

VOLUME XXX NUMBER ONE - JANUARY - FEBRUARY 2003

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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

CALL TO CONVENTION

In accordance with the By-Laws, notice is hereby given of the Call to Convention to be held at the San Antonio Omni Hotel in San Antonio, Texas, on April 14, 15, and 16, 2003. All Members, Life Members (Gold Card Holders), Associate Members, and Apprentice Members are cordially invited to attend. Convention invitations and registration packets were mailed in November. If you did not receive an invitation packet and wish to attend the convention, please contact the Home Office at 1-800-331-2577.

The Board of Governors has approved a revision to the bylaws dated March 26, 1997, Revised June 22, 2001. The revision approved by the Board will be presented to the membership during the annual meeting April 16, 2003 for discussion and vote. After the convention a mailing will be sent to all Voting Members with a ballot for the issues voted on at the convention. The following is the change approved by the Board:

Reduce the number of dance events required to establish and maintain Active (Voting) Member status. This change will reduce the number of dance events from 50 per year averaged over the past three years to 12 per year during the previous three years. This requirement (number of dance events per year) is in addition to the convention/Mini-Lab attendance or Alternate Involvement Requirement provisions of the Bylaws. To accomplish this change the following MOTION will be presented to the membership during the 2003 Annual Membership meeting:

MOTION: Be it resolved that: The definition of "Active" in Article II. Section 1. (A) (1) be changed to read "Active is defined as calling an average of 12 dance sessions per year during the previous three years."

Convention attendees will receive a copy of the proposed change in their convention registration package. Voting on the proposed change will take place at the annual business meeting on Wednesday, April 16, 2003. This will allow adequate time for all Members to review the changes and get answers to any questions prior to the vote.

REGISTER FOR THE CONVENTION TODAY

FROM THE CHAIR

Mike Jacobs, Chairman

Traditionally, this is the time of year we start to see drop outs from our lessons. This fall off has always been with us, long before the advent of CALLERLAB. We have tinkered with teaching orders, definitions, standardization, and other things choreographic to rectify the situation and the results have been marginal at best. The one thing this should tell us is the solution does not lie here.

I was recently told of an example that describes our current reality. It is like a lake with 100 feet of water in it. The bottom is all craggy, filled with rocks, trees, wrecks, and other obstacles, but because of the depth of the water, no one notices. The level of the lake drops 75 feet and suddenly we notice the obstacles and how much they impede the enjoyment of the lake. They were always there; they were never important to remove until too late.

Our greatest concern should be what happens if our marketing to the non-dancing public is successful. When the lake is full, no one is concerned about the bottom. But those problems are still there to drive away new dancers. What is worse, if the drop out numbers are greater because we have recruited more, then we have more potential negative advertisers to make recruiting more difficult than before. Nothing is worse than a disappointed consumer.

Hints as to the solutions lie in the focus group reports and they do take one aback. As I hinted earlier, we (as callers from behind the microphone) tend to be irrelevant to the decision of a dancer to drop out. It is that dancer's perception of how he is treated by his fellow dancer that force him to reach the decision to leave. Time demands, peer group decisions, resistance to costume, and other things affect the decision to join dancing but their reception by their fellow dancer affects their decision to stay. It is the thing we can least impact with choreography and most impact by our knowledge and experience. And it takes the form of dozens of little minor changes in how we do things.

For example, take how we treat the dancer in lessons. Do we even call them dancers? Learners, students, greenies, beginners, almost anything to make their

identity separate and apart from " the Veterans " or maybe better " the Survivors ". Recycle should not determine your identity as a square dancer; Circle Left should. This mind set of accepting them from day one as dancers leads to lots of other decisions about their treatment. Our attitude must be that once we get them, we are never letting go.

There is so much more in the focus group reports, some 33 pages, and it is available to you as a CALLERLAB member. Don't pass on this resource. Request a copy from the CALLERLAB office.

CONVENTION UPDATE

As of this writing, 92 callers and 43 partners have registered for the 2003 convention in San Antonio. You must register before March 18, 2003 to avoid the \$25 per person late fee. If you plan to attend, we encourage you to register NOW.

