

NEWSLETTER  
for Members of  
CALLERLAB

# Direction



The International Association  
of Square Dance Callers

COCOA, FLORIDA

VOLUME XXVII NUMBER FOUR - APRIL 2000

## IN THIS ISSUE

CONVENTION FLASH .....	1
CHAIRMAN'S SPEECH .....	1
AWARD PRESENTATIONS .....	2
MILESTONE AWARD .....	2
CHAIRMAN'S AWARD .....	4
SMALL WORLD AWARDS .....	5
HALF CENTURY AWARDS .....	5
QUARTER CENTURY AWARDS .....	5
AWARDS OF EXCELLENCE .....	5
APPRECIATION AWARDS .....	5
AWARD OF EXCELLENCE .....	6
SPECIAL APPRECIATION AWARDS .....	7
SPECIAL THANKS .....	8
JERRY REED - NEW EXECUTIVE DIRECTOR .....	9
NEW CALLERLAB MISSION STATEMENT .....	9
NEW FOUNDATION MARKETING PLAN .....	9
CONVENTION CRITIQUE SHEETS .....	10
2000 CONVENTION TAPES .....	10
FOUNDATION FUND RAISING IN LAS VEGAS .....	10
DECAL & DRAWING FUND RAISER .....	10
FOUNDATION DANCE .....	10
MEMORIAM .....	10
1999 FINANCE REPORT .....	10
2001 CONVENTION THEME .....	10
RAFFLE WINNERS! .....	11
BOARD OF GOVERNORS ELECTION .....	11
NEW SONG & DANCE ROUTINE BROCHURE .....	11
MEMBERSHIP & LICENSE CARDS .....	11
LIABILITY INSURANCE UPDATE .....	11
CURRENT QUARTERLY SELECTIONS:	
MAINSTREAM & 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 9-11, 2001 St Louis, Missouri	
CALLERLAB OFFICE HOURS:	
9:00 am to 4:30 pm Eastern Time, Monday through Friday	
Phone: (321) 639-0039 (NEW)	
(800) 331-2577 (business only)	
FAX:                 (321) 639-0851 (NEW)	
Email: CALLERLAB@aol.com	
INSURANCE QUESTIONS & CERTIFICATES	
A.H. Wohlers & Co. 1-800-503-9227.	

## CONVENTION FLASH

The 'FLASH' issue of *DIRECTION* is published as soon as possible after the annual convention in order to inform all CALLERLAB members of significant actions taken at the Annual Meeting, to report on award presentations, and to provide the membership with copies of any reports required by the bylaws, such as financial reports, minutes of the annual meeting, etc. Committee reports not presented at the convention will be included in the June issue of *DIRECTION*.

## CHAIRMAN'S SPEECH

### "UNITY"

Good evening Ladies and Gentlemen and thank you for attending this the 27th Annual CALLERLAB Convention.

Protocol would necessitate a more formal greeting than I just practiced. Words like ladies and gentlemen and partners of CALLERLAB, members and partners of the Board of Governors, and Honored Guests would be traditional. However, that fractures us down into three separate groups. I could go even further and divide us as to CALLERLAB, Roundalab, Legacy, National Executive Committee, and many more. All of them so very important. Likewise, that only alienates us even more and defeats the message I wish to share tonight. I'll get to that message in a moment, but first a word about the goals of CALLERLAB and the Foundation for the year ahead.

Within CALLERLAB the Issues Committee, with Mike Seastrom as chairman, has done an outstanding job in defining many issues in the square dance activity that CALLERLAB should address. These issues have been passed on to the respective committees and should be receiving proper attention at this time. The Past Chairmans Committee is charged to monitor and encourage progress along these lines.

The Program Policy Committee, under the leadership of Kip Garvey, has labored relentlessly, and sometimes

thanklessly, in their quest to develop a long range blueprint to change our entry level programs. Their objective is to make it easier to become a square dancer. It would appear that this would be a simple procedure. However, nothing is farther from the truth, it is a gigantic undertaking. I urge every member of CALLERLAB to find a method to catapult this vital project forward.

The Foundation continues to be involved in a Marketing Campaign. We are working closely with Jim Hensley of Creative Marketing Services and have completed an internet survey about the square dance activity. A focus group survey is being prepared and should be implemented shortly and additional fund raising efforts are forthcoming. The Foundation thanks everyone that has contributed time and money, thus far, and asks that you continue your support.

We seek to toil persistently with Jim Hensley toward the marketing goal we all envision.

I planned for my time with you to be short this evening as is the theme of my message. Now in closing I offer the thoughts I wish to share. It is one word "Unity". A very unassuming, insignificant petite word that means so much. Unity, I searched my computer for unity and it gave me two responses. Oneness and harmony. It is logical that there must be, within unity, oneness and harmony. I returned to the computer and queried oneness and harmony. In the blink of an eye I received solidarity and togetherness as synonyms for oneness. Unity has now expanded to include - oneness - harmony - solidarity, and togetherness. I made a couple more passes at harmony and was led to compatibility and understanding. The key words are now unity - oneness - harmony - solidarity - togetherness - compatibility, and understanding. Do we realize what power this group could have if we embraced these words and lived by them? Ladies and gentlemen, no one person among us has the power to return the square dance activity to prominence. I ask and invite all dancers, cuers, prompters, callers, national organizations, state organizations, local

organizations, and all of us to take up the sign of unity and work together. Please join in and help the Foundation with the Marketing Campaign. Square dancing needs you.

