

direction



The International Association
of Square Dance Callers

COCOA, FLORIDA

VOLUME XXIX NUMBER FIVE - November-December 2002

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CURRENT QUARTERLY SELECTIONS:

MAINSTREAM: None
PLUS: None
ADVANCED: Double Down (1/01)

EMPHASIS CALLS:

MAINSTREAM: Wheel Around
PLUS: 3/4 Tag the line

FUTURE CONVENTIONS:

April 14 - 16, 2003 San Antonio, TX
April 05 - 07, 2004 Reno, NV
March 21 - 23, 2005 Louisville, KY

CALLERLAB OFFICE HOURS:

8:00 am to 4:30 pm Eastern Time, Monday through Friday
Phone: 321-639-0039
800-331-2577 (business only)
FAX: 321-639-0851
E-mail: CALLERLAB@aol.com
Website: www.callerlab.org

INSURANCE QUESTIONS & CERTIFICATES

Marsh Affinity Group Services (Formerly know as Seabury & Smith)
1-800-503-9227

FROM THE CHAIR

Mike Jacobs, Chairman

How often have you picked up a magazine or a newspaper article on square dancing and came away angry that our activity was misrepresented again? Whose fault is it? It lies at our feet.

Square Dancing is truly the world's best kept secret but that can be an advantage as well as a problem. As we attempt to contact groups as sponsors, they find that there is a dearth of information about us. We have an opportunity to define our own image and set the parameters of our activity. When misinformation appears in the media, we undermine that effort.

In a book on public relations, these points were presented to consider when handling an interview.

First, start with a goal. Have a game plan and one or two points you want to emphasize. Wandering will get the interviewer confused.

Second, take control of the interview. Don't hope they will ask the right question; make sure your message gets out.

Third, preview the media outlet. Print requirements are different than broadcast needs.

Fourth, anticipate questions and prepare answers in advance. We know what questions we are always asked by non-dancers; find the succinct answer.

Fifth, be a creditable spokesperson. Stick to your area of expertise; it affects your believability.

Not all of us will ever be interviewed by the New York Times. But with all of the weekly local papers, small radio stations, and other media activities, there is a great demand for information. It is time we used them instead of them using us.

Register Today!
2003 CALLERLAB Convention
San Antonio, TX
April 14 - 16, 2003

BOARD OF GOVERNORS ELECTION RESULTS

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

Lone Blume, Soro, Denmark
Calvin Campbell, Castle Rock, CO
Larry Cole, Marion IN
Chuck Jaworski, Chicago, IL
Tim Marriner, Register, GA
John Marshall, Sterling, VA
Jim Mayo, Hampstead, NH
Al Stevens, Pforzheim, Germany

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

Milt Floyd, Minneapolis, MN
Robert Hurst, W. Sussex, England
Steve Jacques, Pasadena, MD
Tom Mohny, Oil City, PA
Tom Rudebock, Cantonville, MD
Andy Shore, Mountain View, CA
Jim Wass, Riverdale, MD

The newly-elected board members will begin serving their term at the conclusion of the 2003 convention in San Antonio.

ONE WORLD B ONE VISION B ONE TEAM

Mini-Lab 2002 - Darmstadt, Germany

Mini-Lab 2002 was held Friday August 15 B Sunday August 18, 2002 at the Maritim Conference Hotel in Darmstadt, Germany, sponsored and arranged by the European Callers and Teachers Association (ECTA). ECTA had the honor of organizing Mini-Lab in 2002 in conjunction with their annual Convention. As at previous ECTA Conventions, the Contra/Traditional, Round Dance, and Clogging sections of ECTA held their seminars and meetings at the same time and in the same location as the Callers. Everyone joined together for the opening and closing ceremonies, sessions of mutual interest, the Gala Buffet, evening dance events and of course mixed socially throughout. This reflects the reality of the dance scene in Europe.

Mini-Lab opened with a trail-in dance Thursday eve-

ning organized by the Darmstompers SDC, which was also open to dancers. Following an hour of clogging with **Jeff Driggs** (USA), squares featured **Mike Jacobs** (USA), **Deborah Carroll-Jones** (USA), **Jon Jones** (USA) and **Bengt Geleff** (Sweden). Rounds featured **Ron & Mary Noble** (USA). Mainstream was the featured dance program and is the main club program in much of Europe.

When the opening session commenced on Friday morning, a total of 249 people had signed in, there were 129 callers and 46 partners. There were 74 which represent, Cuers, Clog Instructors and their partners. Callers were present from Germany, Great Britain, the Netherlands, Belgium, Denmark, Sweden, the Czech Republic, Switzerland, Austria and of course the United States.

It was a particular pleasure to welcome the CALLERLAB Chairman **Mike Jacobs**, Executive Director **Jerry Reed**, as well as two current members of the Board of Governors, **Doug Bennett** and **Al Stevens**, and two former members **Deborah Carroll-Jones** and **Jon Jones**. Unfortunately **Kenny Reese**, Mini-Lab Chairman and ECTA President, was missing. Having spent more than three years organizing this event, Kenny was unable to be with us. Just days prior to the Mini-Lab Kenny was forced to go to Houston, Texas, due to the terminal illness of his father. Everyone extended sympathy to Kenny and his family. **Bryan Gill**, Vice President, ECTA, filled in for Kenny as Mini-Lab MC.

Mini-Lab is designed to be a mixture of training seminars, formal discussions, and informal communication. The program contained a wealth of parallel sessions covering a variety of valuable and interesting subjects. The sessions were well visited and well received. We would like to thank the programmed Caller Coaches, and the many other seminar and discussion leaders who contributed much time and effort to ensure a successful program. Our thanks also, to the team of ECTA members who put a lot of effort into the organization, before and during the event. After each seminar, the leaders were surrounded by ECTA members asking for their signature. They were not just collecting autographs, they were participants in the new ECTA European Training Program (EEP) collecting credits for participation in registered training seminars.