Convention invitations were mailed in November. If you did not receive an invitation, or have misplaced it, please contact the Home Office at 1-800-331-2577; or E-mail: CALLERLAB@aol.com.

While the convention does not officially begin until 9:00 a.m. Monday, April 14, 2003, several activities have been planned for Saturday, April 12th, and Sunday, April 13th, for those callers and partners arriving early for the convention. These activities include:

Saturday - April 12th

10:00AM - 10:PM. New Dancer Party Seminar

1:00 PM - 5:00PM Caller Trainer Seminar

8:00 PM - 10:00PM Benefit Dance

Sunday - April 13th

8:00AM - Noon. New Dancer Party Seminar

10:00AM - Noon Caller Trainer Seminar

9:00AM - 6:00PM. San Antonio City Tour

3:00PM - 5:00PM CDP Dance

6:00PM - 7:00PM Reception & Social Hour

8:00PM - 9:00PM Orientation Session

9:00PM - 10:30PM After Party

Convention registration will be open on Saturday afternoon from 1:00 to 5:00 p.m. and on Sunday from 10:00 a.m. to noon and 2:00 to 5:00 p.m. for early-bird arrivals. The registration desk will also be open following the Welcome Reception & Social Hour for attendees ar-

(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)
riving on Sunday.

Apprentice Members who attend the CALLERLAB Convention will become eligible for Active Member status when they have been calling at least three years and meet the calling frequency requirements. Present members come from all 50 states, nine Canadian provinces, and from fifteen overseas countries. Delegates who attend the conventions have an opportunity to sit down and discuss mutual concerns with others from all over the world. Many callers frequently find that what they thought was a unique problem is, indeed, shared by others. While the serious side of square dancing takes up most of the convention time, there is still time to prove the square dancing slogan, "Friendship is square dancing's greatest reward."

San Antonio is a wonderful vacation destination with many historical sites and landmarks. There are museums and many other attractions which make San Antonio a desirable vacation spot. We are looking forward to an entertaining, interesting, informative, and satisfying convention.

JOIN US IN SAN ANTONIO

For More Convention information visit us on the web at
www.callerlab.org

DANCE PROGRAM BIENNIAL REVIEW

The CALLERLAB Program Policy requires a review of all CALLERLAB dance programs during each odd numbered year. This review is conducted by each dance program committee and is known as the "Biennial Program Review." This review is conducted as follows: first the Mainstream Committee completes its review of the Mainstream Program, then the Plus Committee conducts its review of the Plus Program, then the Advanced Committee conducts its review, and finally the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are required. Changes can include additions or removal of calls from the program. The committees may also decide that NO CHANGES are needed.

The Home Office would like to remind members that ALL members, including Associate Members, who have been calling over three years are eligible to be on committees and to vote on committee business. This includes this VERY IMPORTANT Biennial Review of the dance programs. If you are interested in the content of the dance programs, PLEASE, join the program committee for the program(s) you call regularly. Please be aware that you must be calling the program you wish to join.

IN MEMORIAM

Harry Taylor, Monroe, NC December 2002

WHY ATTEND?

We have thought about this question several times over the past few years and would like to share our thoughts with you. Here are just some of the reasons we have attended conventions:

- 1) Renew friendships, or build new ones
- 2) Find out first hand, what is going on in the square dance world
- 3) Visit places and sights you might not otherwise visit
- 4) Take a tax deduction for at least part of your visit
- 5) Observe the inner workings of the CALLERLAB committees
- 6) Meet the Board of Governors and the Executive Committee
- 7) Take an active part in discussing CALLERLAB policy
- 8) Take the opportunity to voice your opinion
- 9) Take part in interesting and informative interest sessions
- 10) Discuss square dancing with other callers from all over the world
- 11) Meet the Home Office staff

Contact the Home Office with your ideas for a convention theme, topics for interest sessions, or potential panelists. If you have a particular interest or skill, volunteer to be on a panel featuring that subject. Give us your input concerning future convention locations. The convention planning committee is interested in your input.