Marketing is The New Frontier. United we stand - divided we fall. Thank you for your time.

Larry Cole,  
Chairman of the Board



## AWARD PRESENTATIONS

### MILESTONE AWARD

Presented by Jim Mayo & Jerry Junck

This is the Milestone... CALLERLAB's highest award--presented to individuals who have met the five-point criteria in the field of square dancing and been selected by representatives of the membership to be honored in this way.

These five points are:

- (1) The recipient must have worked in UNCHARTERED FIELDS.
- (2) The individual's contributions to the activity must have STOOD THE TEST OF TIME.
- (3) These contributions must have been UNSELFISH.
- (4) In the course of making these contributions, the recipient must have displayed true LEADERSHIP and PROFESSIONALISM.
- (5) Finally, the recipient's work must have had a BROAD INFLUENCE on the activity.

The most prestigious award CALLERLAB can bestow on an individual is the Milestone. It is presented to

*DIRECTION* is the official newsletter of CALLERLAB, *The International Association of Square Dance Callers*, with offices located at 467 Forrest Ave., Suite 118, Cocoa, Florida, 32922. Telephone (321) 639-0039. *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 Microsoft Word as its word processor, on a Windows based computer. A computer diskettes (3 1/2") containing articles, reports or letters to be published should be submitted in either Word for Windows or WordPerfect format. ASCII text 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.

callers that have made significant contributions to the square dance activity. Our recipient this evening certainly meets all of these requirements.

There is a strong perception that the Milestone is a "good old boys" award. While it is true that many of the recipients have been senior members of the community when they received the award, there is no age requirement. Our recipient this evening is not an "old boy" - good or otherwise. Quite frankly, he still thinks of himself as a member of the young and energetic set. Even so, his accomplishments and reputation as a performer are known to nearly everyone. However, outstanding performance as a caller is not one of the criteria for the Milestone award. Rather, it is his accomplishments off-stage that make him an appropriate recipient for this recognition.

Because of his popularity and recognition, it would be impossible for us to make this presentation without everyone guessing the identity of the recipient. Therefore, I'll end the guesswork and tell you now who it is that will receive this first Milestone of the new millennium. Ladies and gentlemen, the Milestone Award for the year 2000 is awarded to Tony Oxendine - after we finish telling you why he deserves it.

In 1972 John Davis taught a group of teenagers to square dance at the Sumpter, South Carolina Teen Center. Eighteen year old Tony Oxendine became a member of the group, which called itself the Jean Squares. He began his square dance life dancing the girl's part, because there was a shortage of girls in the group.

Tony has always been interested in music and, for a while, sang professionally with a band. With his musical background and an analytical mind, he majored in math and computer science at the University of South Carolina. He was quickly attracted to calling. One evening, as John Davis was calling, Tony was standing nearby enjoying the music. John simply handed the microphone to Tony, and a star was born! Tony later became the club caller for the Jean Squares.

Tony's mother, Ruby, recalled his first dance away from home. It was for the Teen Age Americans in Greenville, South Carolina. Mrs. Oxendine related to me how excited and "nervous" Tony was about this date. For support, the entire Oxendine family traveled to Greenville with him. We all start somewhere, don't we?

Tony entered the square dance business when it was well developed. The techniques of club calling were well understood and widely practiced. Also, the methods and presentations of the traveling callers had become reasonably standardized. It was an era just prior to the creation of the CALLERLAB Mainstream Program. Most choreography was based on the Chicken Plucker

routine. New calls - sometimes several in a single evening - were taught and then fitted into that Chicken Plucker routine.

The establishment and acceptance of a standard list of calls required a new way of calling. No longer could the caller introduce new terms as a means of "leveling" the ability of the floor. Tony was quick to realize that success with clubs and festivals required him to develop presentation skills that would permit dancers to enjoy this new style of choreography. He combined a unique presentation style, and a mastery of choreography, with an uncanny sense of showmanship to quickly become one of the most popular of the traveling festival callers. One can certainly make the case that Tony's creativity and showmanship has had a tremendous influence on the way callers view their singing call presentations. His is a style that many have tried to copy.

In addition to his leadership on the stage, Tony also accepted, somewhat reluctantly, a position of organizational leadership. When he was elected to the CALLERLAB Board Of Governors, most of us felt that the future of the organization would be fairly routine. The major squabbles seemed to be behind us. The requirement for music licensing had swollen our membership and we seemed financially secure.

Such was not to be. By the time Tony was persuaded to accept the chairmanship, the myth of our comfortable future had evaporated. A competing caller association was offering the necessary license without the commitment that CALLERLAB expected. Few will ever know how important and valuable it was for CALLERLAB to have Tony as our Chairman at this critical time. His leadership and stature represented CALLERLAB most effectively during some very difficult negotiations. His energy, devotion, leadership, and diplomacy were exemplary.

One of the criteria for Milestone eligibility is that the accomplishments must stand the test of time. Some might question Tony's youth. However, time is a relative term. For some, a decade qualifies as meeting the test of time. For others, a half-century is the appropriate scale. For Tony, I would suggest that the life of CALLERLAB is an appropriate period to set as a standard. Tony was an active and successful caller before CALLERLAB was founded. His acceptance and success today, nearly 3 decades later, is legendary. Nearly every caller in the world knows his name and most would love to share a stage, or even a handshake, with him. Time has served only to increase his contributions, his fame, and the respect with which most in the square dance world regard him.