(Continued on page 3)

DIRECTION is the official newsletter of *CALLERLAB*, The International Association of Square Dance Callers, with offices located at 467 Forrest Ave., Suite 118 Cocoa, FL 32922; Phone: (321)639-0039; Email: CALLERLAB@aol.com. *DIRECTION* is published and mailed first class to all members and affiliates of *CALLERLAB*. *DIRECTION* is edited by Jerry Reed, Executive Director.

DIRECTION is computerized, therefore, it would be most helpful to have articles, reports or letters to the editor submitted on computer diskettes whenever possible. *DIRECTION* uses Corel Word Perfect 8.0 on a Windows based computer. Computer diskettes or CD's containing articles, reports or letters to be published should be submitted in Word Perfect. Windows based Micro Soft Word or ASCII text files are also acceptable. Please enclose a printout of the article, report or letter. Unsigned submissions will not be accepted.

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 Editor reserves the right to exercise 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.

(Continued from page 2)

It quickly became apparent that many attendees had clear expectations for both the formal and informal discussions. The focus was on communication between Europe, North America and other parts of the Square Dance world, CALLERLAB decision processes, and future CALLERLAB program policy, especially with regard to Mainstream and Plus. On Friday evening there was an open panel discussion with the current and past members of the Board of Governors. The hall was full and alternative sessions adjourned. After the closure of the formal session, informal and sometimes heated discussions continued in the hall, the lobby and the bar until well into the night. Reportedly it was past 3 a.m. before the last groups dispersed.

Saturday evening was the Gala Buffet. **Mike Jacobs** presented Quarter Century Awards to two European CALLERLAB members. Bryan Gill presented Long Service Awards to a number of ECTA members for service to Square Dance exceeding 25, 30 and 40 years. ECTA members, who had been very active in organizing Mini-Lab were also recognized.

During his keynote speech, Mike Jacobs stated he and fellow Board members had listened to and clearly heard the many comments, opinions and suggestions relating to communication and program policy which had been voiced by attendees. Mike stated, as a result of the discussions during Mini-Lab, proposals to the Executive Committee to institute changes and improvements would be made. Mike received a standing ovation for his speech and for many, the unexpected content. The closing session on Sunday morning provided the opportunity for the VIP Staff and the attendees to comment on the weekend and raise any questions which were still unanswered. In spite of a series of short nights for many people, participation in #The Lawn Mower@ under the leadership of Jeff Driggs rapidly had everyone wide awake.

The impression given by all speakers, Square, Round, Clog, and Contra, was Mini-Lab had been invigorating and worthwhile. In particular, the possibility to meet and communicate openly with members of the CALLERLAB Board of Governors was much appreciated and should take place more often. Apart from the unusually warm temperatures (organized from above), organization difficulties were minor. Comments were received regarding the cost, which was substantially higher than is usual for an ECTA Convention. In addition, the exclusive use of English, may have certainly deterred some people from attending. CALLERLAB will consider these comments, as Mini-Lab regulations are a factor in addition to the choice of location.

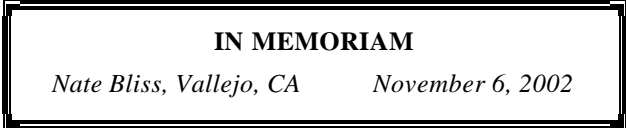
In conclusion: Mini-Lab 2002 was a great success.

ELECTION TURNOUT

Ballots for the 2003/2004 Board Of Governors election were sent to all voting members. Of the 994 ballots sent only 402 of those ballots were returned for a

voting percentage of 40%. This is compared to 45% last year. It is a disappointment to the Home Office when the voting participation is so low. Voting Members have the right to vote and we believe ALL Voting Members should exercise that right.

THANK YOU TO ALL WHO VOTED!



ELECTRONIC DIRECTION

The Home Office has implemented procedures which allow electronic distribution of *DIRECTION* and other mailings. If you would like to participate in our money saving effort we need to hear from you. An obvious requirement is that you have regular access to your E-mail account and can access the CALLERLAB web site at www.callerlab.org.

If you agree to receive *DIRECTION* electronically, you will not receive a paper copy. Access to *DIRECTION* will be provide online and in a .PDF file. You may either read the newsletter online or download and print your own copy.

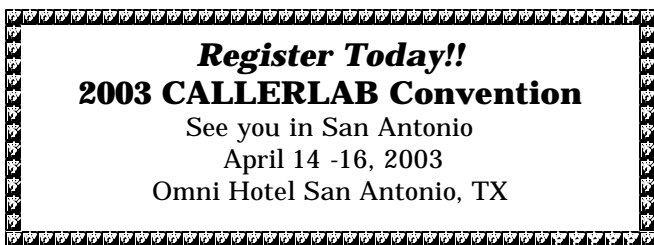
Any Member who would prefer to receive *DIRECTION* electronically must submit an E-mail request to CALLERLAB@aol.com at anytime. **REQUESTS BY ANY OTHER MEANS WILL NOT BE ACKNOWLEDGED NOR ACCEPTED.**

MEMBERSHIP REPORT

As of November 11, 2002, we have a total membership of 1,902 callers and we are adding new members every week. The current membership is broken down as follows:

Category	US	CAN	OS	TOTAL
Members	798	37	162	997
Life members	8	0	0	8
Retired Members	23	2	1	26
Associate Members	659	15	42	716
Apprentice Member	78	1	2	81
Associate Licensees	74	0	0	74
TOTALS	1640	65	207	1,902

If you have not yet received a membership card from the Home Office, your membership has expired. Contact the Home Office if you believe you paid your dues but have not yet received a membership card.