25 & 50 YEAR CERTIFICATES

Are you eligible for a 25 or 50 Year certificate in 2003? We would like to let all members know the policy and procedure in place concerning these very important and historic milestones in any caller's career. The following is the policy for presenting the Certificates: 1) During the CALLERLAB convention the Certificate will be presented to each member who becomes eligible during that year and is attending the convention, 2) certificates will be mailed to the members who become eligible in that year but do not attend the convention, and 3) members who became eligible in previous years and are attending the convention will be acknowledged. If you believe you are eligible this year (started calling in 1978 or 1953) please contact the Home Office to confirm we have the correct information in our files.

WINNING WAYS (Success Stories)

We have been hearing of clubs which are having classes and are growing. We would like to publish these "Winning Ways" success stories. If you know of a club which has been growing, please let us know; submit your story to the Home Office.

Please Remember The crew Of The Space Shuttle Columbia Who Lost their Lives on February 1, 2003.

CALLER SCHOOL AT NSDC

Each year the National Square Dance Convention (NSDC) provides the opportunity to meet and call for dancers from all around the world. This year the 52nd NSDC will be held in Oklahoma City, OK, June 25-28, 2003. It promises to be another fantastic event. The CALLERLAB Foundation Board has approved a plan to sponsor a callers school to be held in conjunction with the NSDC's. The school will be staffed by CALLERLAB Accredited Caller-Coaches and will begin on the Saturday before the NSDC and will end on Wednesday. A donation of \$500 to the Foundation will allow one student and partner to attend the school.

All clubs, caller associations, and other organizations are encouraged to sponsor at least one student for this school. It is not only a way to provide quality educational benefits, it is also an opportunity to help the Foundation and square dancing. Please make copies of the enclosed press release and registration form. We are hoping for this school to be a big success. Please plan to attend the National Convention in Oklahoma City, even if you cannot attend this school.

Contact the Home Office for additional information or registration form.

BEGINNER PARTY LEADER'S SEMINAR

A Beginner Party Leader's Seminar will be held on Saturday and Sunday just 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 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 payable to Calvin Campbell and sent to 343 Turf Lane, Castle Rock, CO, 80108.

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, 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.

CALLER TRAINER SEMINAR

This year a seminar to assist in training new caller coaches and to further enhance those who are already involved in caller coaching will be offered immediately prior to the CALLERLAB convention in San Antonio. This seminar is designed to provide assistance to those who are considering becoming a coach, or who wish to help other callers in the art of calling, and to assist them in learning how to use the Curriculum Guidelines. If you would like to learn more about the

aspects of becoming a caller coach, this seminar is for you.

The seminar will be held Saturday, April 12 from 1:00 PM - 5:00PM and continue Sunday, April 13, from 10 AM - Noon. There is NO charge for this seminar and it will be conducted by CALLERLAB Accredited Caller-Coaches **John Kaltenthaler, 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

San Antonio, 2003 - Be There

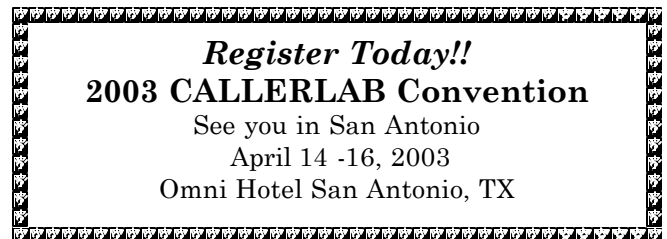
MEMBERSHIP DUES

Our membership year is from April 1 through March 30 of each year. This means current memberships will expire on March 31, 2003. Dues renewal notices were sent to all members during the first week of January. If you have not received your notice, please contact the Home Office at 1-800-331-2577 or Email: CALLERLAB@aol.com.

Fortunately, we have not had to increase the dues this year. We have been able to maintain the dues because of several cost saving measures. We continue to look at ways to save money. The increase in total dues and fees this year was caused by increases in insurance and license fees. We wish there were some way to avoid this increase. However, we have no control over either of these factors. We hope you understand our situation.