Several callers have been of great service to CALLERLAB, and then faded into the background,

letting others take over the work. Thankfully, Tony is not one of those. He served his time as Chairman, and continues today as Vice Chairman because he was needed. He works for CALLERLAB not only in his official role, but more importantly, in the background as a motivator of others, defender of CALLERLAB, and role model for those who would be leaders of equal stature.

Tony has been totally unselfish in his contributions, not only to CALLERLAB, but also to square dancing in general. All of us who have shared in the leadership of CALLERLAB, have given of our own resources. Over the years, the expense of convention attendance adds up. Those who serve on the Executive Committee don't have to pay their own way to the twice-a-year meetings, but no one makes up for the income lost while attending those meetings. Seldom has an Executive Committee member submitted an expense voucher for phone calls or other miscellaneous expenses incurred. Certainly Tony never did.

In addition, Tony was one of a small number of callers who shared in the vision of forming a Foundation from which funds could be used to promote square dancing. He has been tireless in his support of the Foundation and its projects. He has contributed both his own money and countless hours of service in obtaining funding for the Foundation. The co-production and subsequent sales of the "God Bless The USA" record with Doug Bennett, is but one of these efforts.

Financial contributions, however, seem minor when compared to the personal sacrifices that often come with the job. Callers, even those not calling full-time, have little time to spend with their families. Giving six or more additional days in the service of CALLERLAB is surely a greater contribution than most would give. Tony is like many of us. He has a wife, Susan, with whom he longs to spend more time. She is here tonight to share this evening with him. They have three children, Ricky, Kayla, and T.J. who also miss him when he's on the road. They are an important part of his life. And, like so many of our families, they allow him the freedom to be who he is. Susan, we salute you for sharing Tony with us.

Most of what we have related in support of the previous criteria has included illustration of the considerable leadership skills that Tony has brought to the square dance activity. At first, his leadership was mostly in the outstanding performance skills that he displayed. Since then, we have been privileged to watch the development of one of the most powerful and effective leaders we have ever known.

While he has continued to maintain his popularity as a festival caller, Tony has also studied and worked hard to become an accredited Caller Coach. It is

certainly possible to help new callers effectively without that certification. The fact that Tony chose not to take that route reflects the respect he has for the professional standards represented by that accreditation. His ability to work with both new and experienced callers in a classroom setting is quite remarkable.

Tony was certainly elected to the Board of Governors because he was well known. He could have put in his time, added that to his resume, and continued as a passive member of the Board. He chose not to take that easy route either. Instead, he ran for the Executive Committee and became a full contributing member. He learned how to work effectively in the intensity of meetings where agreement is not always easy to reach. His contributions on the Executive Committee led those who worked with him to encourage him to run for Chairman. He was elected, and did as professional a job of leading CALLERLAB as any could have asked. The final criteria for the Milestone are that the nominee has a broad influence. How broad an influence can we ask for? Is the fact that most of the world's callers know his name broad enough? His records sell more than most. Tony is a role model for a large share of today's callers. They would like to call the way he does. Few realize the amount of work, practice time, and sheer, raw talent that he brings to calling square dances. His popularity and professionalism is helping to shape the future of our activity. Where he leads, we will follow.

We are lucky to have such a man to "break a trail" for us as we search for the best way to bring the benefits and joy of square dancing to a new generation. It is with the utmost respect for his talent, energy, work ethic, professionalism, and leadership that we present CALLERLAB's highest award, the Milestone, to Tony Oxendine.

### **CHAIRMAN'S AWARD**

Presented by Larry Cole

I have the honor tonight of presenting the Chairman's Award. The Chairman's Award is given at the discretion of the Chairman to a member who has given to CALLERLAB in one way or another. Sometimes it is given for a special project or to someone who has given of their time and talent for a period of time during the past year. This year it goes to a couple, as they have always worked as a couple during his calling career. They have danced for forty-two years, he has called for thirty-nine years, they attended the first CALLERLAB Convention in 1974, they have been a five time president of their state caller's association, are a past chairman of the state square dance convention, and they hold lifetime membership in the state dancers association. Together

they have been actively involved in caller training. Several callers that they trained, went on to become successful in their own calling careers. At least two of whom became involved in training callers themselves. This years Chairman's Award goes to Ted & Betty Vaile from Peru, Indiana. Ted and Betty Vaile have always supported and upheld the ideals, ethics, and programs of CALLERLAB since the days of its inception. They have influenced countless callers and dancers over the years. Congratulations, Ted & Betty Vaile.

### SMALL WORLD AWARDS

Presented by Al Stevens

**T**his award is presented to members residing outside continental North America and Hawaii, who are attending a CALLERLAB convention for the first time. The 8 recipients were: Ron Allman, Saudi Arabia; Paul & Hazel Bristow, Middlesex, England; Tony & Maria Bugel, Copenhagen, Denmark; Lone Blume, Soro, Denmark; Jason Dean, Queensland, Australia; Frank Figge & Barbara Mally-Figge, Cologne, Germany; Krister Pettersson & Christina Jaderberg, Gothenberg, Sweden; and Alexander & Anke Wallerer, Spardorf, Germany.