ALTERNATE INVOLVEMENT REQUIREMENT

As has been reported several times in *DIRECTION*, the bylaws changes voted on at the 2001 CALLERLAB convention in St. Louis, MO were approved by the membership. The bylaws have been updated and a copy mailed to all members. The major change in this revision is the elimination of the requirement for continuing convention attendance. The Board has approved an Alternative Involvement Requirement as an alternate method of gaining Voting member status without attending either a CALLERLAB convention or a Mini-Lab.

The Board approved the following as the CALLERLAB Alternate Involvement Requirement. A member who meets the other requirements for Voting member status may complete any one of the three requirements listed below in lieu of attending a CALLERLAB convention or Mini-Lab. The other requirements for Voting membership include: 1) calling more than three years, 2) calling at least 50 dance events per year averaged over the past three years, and 3) subscribe to the CALLERLAB Code Of Ethics.

1. Obtain signatures of three full members of CALLERLAB on a recommendation that s/he be accepted as a full member, OR
2. Attend a caller school conducted by an Accredited Caller - Coach, OR
3. Teach three CALLERLAB Program classes.

It is well worth noting that Associate Members CAN serve on committees and may vote on committee business. There has been some misunderstanding of this provision for some time and it is the goal of the Home Office to publicize this provision of the bylaws. If you have any questions or concerns about this or any other provision of the bylaws, please contact the Executive Director.

APPLICATION REVIEW COMMITTEE VOTES

Jon Jones, Chairman of the Application Review Committee (ARC) announces that the committee has completed the review of four questions regarding the usage/application of certain calls. 1) Is it proper to call "All Rollaway, Head men center, Tea Cup Chain?"; 2) Would it be proper to call "Reverse Spin The Top?"; 3) Would it be proper to call "Reverse Spin Chain Thru?"; and 4) Is it proper to call "Reverse Star Thru?" See the attached Press Release for details.

APPLICATION REVIEW TERMINOLOGY

Jon Jones, Chairman of the Applications Review Committee (ARC), announces the following committee action. The committee, in order to standardize caller terminology, has voted to use the words "Proper - Not Proper or Improper" to describe how ques-

tionable applications of calls are used. This will become the language of the ARC committee and hopefully the calling world. Several committee members stated that the terms "Legal and Not Legal or Illegal" did not apply to square dancing and should not be used.

CALLERLAB TRAINING MATERIALS

CALLERLAB has produced some of the finest Caller Training materials available today. This material includes training manuals and guidelines, timing charts, formation & arrangement pictograms and various handouts for caller training. If you are involved with caller training or wish to increase your reference library with some of this very valuable information, contact the Home Office and talk to Jerry to discuss your particular needs. A partial list of the material available includes: Starter Kit For New Callers, Choreographic Guidelines, Curriculum Guidelines, Standard Applications Books (Mainstream and Plus), and the Advanced Dancing Handbook. CALLERLAB training materials will be available for purchase at the CALLERLAB Convention.

FRIENDS OF THE FOUNDATION

*Jon Jones, Arlington, TX
Sundown Squares, Vista, CA
James H. Waller, Petaluma, CA
Will Eades & Judy Ballard, Vista, CA
Bob and Wilma George, San Diego, CA
Deborah Carroll-Jones, Arlington, TX
Cleveland Area Callers Association, OH
Mr. & Mrs. Pasquale Levelle, New York
Valley Center Promenaders, El Cajon, CA
Toronto & District Sq & Rd Dance Assoc.
Mike Seastrom(Colorado Sprg Clr Assn)
Eric & Jennifer Henerlau, Corte Madera, CA
Double D's Square Dance Club, San Diego, CA*

AFTER PARTY

Jon Jones

We all love a party and we all know **Jon Jones** really knows how to host a party. The After Party will be held as usual Sunday evening following the Orientation Session. Jon has requested if you have a talent and would like to participate in the After Party to please contact him, he will appreciate your assistance in helping make this After Party a success and a great evening of fun. Please contact Jon and volunteer to assist him with the After Party. Your contributions will be appreciated. Please give Jon a call or send an E-mail to add your name to his list of volunteers. You can reach Jon at the following:

(817)469-1179 or JonJonesSDC@aol.com

WOMEN IN CALLING MUSIC

We are pleased to announce samples of the TOP 35 SINGING CALLS and WIC PATTERN listings are now available on line at: www.dosado.com/wic.htm. These samples may, of course, also be reached through the regular link to "WOMEN IN CALLING" at www.Dosado.com/Music. The following categories are available:

- Women In Calling
- CALLERLAB Women In Calling Committee
- Top 35 Favorite Singing Calls
- Favorite Singing Calls
- Favorite Pattern Records (updated 10-2002)
- Favorite Records (out-of-print) (updated 10-2002)
- Women Callers -
- Complete Record Listing by Caller Name

The above-mentioned categories are complete, with very few exceptions where records are on back-order in the PATTERN section. The TOP 35 is 100% complete. Eventually ALL of the originally submitted listings will be fully sampled on that page.

IMPROVING CALLER-COACH SKILLS

There will be a seminar to assist in training new caller-coaches and to further enhance those who are already involved in caller training. You do not have to be accredited and you do not have to obtain accreditation to participate in this seminar. It is designed to help those who wish to coach other callers in the art of calling and to assist them in learning how to teach the Curriculum Guide Lines. If you would like to learn more about the aspects of being a caller-coach, this seminar is for you.