We look forward to another great year and stand ready to provide the very best in service to all CALLERLAB members.

**DUES ARE DUE
RENEW YOUR MEMBERSHIP TODAY**



WANTED - AFTER PARTY SKITS

Jon Jones will be hosting the after party at the 2003 San Antonio Convention. Jon would like to hear from you if you are interested in being on the program this year. Each year Jon solicits your talents and help for this fun part of the pre-convention program. If you have a skit, one-liner, unusual talent, play an instrument, sing, or any other type of after party entertainment, please call Jon at 817/469-1179 or write to him at 1523 Bluebonnet Trail, Arlington, TX 76013-5009 or by E-mail: JonJonesSDC@aol.com.

2003 CONVENTION EXHIBITORS

CALLERLAB convention exhibitor/vendor applications and information has been mailed to all exhibitors/vendors whose names we have on file. If you wish to participate as an exhibitor/vendor at the convention in San Antonio and have not received an information/application package, please contact the Home Office at 1-800-331-2577.

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

HANHURST'S TAPE & RECORD SERVICE CALLER EDUCATION SCHOLARSHIP FUND

Applications are now being accepted for the Hanhurst's Tape & Record Service Scholarship Fund for caller education. This fund was established by **Bill and Peggy Heyman** of Hanhurst's Tape & Record Service to enable both new and experienced callers to further their professional caller education by attending a Caller's College providing a full CALLERLAB curriculum. We feel very strongly that proper professional training will enhance the recipients calling performance, and ultimately, the square dance activity as a whole.

New and experienced callers may request a scholarship application by visiting www.Dosado.com/scholar.htm or by writing to Hanhurst's Tape & Record Service, P.O. Box 550, Marlborough, NH 03455 or by calling 603-876-3636. Scholarships are awarded at the end of May for the colleges taking place next summer. Applications must be received by May 15th.

To date, 53 partial scholarships have been awarded to new and experienced callers attending caller's colleges in the U.S.A. and overseas.

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 professional leadership.

**Don't Forget!!!
Renew Your Membership**



EDUCATION GRANT FUND

Grand Square Incorporated (GSI) is tax-exempt non-profit corporation dedicated to promoting and preserving square dancing. GSI has donated \$10,000 to the CALLERLAB Foundation to fund an Education Grant program 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 CALLERLAB Foundation office, 467 Forrest Ave., Suite 118, Cocoa, FL 32922; phone 1-800-331-2577 or E-mail FoundationFL@aol.com for further details and an application.

EDUCATION COMMITTEE Gerry Hardy, Chairman

The Education Committee is open to future projects after successfully completing the "Callers in the Schools Handbook". If you would like to contribute your ideas to this committee, please attend our meeting in San Antonio.

PARTNERS COMMITTEE Bev Sutter, Chairman

Here it is 2003 and convention time is fast approaching.

I have received a small amount of interest in the tour of San Antonio for the Partner's (open to anyone who wants to go along). There have been eight couples signed up to take the tour. We will need about 50 people to make this a worth while endeavor.

The CPR Session will be presented again this year in San Antonio along with the Partners Committee Meeting and Partners Informal.

There is talk of golfing while in San Antonio. If you are interested in either the golf or the tour you may contact Bev Sutter, 5533 Northwood Court, Dubuque, IA 52002, 563-556-7282 or E-mail: Dosidobev@aol.com, **Roy Gotta** at Gottadance@erols or **Jerry Jestin** at jerry_jestin@hotmail.com Make plans to join us at this convention in San Antonio, we will be celebrating 30 years of leadership.



SAN ANTONIO CITY TOUR

On Sunday April 13, 2003 join the Partners Committee on our tour of this Historical Texas City.

Our tour will leave the Omni and enjoy a movie at the IMAX Theater, a walking tour of the Alamo Mission San Jose, a Tea Garden, a river barge tour on the San Antonio River, shopping the Mexican Market Place. This is a guided tour. Cost: \$42 per person and payable prior to March 1, 2003.