Previous Small World Award recipients attending the convention were: Yona & Al Chock, 1986 - The Netherlands; Annemarie Cohen, 1997 - France; Robert Hurst, 1990 - England; Francois & Regina Lamoreaux, 1993 - Germany; Trevor & Chris Day, 1999 - England; Bengt Geleff & Anna-Lena Jaderberg, 1999 - Sweden; John & Jutta Granger, 1993; Carsten Nielsen, 1997 - Denmark; Jeannett Staeuble, 1994 - Switzerland; and Al Stevens, 1976 - Germany.

### HALF CENTURY AWARDS

Presented by Bob Osgood

**T**his award is presented to callers who have been calling for 50 years. Six callers attain this milestone this year. One of the six was in attendance at the convention. Bob presented a Half Century Certificate and pin to: Osa Mathews, Palm Springs, California. Congratulations, Osa, for achieving this milestone in your career. Of the 60 CALLERLAB members who have previously qualified for this award, ten attended the convention. They were: Melton Luttrell, calling 51 years; Dr Donald Donath, calling 53 years; Al Brundage calling 59 years; Jim Mayo, calling 51 years; Stew Shacklette, calling 52 years; Herb Egender, calling 59 years; Bob Howell, calling 53 years; Wayne Nicholson, calling 54 years; Bob Osgood, calling 62 years; and Gloria Rios Roth, calling 53 years.

Certificates will be mailed to the five callers that were unable to attend the convention. They are; Charley

Engelhardt, Steelville, IL; Eugene Pulcher, Audubon, PA; Dave Trowell, Orlando, FL; Chuck Bryant, Harlingen, TX; and James Benedik, Lansing, KS.

### QUARTER CENTURY AWARDS

Presented by Tom & Pam Dillander

**T**his award is presented to members who have been calling a minimum of twenty-five years. Dick & Becky Waibel will hand out the certificates as I read their names.

Calling 38 years - Ron Nelson

Calling 30 years - Bob Baier, Joe Miller

Calling 28 years - Robert Amsbury, Bill Barner,

Phil Bolson, Joe Kula, Dwayne Olson,

LaMar Podbevsek, Gene Spence, Jerry

Stover, Ed Wilson

Calling 27 years - Tom Perry, Bob Stutevoss

Calling 25 years - Gene Baker, Yona Chock,

Larry Cole, Ron Counts, Don Coy, Dee

Dee Dougherty-Lottie, Dick Henschel, Vic

Kaaria, Tim Marriner, Jim Osborne, Scott

Pearce, Bob Riggs, Gary Titus

Additionally, 51 members will celebrate their 25th year of calling in 2000, but were unable to attend the convention. They will receive their certificate through the mail and be recognized when they attend their next convention.

Over 813 CALLERLAB members have already received this award.

### AWARDS OF EXCELLENCE

Presented by Larry Cole

**A**wards of Excellence are presented to members of the Board of Governors who are retiring from the Board. "I'm pleased to present the Award of Excellence to one retiring Board member. Our recipient began calling in 1975. She was asked to join CALLERLAB in 1982 and attended her first convention that same year. She was elected to the Board of Governors in 1994. Dee Dee has served a total of 6 years on the Board and has attended 15 conventions. She is the current Chairman of the Career Callers Committee. Please join us in wishing her a happy retirement - DEE DEE DOUGHERTY-LOTTIE.

### APPRECIATION AWARDS

Presented by Larry & Ellen Cole

**T**he Appreciation Award is given by the Executive Committee to recognize CALLERLAB members that have given unselfishly of their time, energy, and knowledge in support of CALLERLAB committee work, convention assistance, or significant CALLERLAB programs. Tony & Susan Oxendine, past chairman, will hand out the certificates as I read their names.

The idea of CALLERLAB conducting the caller training

sessions at the National Convention was first proposed to the NEC at Anaheim in 1976. Plans were already in place for 1977 in Atlantic City and 1978 in Oklahoma City, so the first CALLERLAB Caller Training Seminars were held in Milwaukee in 1979. CALLERLAB has staffed these seminars ever since. This year in Baltimore, will be the 22nd consecutive year that we have provided caller training seminars at the National Square Dance Convention. We also conducted caller training seminars at the <sup>USA</sup>West Convention in Denver.

CALLERLAB would like to recognize our members that have given of their time to help with these popular and important sessions. Larry Cole, Ed Foote, Betsy Gotta, Paul Henze, Mike Jacobs, Jon Jones, and Wayne Morvent. An award will also be mailed to John Saunders who was unable to attend.

And for volunteering to assist the Home Office Staff with making the convention happen: Bob Lottie.

Last year, at the convention in Dallas, an amazing project was developed and brought to maturity by 11 dedicated CALLERLAB members. These callers volunteered their time, talent, and money to produce the "God Bless The USA" record. As you know, response to this record has been truly amazing. All profits from this project have gone to the Foundation and have been earmarked for marketing. The enthusiasm for this project has been felt throughout the square dance community. The result is, nearly \$70,000 has been raised for the Foundation. CALLERLAB would like to recognize the following callers for their help: Doug Bennett, Tony Oxendine, Dee Dee Dougherty-Lottie, Jon Jones, Kip Garvey, Tim Crawford, Jerry Jestin, Mike Seastrom, Jerry Story, Deborah Carroll, and Jerry Junck.

As you all know, there has been a tremendous outpouring of support for the Foundation fund raising efforts on behalf of the marketing project. Last summer, SIX callers took time from their very busy schedule to conduct a "bus tour", to perform at several different locations at fund raising dances. This tour raised over \$6,000 for the Foundation and these dedicated CALLERLAB members deserve special recognition. They are: Randy Dougherty, Larry Letson, Tim Marriner, and Tony Oxendine. Certificates will be mailed to Jerry Story and Marshall Flipppo, as they could not attend.