The seminar will be held Saturday, April 12 from 1:00PM-5:00PM and continue Sunday, April 13, from 10AM-12Noon. There is NO charge for this training session and it will be conducted by CALLERLAB Accredited Caller-Coaches **John Kaltenthaler, Gloria Roth, Al Stevens, Deborah Carroll-Jones, Bengt Geleff and Jon Jones**. If you are interested you may contact Jon Jones to register, 1523 Bluebonnet Trail, Arlington, TX 76013-5009, (817)469-1179 or E-mail JonJonesSDC@aol.com

EMPLOYMENT OPPORTUNITY Assistant Executive Director

The position of Assistant Executive Director has been vacant for several years. It is now time to begin the process of selecting a person to fill this position. A detailed announcement and job description is included with this issue of DIRECTION. While compensation for this position may seem low for the job description, it is anticipated that the person selected as AED would move into the Executive Director position.

If you are interested in an opportunity to serve CALLERLAB in this capacity, please take a close look at the attached job description. If you have any questions regarding the position, please contact Jerry at the Home Office.

APPLICATIONS MUST BE RECEIVED IN THE HOME OFFICE NO LATER THAN FEBRUARY 15, 2003.

HOTEL RESERVATIONS FOR THE CONVENTION

The CALLERLAB convention will be held at the Omni Hotel, San Antonio, Texas. Information with regard to hotel reservations will be sent to all members who register for the convention. The Omni has requested you use their 800 number to register. The central reservation number will be provided with your convention confirmation package. Room rate is \$85.00 plus tax, single or double. The cutoff date for registering with the hotel is March 18, 2003. The convention rate is available only until the room block is filled.

JOIN A COMMITTEE! YOU DO NOT NEED TO BE A VOTING MEMBER TO BE ON A COMMITTEE!

Are you aware that MOST of the Areal® work accomplished by CALLERLAB is done by your committees? ALL decisions about our dance programs (Mainstream, Plus, Advanced, and Challenge) are made by the applicable committee, not by a select few. This includes the program list, the definitions, timing, and styling. Other committees make decisions about choreographic applications, marketing issues, contra & traditional issues, and community dance issues, just to name a few. Make your opinions count by taking an active part in committee actions. Remember, under the by-laws, ALL members, except Apprentice Members, may serve on committees and vote on committee business. Contact the Home Office to join a committee

CALLER SCHOOL SYLLABUS

The Home Office is pleased to announce a CALLERLAB Caller School Syllabus is now available. The Syllabus was written by the Super School Staff (**Herb Egender, John Kaltenthaler, Jim Mayo and Bill Peters**). The Syllabus is an excellent resource for anyone involved with caller training or who would like to improve his/her own calling knowledge. The Super School Staff has very graciously donated the syllabus to CALLERLAB with the stipulation that it NOT be altered.

The Syllabus is available electronically as a .pdf file or as a hard copy document. The .pdf version of the Syllabus is \$10.00 and the hard copy is \$15.00. To place your

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order with the Home Office, you may E-mail us at CALLERLAB@aol.com, call 1-800-331-2577 or send a check or credit card number to: CALLERLAB, 467 Forrest Ave., Suite 118, Cocoa, FL 32922. (CALLERLAB accepts Visa and MasterCard). For more information you may contact the Home Office.

BEGINNER PARTY LEADER-S SEMINAR

A Beginner Party Leader's Seminar will be held on Saturday and Sunday prior to the start of the CALLERLAB Convention in San Antonio. The seminar will begin at 10:00 A.M. on Saturday, April 12 and end at 1:00 P.M. on Sunday the April 13th. The location will be within the CALLERLAB Convention hotel. Cost will be \$25 per leader. Spouses and/or partners will be admitted free. Checks should be made out to Calvin Campbell and sent to 343 Turf Lane, Castle Rock, CO, 80104.

Topics may include: Introduction to Prompting and Cueing, Marketing Beginner Dance Parties, Beginner Parties for Adults, Working with Young Children (K-3), Dance Parties In the Schools, Church Camps, etc., Dancing with Teens, Family Night Dance Parties, Dances Without Partners, Father-Daughter Dances, Dance Parties for Senior Citizens, Dance Parties for Very Large Groups, Contra Dances Useful at Beginner Parties, Round Dance Mixers at Beginner Parties, and The Art of the Quick Teach.

CURRICULUM GUIDELINES MODIFIED

The CALLERLAB Curriculum Guidelines for Caller Training has recently been modified. The section on *One Night Stands* has been moved from *Desirable Topics* to *Important Topics*. A copy of the Table Of Contents is included with this issue of *DIRECTION*. All members who have a copy of the guidelines should make a copy of the revised Table Of Contents and incorporate this change in their book. If you have any questions or if you would like to order the guidelines, contact the Home Office.

BENEFIT DANCE

A benefit dance for the Foundation will be held in the Omni Hotel on Saturday April 12, 2003 at 8:00PM. The Alamo Area Dancers Association is sponsoring this dance. This will be an exciting evening of dancing and will give you another opportunity to socialize prior to the convention. Plan to attend and support the Foundation.

LIVE AUCTION

An exciting new feature is scheduled for the convention this year. A live Auction is planned for Monday evening following the banquet. This event promises to be lively and exciting, with proceeds going to the

Foundation. We are looking for items of value to be donated for the auction. You may obtain more information regarding the auction by contacting **Tom Miller** at (814) 674-5969 or E-mail tommil@nb.net.

PARTNERS

Bev Sutter, Chair

We have reached the close of another year of calling, and cueing. Now is the time to make your plans for the next year, 2003. As you are busy setting up your calendar and marking dates for birthdays, anniversaries and dance jobs, add some time for yourself.

