emphasis Call for the period beginning January 1, 2000.

**HALF SASHAY**

**STARTING**

**FORMATION:** Couple

**ARRANGEMENT:** Can be called from any arrangement, but usually called from a normal couple situation.

**DEFINITION:** The partners exchange places without changing facing directions. The dancer on the right sidesteps to the left, while the other dancer steps back, sidesteps to the right, and then steps forward to rejoin their partner.

**STYLING:** Hands held in normal couple handhold. Couples use a slight pulling motion toward each other as they initiate the sashay movement.

**TIMING:** 4 Steps

**ENDING**

**FORMATION:** Couple

**DANCING EXAMPLE:**

**(Emphasis Use)** Heads Star Thru, Double Pass Thru, Leaders **HALF SASHAY**, Split Two - Around One to a Line, Centers **HALF SASHAY**, Centers Run, Bend the Line, Star Thru, Square Thru 3, Left Allemande

Sides Square Thru 4, Swing Thru, Boys Run, **HALF SASHAY**, Boys Cross Run, Bend the Line, Centers **HALF SASHAY**, Star Thru, Zoom, Pass Thru, Left Allemande

Heads Star Thru, **HALF SASHAY**, Pass Thru, Touch 1/4, Centers Trade, Boys Run, Centers **HALF SASHAY**, Star Thru, **HALF SASHAY**, Pass Thru, Star Thru, **HALF SASHAY**, U-Turn Back, Star Thru, Left Allemande

**SINGING CALL:** Sides Right & Left Thru, Heads Promenade 1/2, Heads Pass Thru, Separate - Around One to a Line, Forward & Back, **HALF SASHAY**, Star Thru, Pass Thru, Swing, Promenade

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

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

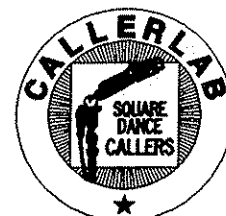
THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

January 2000



PRESS RELEASE

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

## APPLICATIONS REVIEW SUB-COMMITTEE

### CALLERLAB Applications Review Sub-Committee Report

Late in 1998, this sub-committee was formed under the Choreographic Application Committee, Wayne Morvent, Chairman. Its purpose is to review the proper or improper use of square dance calls.

Jon Jones of Arlington, TX, was appointed Chairman of this very important committee. Very knowledgeable callers from all over the square dance world, have been named to serve and are charged with the responsibility to review written requests from callers and/or dancers as to the proper or improper use of calls.

The purpose of this committee is to help eliminate improper use of square dance calls.

The committee is now making public, notice of its first review of four questions, i.e.:

1. Is it proper to "Zoom" from a quarter tag formation?  
*The committee voted no.*
2. Would the call "Chain Down the Line 3/4" be an extension of "Chain Down the Line" from a quarter tag formation with girls in the center? The same for "T" bone lines and diamonds?  
*The committee voted no.*
3. Is it proper to call "Sweep a Quarter" after Recycle?  
*The committee voted yes.*
4. Is it proper to "Spin Chain Thru" from an Alamo Ring?  
*The committee voted no.*

Hopefully, through these and future review by this committee, we will curtail the misuse of calls.

\*\*\*\*\* 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  
January 2000



PRESS RELEASE

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

**MAINSTREAM EMPHASIS CALL**

Dana Schirmer, Chairman of the Basic/Mainstream Committee is pleased to announce **CLOVERLEAF** has been selected as the Mainstream Quarterly Emphasis Call for the period beginning January 1, 2000.

**CLOVERLEAF**

**STARTING FORMATION:**

Completed double pass thru, or a single couple(s) on the outside of the square facing out.

**ARRANGEMENT:**

All arrangements. Most often called from "0" completed double pass thru formation, but other arrangements rarely cause problems.

**DEFINITION:**

The lead dancers separate and move away from each other in a three quarter (270 degree) circle. When each lead dancer meets another lead dancer from the other side of the square, they become partners and step forward to the center of the square. Each trailing dancer follows the dancer in front of him and ends directly behind that same dancer. A single couple facing out does the lead dancer's part as described, but they may not step all the way into the center at the end of the call.