Several organizations have also provided support for the Foundation, primarily through financial donations. One organization deserves special recognition because of the extra efforts put forth on behalf of the Foundation. LEGACY International has developed a "yard sign" to advertise upcoming square dance events, including classes. A portion of the sales price is

donated to the Foundation. Accepting will be Ted & Betty Vaile.

We have a caller with us who has shown a true spirit of giving through a personal donation of \$2,000 to the Foundation. CALLERLAB would like to recognize that caller for his special spirit of giving, Andy Shore.

Many of you surf the net and visit websites to gather information or to do a little shopping. The web is the wave of the future for information exchange. CALLERLAB entered the "web world" last year when our website "CALLERLAB.ORG" was born and went live. Thanks to the brainstorming and work by the Website Committee volunteers, this is truly a professional website. This site provides the world a window through which to view CALLERLAB and to gain information about us and the great service we provide to square dancing. We have great plans for the future. Thank you to the following: John Sybalsky, Jill Sybalsky, Calvin Campbell, & Frank Lescrinier. An award will also be mailed to Greg Malinowski who was unable to attend this convention.

Several years ago, an idea for a video tape, which would show the history of dancing in America, including the beginnings of square dancing, was nurtured into reality by a dedicated couple. This couple wanted to provide a means to "spread the word" about folk dancing and the development of square dancing in America. The product of this idea is a wonderful, informative, and enjoyable video titled, "Hoedown". Copies are available from the CALLERLAB office. Profits go directly to the Foundation. CALLERLAB recognizes the creators of this video, Jerry & Becky Cope. As they were unable to attend, their certificate will be mailed.

#### AWARD OF EXCELLENCE

Presented by Al Brundage

**T**he recipient of this award has been involved in square dancing for over 65 years. He started playing drums in a square dance orchestra organized by his mother as a 4-H club in 1933 or 1934. She traveled by horse and buggy as a young girl to play piano at square dances with her father and later played sound effects for silent movies and eventually became a concert pianist. She wanted her sons to have some sort of a musical education and overcame many problems to form the first music 4-H club in the U.S. Eventually the entire family was involved in the square dance activity.

Our recipient started to call around 1935 and has been calling square dances ever since. Throughout his career, he has always had a positive effect on the Square Dance activity, from local and regional influence to national recognition. His recordings on Folkcraft and MacGregor labels are still being used at Contra and

Folk Dance institutes and weekends. He assisted in the creation of the CALLERLAB timing charts and definitions. His work in the State of MA, resulted in an organized procedure for conducting dance festivals and this structure is still used today.

His stand on timing and phrasing has influenced many new callers to show and teach the musical values of dancing. His philosophy is that dance steps are set to music - music is not an incidental accompaniment to choreography.

Many of you already know who I'm talking about. I'd like to invite him to join me on stage so that everyone will know. Bob Brundage, please join me on stage.

Six years ago Bob moved to Albuquerque, New Mexico and soon after volunteered his services to the Lloyd Shaw Foundation. His first project was to help sort and catalogue the thousands of records, books, magazines, note service issues, and other memorabilia that had been donated to the Foundation.

So far, 590-45 RPM and 320-78 RPM square dance record labels have been identified and catalogued, representing over 35,000 (thirty five thousand) individual records. Imagine that - 590 record labels and over 35,000 recorded tunes produced in the past 65 years within the square dance activity, going back to the early Henry Ford records and continuing until the present time.

Bob discovered a void in the documentation of the history and development of square dancing. There was very little written about the transition from what we now know as "Traditional" and our present Modern Western Square Dancing.

He decided to get this history on tape, to get a complete and accurate account from as many of the early leaders as possible, before these leaders were no longer available. His goal was to create an unparalleled historical document for the Lloyd Shaw Foundation Archives. He has spent over two and a half years on this project. He has interviewed Hall-Of-Fame members, Milestone Award recipients, Silver Halo leaders, Silver Spur leaders, and well-known National and Regional leaders from all over the world. He has recently acquired an interview and lecture tape of Ed Gilmore taken at Eds' Callers School in 1949. Over 10% of the callers and leaders interviewed have already passed away.

He has interviewed 83 callers and leaders, driven his car over 25,000 miles, and recorded over 100 tapes. He is now in the process of transcribing these tapes into printed form to create a historical document for the Archives. This document has already become a most important contribution to the Historical aspect of our square dance heritage and it will remain so in the Archives for future generations to peruse and study.

I have had the privilege of listening to a few of the tapes and they are fantastic and most interesting. This man has many great stories to tell and he tells them well. I've known this person for over 76 years and for about 65 of those years square dancing has been an important part of our lives.

It is with a great deal of respect, pride, and admiration that I present the CALLERLAB Award Of Excellence to my brother - BOB BRUNDAGE

### **SPECIAL APPRECIATION AWARDS**

Presented by Larry & Ellen Cole

**T**he Executive Committee designed the CALLERLAB Special Appreciation Awards several years ago, as a way to recognize those people who have demonstrated outstanding support to square dancing.

The award reads: In Grateful Appreciation For Your Support And Outstanding Contribution To Square Dancing.

As we heard last night, there has been a tremendous outpouring of support for the Foundation fund raising efforts. This tremendous support shows the dedication and belief by the square dance community, that we can make a difference and that we can do something to spread the word about this wonderful activity.