The time for yourself should include marking your calendar for April 12, 2003 for a little golf in San Antonio, just ahead of the CALLERLAB Convention. Contact Roy Gotta (gottadance@erols.com or (732)249-2086) to let him know you are interested and would like to join this group of golfers. Next, mark April 13, 2003 to join the Tour of San Antonio. Please send your check for this event (San Antonio Tour) to, Bev Sutter 5533, Northwood Court, Asbury, IA 52002, make checks payable to **San Antonio Tour '03**, in the amount of \$48 per person. You will then be all relaxed and refreshed for the convention which begins Sunday evening with the orientation to CALLERLAB for new members and attendees and a refresher for the rest of us who've been to conventions before. (I didn't want to say older.) Send your reservations for the convention and membership fees to Gail at CALLERLAB.

We will be presenting the Intro to CPR, as we did in Richmond. This is only an introduction of how important it is to learn CPR. For more information and instructions contact your local Red Cross or American Heart Association about certification.

We would also like to invite you to a session on what a partner can do for other CALLERLAB Committees. We will take an inventory of our talents, fields of expertise and resources. We then will have a better idea of which committees would interest us. Your involvement in our square dance activity shouldn't end with the home program.

HOME OFFICE CONVENTION SCHEDULE

The CALLERLAB Office will be closed at 12:00 Noon on Wednesday, April 9, 2003 and reopen Friday, April 18, 2003 (you can always reach us by Email at CALLERLAB@aol.com). We are looking forward to a great Convention. Come help us celebrate 30 years of leadership.



EDUCATION GRANT FUND

Grand Square Incorporated (GSI) is a tax-exempt non-profit corporation dedicated to promoting and preserving square dancing. GSI recently donated \$10,000 to the CALLERLAB Foundation to fund an Education Grant program which will be administered by the CALLERLAB Foundation.

The funds in this program, known as the GSI Education Fund, are intended for the following: 1) A deserving dancer who has indicated a desire to learn how to better serve square dancing, 2) A deserving caller who has a background of calling or dancing; and who has indicated a desire to learn to call or a desire to improve their calling, OR, 3) A square dance organization which has indicated a desire to sponsor a seminar or clinic to provide training to dancers or callers to help them better serve square dancing

You may contact the Foundation Office, 467 Forrest Ave., Suite 118, Cocoa, FL 32922; phone 1800-331-2577 or E-mail FoundationFL@aol.com for further details and an application. An Application and additional information is included in this issue of *DIRECTION*. Applications must be received by May 1 in the year the grant will be presented.

AGOD BLESS THE USA®

Tapes Available

At the 1999 CALLERLAB convention in Dallas, TX many CALLERLAB members collaborated on a fund raising project for the Foundation for the Preservation and Promotion of Square Dancing.

This project consisted of producing a record, with all profits from the sales being donated to the Foundation and earmarked for marketing and promotion of square dancing. **AGod Bless the USA®** was recorded on Monday night during the convention. The following callers contributed their vocal talent to this production: **Jerry Story, Jon Jones, Dee-Dee Dougherty-Lottie, Jerry Jestin, Kip Garvey, Deborah Carroll-Jones, Mike Seastrom, Tim Crawford, Jerry Junck, Tony Oxendine, and Doug Bennett.**

The **AGod Bless the USA®** project resulted in over \$75,000.00 being donated to the Foundation. This donation was made possible by the hard work of many, many dedicated dancers and callers.

CALLERLAB still has a few of these tapes available. If you would like a copy of the **AGod Bless the USA®** tape please send a donation of \$10.00 to The CALLERLAB Foundation, 467 Forrest Ave., Suite 118, Cocoa, FL 32922, or E-mail at FoundationFL@aol.com.

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■ **Do It! OR Don't!** ■
■ **Don't just try** ■
■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

SUNDOWN SQUARES DANCES PROMISES A BRIGHT FUTURE

Andy Shore, Vice-Chairman,
Foundation Fund-Raising Committee

Wil Eades didn't know what he was starting when he convinced the Sundown Squares of La Mesa, California to become one of the first square dance organizations to adopt a new strategy to help secure a bright future for our activity. Wil proposed to the directors of this modest 46 member club they increase the cost of admission by \$1 to \$4 and half of the new money raised (only 50 cents per dancer per night) be donated to the Foundation for the Promotion and Preservation of Square Dancing. The club officers agreed and the dancers didn't seem to mind. Those who asked were informed the donated funds would assist in funding a national campaign to help square dancing, and the benefits would eventually flow back to them in the form of increased marketing and promotion of our activity.

"Giant oaks from tiny acorns grow"

Ben Franklin

Since June 1999, the Sundown Squares have raised close to \$6,000 for the Foundation. In addition, Wil and Judy (Wil calls, Judy cues) make and sell t-shirts bearing the slogan **AAAdd Quality to Your Life - Learn to Square Dance®**. By adding \$1 to the cost of the shirts, and not keeping any profit for themselves, they have raised an additional \$1,500 for the Foundation.

At the 2001 CALLERLAB convention in St. Louis, MO, the Sundown Squares club was presented with the Patron Of the Foundation award for the donations the club made to the Foundation. Wil was presented with the Foundation Certificate of Merit for his hard work in raising funds for the Foundation. To the surprise of the Sundown dancers and officers, Wil made a special surprise presentation of the Patron Of The Foundation award to the club leadership when he returned from St. Louis.

The CALLERLAB Foundation for the Promotion and Preservation of Square Dancing is a tax-exempt 501(c)(3) charitable foundation. The Foundation supports projects to preserve and promote square dancing. Such projects will protect the heritage of the activity and contribute to its growth, emphasizing the social, physical, and mental benefits of square dancing. Currently, the Foundation is focusing on marketing efforts to help increase recruitment and retention of new square dancers; educational grants to help dancers, associations, and callers enhance their ability to help square dancing; seminars, brochures, and public service announcements.