**TIMING:**

6-8 beats from a completed Double Pass Thru. If **CLOVERLEAF** is called for only four people, the timing is 6 beats.

**ENDING FORMATION:**

If started from a completed double pass thru position, the ending formation will be a double pass position.

**STYLING:**

Arms are held in natural dance position with skirt work optional for ladies. It is important to move slightly forward before turning away. When lead dancers meet and become partners, use couple handhold. Trailing dancers should follow footsteps of the lead dancers and not cut the corners. When trailing dancers become partners, use couple handhold.

**DANCE EXAMPLE:  
(Emphasis Use)**

(Static Square) Heads Star Thru, Double Pass Thru, **CLOVERLEAF**, Centers Square Thru 3/4, Pass Thru, Dancers Facing out **CLOVERLEAF**, Centers Slide Thru, Double Pass Thru, **CLOVERLEAF**, Center Square Thru 3/4, Allemande Left.

**GET OUTS:  
(Left Allemande)**

(Zero Box) Right & Left Thru, Veer Left, Tag the Line and **CLOVERLEAF**, Girls Square Thru 3/4, Pass Thru, Girls **CLOVERLEAF**, Boys Square Thru 4, Step to a Wave, Men Run Right, Square Thru 3/4, Allemande Left.

**GET OUTS:  
(Promenade)**

(Static Square) Heads Pass Thru & **CLOVERLEAF**, Side Ladies Chain, Slides Star Thru, Sides Pass Thru and **CLOVERLEAF**, Double Pass Thru, **CLOVERLEAF**, Centers Pass Thru, Right & Left Thru, Swing Thru, Girls Turn Back, Promenade Home.

**SINGING CALL:**

Heads Square Thru Four, Swing Thru, Boys Run, Tag the Line, **CLOVERLEAF**, Girls Square Thru 3/4, Corner Swing.

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

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

**THE CALLERLAB BOARD OF GOVERNORS**

# CALLERLAB

The International Association

of Square Dance Callers

829 - 3rd Ave. S.E., Suite 285

Rochester, MN 55904-7313

TEL: 507-288-5121

FAX: 507-288-5827

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

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

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

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

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

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

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

Mail order form to:

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

**Thank you for your support!**

[FOUNDAT\ORDER.BRO]

## 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.

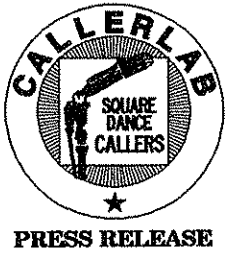
Your area may be large enough to have a central contact point; someone willing to act as an informational liaison for all area clubs. In this respect, one name and phone number on the back of the brochure is less confusing to the non-dancer than listing a contact for each club. The liaison should have 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.

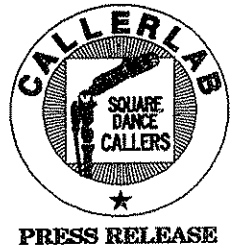
Contacts should point out that the square dance activity is wholesome, energetic, fun, and it promotes good health. Be enthusiastic and tell people how much fun it really is. Friendships last a lifetime and where else can you go and feel welcome as soon as you walk through the door, even clear around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



**FOR IMMEDIATE RELEASE**  
**February 2000**



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

**SQUARE DANCING FOUNDATION INITIATES NEW MARKETING PLAN**  
(February 2000)

CALLERLAB, under the auspices of its *FOUNDATION (For the Preservation and Promotion of Square Dancing)*, recently kicked off the first phase of its exciting, new marketing and promotion effort, *PLAN 2000*. The Foundation, working in concert with all the diverse organizations and components within the square dancing family, is developing a dynamic, long range, and comprehensive marketing concept that identifies specific problem areas, and utilizes professional public relations and advertising assistance to create viable answers. These are solutions that have practical application for all levels and elements within the square dance world. The Marketing Plan will offer programs that address the concerns and needs, not only of the existing "family" of square dancers, clubs, associations, and callers, but also offers a new image of the activity aimed at the large majority of our population that has never, "squared up" on the dance floor.