There have been many, many callers, club leaders, associations, dancers, and others who have given generously of their time, talents, and money. The number of people who have helped with this effort are far too many to name. There are a few who have not only gone the "extra mile", but have gone beyond by going an "extra two miles". By honoring these people tonight, we are honoring all the people who have contributed to this very worthwhile endeavor.

The National Executive Committee has been sponsoring National Square Dance Conventions for years. Through the various NSDC Committees, they have brought square dancing to hundreds of thousands of dancers from all over the world.

The NEC has joined the effort to raise the money for a marketing program by contributing \$5,000 to the Marketing Fund. CALLERLAB would like to recognize this organization for the "extra effort" put forth in support of the Foundation. Accepting the award is Gene & Connie Triplett.

The California Square Dance Council, Inc., sponsors the annual California State Square Dance Convention. Their promotion committee is actively raising money for marketing square dancing and has also donated \$5,000 to the Foundation. Accepting the award for the CSDC is Don & Rita Fields.



We have three couples with us who are dancers and who have made the extra effort to help the Foundation. They have given freely of their time and talents to organize, support, and contribute to fund raising dances and raffles. They have also made significant monetary contributions. It is through the efforts of people like these, that the Foundation was able to collect nearly \$70,000 during the past year. CALLERLAB would like to recognize the following dancers for their Outstanding Support and Contribution to square dancing: Gene & Connie Triplett, Everett & Virginia Curlee, and Craig & Kim Russing.

We also have two couples with us who are no strangers to you. They have attended many CALLERLAB Conventions and National Square Dance Conventions. They have shown their dedication to square dancing by their outstanding support of the Foundation and the fund raising efforts during the past year. This assistance is just the most recent example of their support to square dancing over the years.

Both of these couples have provided invaluable service to the Foundation by stocking and distributing the many thousands of records for the "God Bless the USA" project. They are: Bill & Peggy Heyman and Tom & Pam Dillander.

It is with great pleasure that I announce our next Special Appreciation Award recipients. These two people have shown what "Outstanding Support and Contribution" really means. During the past year, they have organized an ongoing fund raising effort at their local club. They have inspired the club to contribute to the Foundation through an additional fee collected at the door of each dance. They organized and implemented an ongoing fund raising project selling T-shirts, examples of which are available here at the convention. The Sundown Square Dance Club has added 50 cents per person to the dance admission which is donated to the Foundation. The efforts of this couple and the Sundown club has resulted in donations of over \$1,600 during the past year. If only two clubs in every state did this, the result would be over \$165,000 per year. We would like to recognize, Wil Eades, Judy Ballard, and the Sundown Square Dance Club.

The majority of the fund raising for the marketing program can be traced to the "God Bless the USA" project. Tonight we will hear about some of the other projects and efforts which have contributed so much to the Foundation fund raising effort. It is fitting that we honor the two members who were behind this project from the beginning and through whose efforts the project was conceived and implemented. These two callers symbolize all the callers, dancers, associations, and dance leaders who have contributed so much to the

Foundation. They are now working with ROUNDALAB to create a round dance version of the "God Bless the USA" record. This record is sure to be a big hit with cuers and round dancers as well. We would like to recognize these callers for their Outstanding Support and Contribution to square dancing, Doug Bennett and Tony Oxendine.

Thank you all. You are, indeed, CALLERLAB.

### SPECIAL THANKS

**W**e wish to extend our sincere thanks to those attending our 27th annual convention to represent other national and international organizations.

GENE & CONNIE TRIPLETT, KEN PARKER, LEE LONG & WANDA WINTER representing the National Executive Committee.

DOC & PEG TIRRELL, representing LEGACY International.

WAYNE & BARBARA BLACKFORD and RALPH & JOAN COLLIPI, representing ROUNDALAB.

BETTY COATES, representing the United Square Dancers of America.

DICK PETERSON and ROLLE WILLIAMS, representing the 49th National Square Dance Convention - Baltimore.

DON & RITA FIELDS and RAY & SANDY HUTCHISON, representing the 50th National Square Dance Convention - Anaheim. HARRY & PAT NELSON, representing the 52nd National Square Dance Convention - Oklahoma.

Thanks also to CALLERLAB members that were selected to represent other organizations of which they were a member.

BOB HOWELL, representing CONTRALAB, FREDDIE & JOHN KALTENTHALER representing the Overseas SD Association, ANDY SHORE, representing the IAGLSDC, YONA CHOCK, representing the National Dance Association, BOB BRUNDAGE, representing the Lloyd Shaw Foundation, and KAY & PRES MINNICK and LINDA & SAM MARGHEIM representing the USAWest National Convention.

We are pleased that each of these organizations were represented and wish to thank them individually for sharing their knowledge and experience with us and working towards finding solutions for our mutual concerns.

Dick Henschel, Hilton Audio Products, generously provided us with PA sets and special audio requests for which we are most grateful. A special thanks to Phil Farmer, from the CALLERLAB staff, for loaning us his speaker at a crucial time. Thanks, also, to John



Sybalsky, our convention parliamentarian.

We have been fortunate, for many years, to have volunteers to help with the registration at the conventions - thank you, Del Reed, for your able assistance this year. A special welcome and thanks to our two need staff members in the Florida office, Gail (John) Swindle and Tom (Elaine) Stone. Our sincere thanks to these dedicated hard working people who made life so much easier for all of US.