One of the Foundation's projects - *The Phoenix Plan* - is a long-term development plan for the future of

(Continued on page 8)



FOR IMMEDIATE RELEASE

(November 2002)

***** **S T A R T** *****



**FOUNDATION
FUND RAISING AUCTION**

The Foundation will sponsor a live auction during the 2003 CALLERLAB convention in San Antonio, TX on Monday, April 14, 2003 following the evening banquet. We have arranged for a professional auctioneer to help make this an interesting, entertaining, and fun event.

All proceeds from the auction will go to the Foundation to help meet the goals of the Foundation and the *Phoenix Plan*. We are asking for donations for the auction and have received some VERY nice items.

A partial list of the items to be auctioned include:

- A. A fabulous RECORDING OPPORTUNITY - The highest bidder will have the opportunity to do a singing call on Global Records
- B. Complimentary new releases for two years from Global Records
- C. Complementary new releases for one year from ESP Records
- D. Complete set of manuals from ROUNDALAB(NOTE: there may be additional items from ROUNDALAB including the Combined URDC/ ROUNDALAB Glossary and a copy of all the Standardized Classic Cue Sheets)
- E. A man's gold and diamond ring donated by John Marshall (Estimated value is \$1,300)
- F. Dancing Cow water ball donated by Chuck and Sandie Weiss
- G. A getaway weekend in lovely New Hampshire with Bill & Peggy Heyman. Gourmet cooking by Peggy, entertainment by Bill. (Travel is NOT included) Weekend will include an Electro-voice microphone.
- H. Tuition to some great Caller Schools
- I. Paintings donated by Deborah Carroll-Jones
- J. Great wood products
- K. Small portable travel television
- L. Sony Mini Disc player with Hilton Variable speed control - Donated by Hilton Audio Products
- M. Embroidered CALLERLAB Shirts - Donated by Grand Travel
- N. Complimentary new releases for one year from Royal Records

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

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

THE FOUNDATION BOARD OF DIRECTORS



FOR IMMEDIATE RELEASE

(November 2002)

***** **S T A R T** *****

**GRAND SQUARE INC. (GSI)
EDUCATION FUND**



The Foundation for the Preservation and Promotion of Square Dancing is pleased to announce the availability of an education grant program made possible by a very generous donation to the Foundation by Grand Square Incorporated (GSI). This education grant program is known as the GSI Education Fund and is administered by the Foundation.

The GSI Education Fund was created to provide financial assistance to dancers, callers, clubs, or associations for educational purposes to help better serve square dancing. The fund is administered by the Foundation. Applications may be obtained from the Foundation office at 467 Forrest Avenue, Suite 118, Cocoa, FL 32922. Additional information can be obtained by calling the office (321-639-0039) or by E-mail: FoundationFL@aol.com

PURPOSE OF THE FUND

In compliance with the wishes and objectives of Grand Square Inc, proceeds from the Fund are intended for use by:

- 1) A deserving dancer who has indicated a desire to learn how to better serve square dancing,
- 2) A deserving caller who has a background of calling or dancing; and who has indicated a desire to learn to call or a desire to improve his/her, OR
- 3) A square dance organization which has indicated a desire to sponsor a seminar or clinic to provide training to dancers or callers to help them better serve square dancing

Fund Disbursements:

- ! Grants shall be awarded based on the following priorities: need, existing skills, training, intentions, and educational aspects of the event/school.
- ! For an individual application, no single award shall exceed 80% of the combined cost of tuition and room and board, if room and board are a normal part of the cost of the school and only if the participant takes advantage of the room and board. Otherwise, no single award shall exceed 80% of the tuition cost, and awards will normally NOT exceed \$250.
- ! In the event that a husband/wife or other "team" should apply, any award given the "team" shall not exceed \$500 in total. The award shall not exceed 80% of combined tuition costs, and room and board costs if applicable.
- ! If an organization should apply, any award given the organization shall normally not exceed \$1000. The award shall not exceed 80% of the total cost of the event.
- ! Applicants must complete the enclosed application form in its present or later amended form. Applications will be accepted at the Foundation Office until May 1st of each award year. All applications received by May 1st will be considered by the Foundation Executive Directors. The application contains a statement of intention. Each applicant must complete the statement of intention.
- ! No single individual shall receive more than one grant from this Fund. No husband/wife or other "team" shall receive more than one grant award from this Fund, considered jointly or severally. Normally an organization shall not receive more than one grant from this Fund.
- ! The Foundation Executive Directors shall review each application and may award additional grants as deemed appropriate by the circumstances of the application.

Contributions (payable to the Foundation) and inquiries may be mailed to THE GRAND SQUARE INCORPORATED EDUCATION FUND, c/o The Foundation, 467 Forrest Ave, Ste 118, Cocoa, FL 32922.

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

**We thank you for the coverage you have given us in the past and for your continued support in the future.
THE FOUNDATION BOARD OF DIRECTORS**



FOR IMMEDIATE RELEASE

(November 2002)

***** **START** *****



CALLER SCHOOL IN

Oklahoma City, Oklahoma

June 21, 2003

SPONSORED BY
The Foundation For
The Preservation and Promotion Of Square Dancing

For many years callers have wished that they could combine a first class caller school with their trip to the National Square Dance Convention (NSDC). The first opportunity for this wish to be answered was in June 2002, when the Foundation sponsored a school in St. Paul, MN. The Foundation, with the encouragement of the National Executive Committee made available a school staffed with CALLERLAB Accredited Caller-Coaches held prior to the NSDC. Callers can now combine a trip to the "Nationals" with the best available caller training.