Different phases of the marketing plan will be implemented, on a national and international basis, over the next decade as they are developed and funding becomes available. Beyond the introductory period, where the emphasis is on market research, image change, and recruitment ideas, the plan will provide a frame work and structure to allow the next generation of dancers to meet long term marketing goals. The Foundation will continue in its efforts to educate and unify the various levels and groups within the world wide "square dance community". Only through a collective effort can it hope to build the working "consensus", necessary to make the plan succeed. CALLERLAB's marketing concept can **only** be implemented by, and through, the committed efforts of all who now enjoy and understand the value and unique experience that is **Modern Western Square Dancing**.

Even before development of the marketing plan began, the Foundation and its members began fund raising efforts for its support. The first step in this fund raising effort was taken last spring during the CALLERLAB Convention in Dallas, TX. A group of eleven CALLERLAB members produced and recorded a promotional record titled "God Bless The USA". Donations in response to the "God Bless America" record have been tremendous. Additionally, numerous contributions from a diverse group of individual clubs, associations, convention organizations, and others, have helped validate the fund raising goal. Donations have topped \$69,000, surpassing the initial goal of \$30,000. This outpouring of generous support, even without a completed plan, truly reflects the committed nature of the average, dedicated square dancer. A strong round of "Thank You's" goes out to everyone supporting this effort. This helps affirm what has become a general recognition, that **NOW** is the time to share the "best kept secrets" about this fun activity.

An important step in the marketing effort occurred last fall, when the Foundation appointed Creative Marketing Services and James Hensley as marketing advisors to the Foundation.

Phase One of the marketing plan will include plans for work in two important areas. First, to raise the level of awareness within the square dance community, that its historic, established dance activity, now has to repackage itself in order to compete successfully in the leisure and recreation market place, along with all the other "products" or "services", that are seeking the "consumer's" loyalty and attention. The second area, good market research will be conducted to gather valid information about the needs, perceptions, and interests of that consumer (the new dancer). This data will help build a better dance program, because it will define the customer's expectations for their new dance experience.

Once again - **A BIG THANK YOU!** to all who have contributed time, effort, and money to this critical effort.

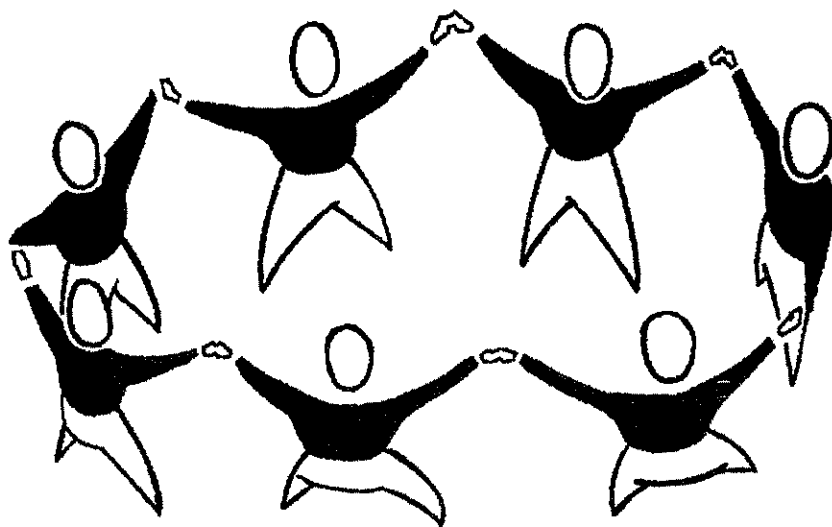
\*\*\*\*\* **END** \*\*\*\*\*

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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# E C M A



- 1 When a dancer goes down, a second dancer attends to him/her.
- 2 Remaining couples join hands and take a step backward. This will allow the injured person and attendant air and room.
- 3 Raise joined hands as high as possible in the form of an arched circle.
- 4 On seeing this signal, the caller or hall monitor will immediately place an Emergency Call for Medical Aid.

EMERGENCY CALL  
for MEDICAL AID