Thanks also to those who exhibited their products and services at this year's convention. They were:

Hilton Audio Products  
Palomino Records, Inc  
Rockin R Jewelry  
Supreme Audio/Hanhurst's Tape Service  
Grand Travel Square Dance Shop  
Ron Black  
American Square Dance Magazine  
Richard Brewer  
Wil Eades & Judy Ballard

And finally, we take this opportunity to thank each of those who assisted in whatever capacity at this year's convention! This includes all of those who served as moderators or panelists, our registration staff, those that served as MC's, committee chairmen and vice chairmen, our exhibitors, the members of the Executive Committee and the Board of Governors and especially, the attendees.

WE THANK YOU, ONE AND ALL!

### **JERRY REED**

#### **NEW EXECUTIVE DIRECTOR**

**A** leader is not born. Jerry Reed came into an impossible situation with all the aplomb of a born leader. He picked up the reins and plowed on. He thought that he had probably a year or more to get used to the job and then would have an Assistant Executive Director to back him up, when the transition took place this year. This was not to be. George White had a lot of confidence in Jerry's ability to handle this job and was quick to point out that Jerry was also a "people" person.

We, at the Minnesota Home Office, have had many opportunities to work one on one with Jerry and concur with George's assessment. We could not have survived without his leadership. Dar and I (Georgi), want to let you know how much respect and admiration we have for Jerry. Jerry needs the kind of respect you have given all of us here at the Minnesota Home Office, especially this past year.

Jerry & Del will be a great asset to CALLERLAB in the years to come. We also consider both of them our very good friends and hope it stays that way for a long time.

Jerry will be great to work with, in addition to having all the skills it takes to do a good job. He is very knowledgeable about CALLERLAB and its policies. He is also not afraid to ask for help if he thinks he needs it. This was brought home a lot during this past year. Its not often your boss has enough trust in you to ask for help in running the office. Jerry did, and it made us very proud to be working for someone that respected us as well.

Please give Jerry and Del all the help and confidence you can. This will be a time of patience as the new Home Office sets up in Florida. Gail Swindle and Tom Stone will be a great staff and it was fun meeting and working with them before and at the convention.

Jerry, thank you for this past year. Without you, we honestly feel that during this time, it would have been very difficult to keep the Home Office going. It has been a pleasure working with you.

Dar & Georgi Johnson, Pat Lovelace & Mary Scheifert  
Minnesota Home Office

### **NEW CALLERLAB MISSION STATEMENT**

**A** new CALLERLAB Mission Statement has been approved by the CALLERLAB Board Of Governors. This mission statement reflects the mission of CALLERLAB and is the subject of a press release enclosed with this issue of DIRECTION. All members are encouraged to read the mission statement to better understand the mission of our organization.

### **NEW FOUNDATION MARKETING PLAN**

**M**uch of the CALLERLAB Convention was devoted to discussions about marketing square dancing. There were interest sessions, special presentations, special meetings, and committee meetings. Many of the discussions concerned fund raising, but of equal importance, were the discussions concerning a Marketing Plan.

A well organized, concise, and realistic Marketing Plan is the key to success in any marketing effort.

The Foundation Board of Directors, recognized the benefits of having an achievable Marketing Plan. The Board has been discussing the marketing efforts and plans, for several weeks. They met with the Foundation Marketing Advisor, Jim Hensley, during the convention to discuss details of the Market Research Project and the Marketing Plan implementation. This meeting was very informative and productive.

After meeting with Mr Hensley and discussing the details of proposed marketing plans, the Board

approved an achievable, concise, and informative plan to market square dancing.

This plan, "THE PHOENIX PLAN", subtitled "A New Beginning", was unanimously approved by the Board and is included in a press release enclosed with this issue of *DIRECTION*.

### CONVENTION CRITIQUE SHEETS

**J**ust a reminder--if you attended the Las Vegas Convention and have not yet turned in your convention critique sheets, please send them to the Home Office, at **CALLERLAB, 467 Forrest Ave, Suite 118, Cocoa, FL 32922**, immediately. Your comments and suggestions will be very helpful to the Executive Committee when they plan the 2001 convention.

### 2000 CONVENTION TAPES

**C**onvention Tapes International audio taped 25 interest sessions and, as usual, the tapes are excellent. If you missed a session or two, or were unable to attend this year's convention, you may order the tapes directly from Convention Tapes International, using the order form included with this issue of *DIRECTION*.

### FOUNDATION FUND RAISING IN LAS VEGAS

**T**he spirit of giving and the enthusiasm were very high in Las Vegas. Much of the convention was devoted to marketing. There was a presentation to the attendees by Jim Hensley, Marketing Advisor to the Foundation, and the Marketing Committee held a very successful meeting.

Fund raising was in high gear again this year. A very generous and unexpected benefactor, dropped a bombshell when it was announced that this benefactor had offered to **match all funds donated to the Foundation during the convention (up to \$10,000)**. WOW! This really turned up the heat to get those donations rolling in.

Well, guess what? We did not receive \$10,000 in donations, **we received \$14,800.76**. The matching \$10,000 raised this total to a whopping \$24,800.76!

We have also received an offer from an anonymous benefactor to match the amount donated over the \$10,000. **Therefore, the total with the matching donation is \$29,600.76**.

This is enough to nearly cover the cost of the next market research project. This project involves the use of focus groups to help build our Market Research data base.