This school not only offers convenience for the caller-students; it also helps fund the promotional work of the Foundation, a non-profit organization for the preservation and promotion of square dancing . All the profits from the school will be used by this non-profit, tax-exempt organization in support of *The Phoenix Plan*, a marketing plan for rebuilding the popularity of square dancing. This plan has already received more than \$50,000 from the Foundation and is actively pursuing market research and promotional work on behalf of square and round dancing.

The Foundation and CALLERLAB, urge dancer and caller associations and clubs to sponsor callers at this school. A donation of \$500 will allow a caller of your choice to attend this outstanding school. The caller you sponsor, along with his/her partner, will study with some of the best available Caller-Coaches learning the latest techniques for entertaining today's dancers. You can help square dancing, your association or club and the caller you sponsor all with the same donation.

The school will be held in the Holiday Inn, Oklahoma City, beginning on Saturday, June 21 and ending on Wednesday, June 25, 2003.

Your Donation Helps Square Dancing!

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

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

THE FOUNDATION BOARD OF DIRECTORS

The Foundation Caller School Registration

Direct All Mail And Correspondence To:
The Foundation, 467 Forrest Ave., Suite 118, Cocoa, FL 32922

REGISTRATION FORM

Today's Date _____ Sponsor Name _____

Sponsor Phone (_____) _____ Email _____

Year of School: **2003** City: **Oklahoma City, OK** Date of school: **June 21 - 25, 2003**

Student: _____ Partner _____

Address: _____

Telephone: (_____) _____ Email _____

Student's Dancing and Calling History

How Long have you been square dancing? _____ How long have you been calling? _____

Have you attended any other caller schools or clinics? _____
(If yes, please list those schools and/or clinics previously attended and give the date (s) of attendance.)

<u>School Attended</u>	<u>Date</u>
_____	_____
_____	_____
_____	_____

Additional information and a list of the Accredited Caller-Coaches on the staff will be mailed to each registered student.

Indicate amount of donation \$ _____

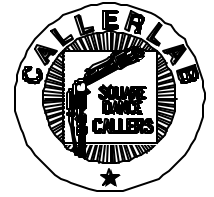
A donation of \$500 will register one student and partner.

REGISTRATIONS MUST BE IN THE CALLERLAB HOME OFFICE BY May 30, 2003

**Mail to: The Foundation
(Attn: Foundation Caller School)
467 Forrest Ave., Suite 118
Cocoa, FL 32922
(321) 639-0039
E-mail: FoundationFL@aol.com
On the Web: www.Foundation-arts.org**



FOR IMMEDIATE RELEASE



(November 2002)

* * * * * **S T A R T** * * * * *

BOARD OF GOVERNORS ELECTION RESULTS

The 2002 CALLERLAB Board of Governors election has resulted in the following individuals being elected to the Board:

- Lone Blume**
- Calvin Campbell**
- Larry Cole**
- Chuck Jaworski**
- Tim Marriner**
- John Marshall**
- Jim Mayo**
- Al Stevens**

Congratulations to each of these well-qualified callers! Their 3-year term on the Board will begin on April 16, 2003, following the CALLERLAB Convention in San Antonio, Texas

Members currently serving on the Board of Governors are:

Clark Baker, Doug Bennett, Cal Campbell, *Larry Cole, (Vice Chairman) *Tim Crawford, Larry Davenport, Betsy Gotta, Bill Harrison, *Mike Jacobs, (Chairman), Jerry Jestin, Vernon Jones, Jerry Junck, John Kaltenthaler, Martin Mallard, *Tim Marriner, John Marshall, Jim Mayo, Tom Miller, Tony Oxendine, Mike Seastrom, Dana Schirmer, Nasser Shukayr, Al Stevens, John Sybalsky and *Jerry Reed - Executive Director.

** indicates members of the 2002/2003 Executive Committee*

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

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

THE CALLERLAB BOARD OF GOVERNORS



FOR IMMEDIATE RELEASE

November 2002

******* START *******

APPLICATIONS REVIEW COMMITTEE VOTES

Jon Jones, Chairman of the Application Review Committee (ARC) announces that the committee has completed the review of four questions regarding the usage/application of certain calls as follows:

1) Is it proper to call "All Rollaway, Head men center, Tea Cup Chain?"

The committee voted YES because the CALLERLAB definition specifically states that this is proper. The committee discussed the question of whether it would be proper to workshop this and then call it? There was agreement that this committee does NOT make decisions as to what should or should not be work shopped.

2) Would it be proper to call "Reverse Spin The Top?"

The committee decision is NO. There is a call, # 190 in the Burlson Encyclopedia, named "Reverse The Top" that describes this very action. The consensus of the committee is that if this action is to be used (w/o work shopping the call Reverse The Top) it should be called "In Reverse Order, Spin The Top." The committee further recommends that this type action should NOT be used at Mainstream and Plus .

3) Would it be proper to call "Reverse Spin Chain Thru?"

The committee voted NO! The proper term would be "In Reverse Order" but should not be used at Mainstream nor Plus. This type usage should only be for those dancers who are thoroughly familiar with that terminology.

4) Is it proper to call "Reverse Star Thru?"

The committee's decision is NO. There already exists, in the Advanced Definitions, the term "Left Star Thru" and there is no need to change. The term "Reverse Star Thru" tends to implicate one of two things; A) The lady should use her right hand and the man his left with the man going under the arch as the lady goes around and behind the man OR B) The action would cause the dancers to "undo" the Star Thru while going backward. The word "Reverse" means to go backward. This usage is NOT in the Mainstream nor Plus programs.

Callers and/or dancers may submit questions concerning proper or improper application of calls to: Jon Jones - 1523 Bluebonnet Tr. - Arlington, TX 76013-5009, or E-mail: JonJonesSDC@aol.com

CALLERLAB
467 Forrest Ave, Suite 118
Cocoa, Florida 32922
(321) 639-0039
E-mail: CALLERLAB@aol.com
On the web: www.callerlab.org

******* 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 EMPLOYMENT OPPORTUNITY ASSISTANT EXECUTIVE DIRECTOR



The position of Assistant Executive Director (AED) of CALLERLAB has been vacant for several years. The Executive Committee has determined that the volume of work being handled by the Home Office in Cocoa, Florida more than justifies the addition of a part-time Assistant Executive Director. The work to be handled by the person chosen to fill this position will be primarily writing and assisting with the work of running Conventions. Therefore, the position does not require relocation to Cocoa. Most of the day-to-day work can be done through an interactive computer link and electronic communications.

CALLERLAB is seeking applications from people who would like to be considered for this position. The Board of Governors has determined that we should look first among the members of CALLERLAB and their partners for a person to fill this position. An abbreviated description of the duties of the person filling this position appears below. For a complete job description and application form please contact the CALLERLAB office at 467 Forrest Avenue, Suite 118, Cocoa, FL 32922; Phone - (321) 639-0039; FAX - (321)639-0851; E-mail - CALLERLAB@aol.com.

This is a less than half-time position. Salary is negotiable but is expected to be about \$6,000/year.

ABBREVIATED JOB DESCRIPTION ASSISTANT EXECUTIVE DIRECTOR

The Assistant Executive Director (AED) of CALLERLAB works for the Executive Director and assists in any aspect of the work of running the organization. The AED has specific responsibility for the monitoring, reviewing, and preparing updates for the CALLERLAB web site, assisting with preparation of the minutes of meetings of the Executive Committee, Board of Governors and the General Membership. The AED will also prepare some of the Press Releases for CALLERLAB and The Foundation.

The principle area of routine assistance expected of the AED is written communication. This will include correspondence related to the CALLERLAB Convention, the NSDC training program, CALLERLAB Committee work and general correspondence. The AED will also provide assistance in CALLERLAB and Foundation web site review. This position will NOT require web page design skills, although this would be a major plus.

The AED may be asked to reply to questions dealing with categories of membership and develop promotional ideas and materials to encourage membership. The AED will assist the Executive Director with ideas and suggestions for inclusion in DIRECTION. This person may also be asked to develop press releases on general public relations topics and coordinate public relations matters within the organization.

Other, not specifically communication type, assistance will be expected from the AED. These activities include convention planning and operation, serving as Historian for CALLERLAB by maintaining the catalogue of past resolutions and other actions by the Board and membership. The AED will attend CALLERLAB Conventions and the twice a year meetings of the Executive Committee (usually May and October.) At these meetings the AED will participate with the Executive Director in consideration of the form and content of Board and Executive Committee actions. Attendance at the National Square Dance Convention in June each year may also be required.

QUALIFICATIONS

CALLERLAB ASSISTANT EXECUTIVE DIRECTOR

The qualifications that are expected in candidates for this position include but are not limited to the following.

1. A thorough familiarity with the square dance activity including the development of modern square dancing from its traditional roots. (If the candidate is a caller, performance ability must be sufficient to avoid embarrassment to CALLERLAB.)
2. Skill in use of the English language for both written and spoken communication. (College level training in writing is desired, but not required.) The applicant will be required to demonstrate proficiency.
3. Business, organizational, administrative experience and/or training including a basic understanding of accounting systems; and an understanding of office procedures, volume mail operations and publications. (Although not a requirement, experience with convention planning or commercial interaction with convention hotels or other facilities would be a strong plus.)
4. Familiarity with computer systems and their use in administrative operations.
5. Ability to interact effectively with people whose personal views do not agree with your own. A long history of a high order of ethical and moral behavior will be valued highly.

While these qualifications may seem excessive for a position that offers low compensation, The Board of Governors hopes that the person selected will be able to move into the Executive Director job when it is open. The holders of both positions are direct representatives of CALLERLAB in a broad variety of situations. We hope that a concern for the square dance activity will allow us to continue our past good fortune in having employees whose performance far exceeds our ability to pay.

CALLERLAB
467 Forrest Avenue, Suite 118
Cocoa, FL 32922
Phone: (321) 639-0039
E-mail: CALLERLAB@aol.com

CURRICULUM GUIDELINES FOR CALLER TRAINING

Published by CALLERLAB and compiled by its
Caller Training Committee (1986)

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**FOR IMMEDIATE RELEASE
(November 2002)**



***** **START** *****

**BEGINNER DANCE PARTY
LEADERS SEMINAR
AT 2003 CALLERLAB CONVENTION**

The Committee for Community Dance will sponsor a Beginner Party Leader's Seminar on Saturday, April 12 and Sunday, April 13 just prior to the start of the 2003 CALLERLAB Convention in San Antonio, TX. The seminar will begin at 10:00 A.M. on Saturday, April 12 and end at 1:00 P.M. on Sunday the 13th. The location will be within the CALLERLAB Convention hotel, the Omni San Antonio. Cost for this seminar is \$25 per leader. Spouses and/or partners will be admitted free.

Learn to teach and lead parties for people of all ages who have not danced before. Some of the topics being planned are:

Easy Square Dances
Contra Dances
Line Dances
Mixers & More

For More Information Contact:
Calvin Campbell
343 Turf Lane
Castle Rock, Co 80108
cal@eazy.net

***** **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