### DECAL & DRAWING FUND RAISER

**A** new fund raising project was initiated during the CALLERLAB Convention in Las Vegas. CALLERLAB members Tom Miller, Chest Springs, PA, and Tim Crawford, Burlington, Ontario, thought up a way to not only promote square dancing, but to also raise money for the Foundation. This project includes the sale of decals which may be placed on windows, brief cases, book covers, walls, or any other suitable surface. These decals simple say "SQUARE DANCE!". This very simple message is intended to promote the activity by providing a way to put square dancing in front of the public. Each decal sold will include an entry into a drawing to be held during the National Square Dance Convention in Anaheim, CA in June 2001. Winners do not need to be present to win. First prize will be a \$1,000 travel voucher and second prize will be a \$500 set of luggage. Winners will be announced in *DIRECTION*. Winners will also be notified by phone.

### IN MEMORIAM

Irwyn "Red" Correll, Waymart, PA, 1/2000  
Don Armstrong, Macks Creek, MO, 2/27/2000

### FOUNDATION DANCE

**W**hat better way to top-off a very successful convention, then with a very successful dance. The Southern Nevada Square and Round Dance Association, under the leadership of Sam Baines, with help from CALLERLAB member Andy Finch, organized a dance on Wednesday, April 19, 2000 following the CALLERLAB Convention.

This was a fund raising event for the Foundation. Over 300 dancers and approximately 25 callers participated. All the callers donated their time to keep two halls going non-stop.

Now for the good news! A check for nearly \$1,700, for the Foundation, has been received by the Home Office. A very big thank you goes out to all the people who participated or supported this wonderful event.

### 1999 FINANCE REPORT

**A** financial report of our fiscal year ending November 30, 1999, is included with the minutes of the annual meeting held April 19, 2000. The minutes of that meeting are included with this issue of *DIRECTION*.

### 2001 CONVENTION THEME

**I**f you have an idea for a theme for the 2001 convention, please write it up and mail it to the Home Office no later than May 15th. The write-up

should include a brief explanation as to the general nature of the theme and how interest session topics could be related to it.

A theme will be selected by the Executive Committee at their Spring meeting. The author of the selected theme will receive free dues for one year. Insurance and BMI/ASCAP license fees are not included.

### RAFFLE WINNERS!

The drawing for the Free Record Raffle was held during the Tuesday night banquet in Las Vegas. There was plenty of excitement as the MC, Bill Heyman, drew the winning tickets. There were three prizes to be presented. The GRAND Prize - Free Records for one year from all the major record producers, 2nd prize - an EV 767 Microphone and cord (with reset) or \$300 cash, and 3rd prize - one year membership dues in CALLERLAB or \$75 cash.

Well, we had the drawing and both winners were identified. WHAT? BOTH WINNERS? What about the three prizes? Well, guess what, one person won two prizes! Patricia Snow, Altadena, CA won the Grand Prize; Dave Lundin, Peshastin, WA, won the 2nd prize, and Patricia Snow also won the 3rd prize. Both winners will be contacted to determine their selection for 2nd and 3rd prizes.

This project brought in nearly \$3,800, after expenses, to the Foundation. The Foundation thanks all the people who participated in the raffle. This one project will nearly pay for the first Market Research Project completed shortly before the convention.

### BOARD OF GOVERNORS ELECTION

If you would like to be a candidate for the Board of Governors, petitions can be obtained from the Home Office. Your valid petition, a brief biographic sketch, and a current photo (suitable for use in the August issue of *DIRECTION*) must be in the Home Office at 467 Forrest Ave, Suite 118, Cocoa, FL 32922, no later than JULY 15, 2000!

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

Eight members will be elected to three-year terms on the Board, beginning with the Board of Governors meeting immediately following the 2001 St. Louis Convention.

Twelve valid petitions have been submitted to date: Milt Floyd, Betsy Gotta, Vernon Jones, Mike Jacobs, Martin Mallard, Tony Oxendine, Bob Riggs, Tom Rudebock, Lloyd "Sparky" Sparks, Jerry Story, John Swindle, and John Sybalsky. Their biographies will appear in the August issue of *DIRECTION*. Voting Members will also receive a ballot at that time.

### 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.

### MEMBERSHIP & LICENSE CARDS

If you do not receive your membership and/or license cards within two weeks (three weeks for overseas members) of paying your dues and required fees, please contact the Home Office at 1-800/331-2577. Member cards and licenses are mailed, first class, within two business days.

### LIABILITY INSURANCE UPDATE

The 2000/2001 Group Liability and Accidental Medical insurance has again been placed with A.H. Wohlers Company of Park Ridge, Illinois. Callers residing in the U.S. are insured for general liability, bodily injury and property damage claims in the amount of \$2,000,000 per occurrence, with an aggregate limit of \$3,000,000 per caller, per event.

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility, are reminded that the necessary certificates must be obtained directly from the insurance company. **Do NOT call the Home Office for certificates.** They must be obtained by calling the A.H. Wohlers Company at 1-800-503-9227. Identify yourself as a member of CALLERLAB and they will issue the certificate after verifying your membership with the Home Office. Certificates are mailed no later than the next business day. Member's partners are also eligible for this coverage by paying the \$15 premium. Contact the Home Office for details.

This insurance coverage is also available to CALLERLAB Affiliated Organizations and their non-CALLERLAB members. Contact the Home Office at 467 Forrest Ave, Suite 118, Cocoa, FL 32922, 1-(321) 639-0039 for details.