For more information please contact Bev Sutter, Chairman Partners Committee.

RETURNED ELECTRONIC MAIL

We have implemented procedures for electronic distribution of *DIRECTION*, for our new Electronic News features, and other mailing from the Home Office. The electronic mail to several members has been returned as "undeliverable". We believe most of the returned E-mail is due to an incorrect E-mail address in our files. Attached is a list of members whose Email has been returned.

Please review the attached list to check if your name is on the list. If so, please send an E-mail message with your correct E-mail address to CALLERLAB@aol.com so that we may update our records and mailing lists. If you wish to NOT receive *DIRECTION* or other electronic mailings, please let us know.

If you have signed up with the Home Office to receive *DIRECTION* or any other information via Email it is your responsibility to keep the Home Office notified of any changes in your address. (This also applies to your "Snail Mail" address). Your help in assisting the Home Office with our efforts to eliminate unnecessary expenses is greatly appreciated.

CALLERLAB MEMBERSHIP ROSTER

Again, this year in order to hold down printing and postage costs, a membership roster will not be automatically distributed to all members. The cost of printing and mailing a roster to our entire membership is well over \$5,000.

If you have moved in the past year, or have any changes to the information in the roster, notify the Home Office immediately. We plan to print the roster for the 2003/2004 membership year in June 2003.

New members who have not yet received a roster or members requiring an updated roster should order one from the Home Office by calling 800-331-2577. FOR ORDERS AFTER MAY 30TH THERE WILL BE A CHARGE OF \$5.00. Orders will be accepted via phone, U.S. Mail, Email, or FAX. The Home Office will print enough rosters to fill those orders.

OPTIONS ON MEMBERSHIP APPLICATION

This year on our membership renewal applications we have added two options. One is an "Optional Donation" to the Foundation, the other is optional "Spouse Insurance". Both options have been well received.

We would like to thank you for your support of the Foundation with your donations. We continue to look for ways to reach the non dancing public and each donation to the Foundation will help in this effort.

Spouse insurance is identical to the member's liability insurance and has always been available to spouses of U.S. Members, however not many have taken advantage of the opportunity to secure this liability insurance for their spouse. Spouse insurance is an option, not a requirement. If you reside in the U.S. and have questions regarding insurance for your spouse please contact the Home Office at 1-800-321-2577 or E-mail at CALLERLAB@aol.com.

MISSING MEMBERS

- Wayne Weston - Ciholo, TX
- Mel Wilkerson— Kanata, Ontario, Canada
- Jurgen Weresch— Renningen Germany

BENEFIT DANCE

A benefit square and round dance will be held immediately prior to the 2003 CALLERLAB convention in San Antonio, TX. The dance will be at 8:00 PM on Saturday, April 12, 2003 in the Omni hotel (convention hotel) in San Antonio for the purpose of raising funds for The Foundation. The dance will be sponsored by the Alamo Area Square and Round Dance Association under the direction of **Wayne & Micky Daniells**, President of the association. Callers will be chosen from CALLERLAB members who are registered for the convention and who will be present to donate their time and talent. ROUNDALAB has agreed to furnish cues for this event along with local cuer John Becker. Admission for all attendees will be a suggested donation of \$5.00/person. Of course, we will accept more. Please plan to attend this exciting and fun event and please help promote it at the dances you call.

Wacky Definition

Intelligence: Spotting a flaw in your partner's reasoning.
Wisdom: Not mentioning it.

ELECTRONIC DIRECTION

The Home Office has implemented the procedures which will allow us to provide electronic distribution of *DIRECTION* and other mailings. If you would like to participate in our money saving effort and you are **NOT** currently receiving *DIRECTION* Electronically 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. You will be provided access to *DIRECTION* online and in a .PDF file. You may then 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 no later than March 30, 2003. **REQUESTS BY ANY OTHER MEANS WILL NOT BE ACKNOWLEDGED NOR ACCEPTED.**

LIVE AUCTION

How would you like to have a year's worth of comp records from a major square dance record company? How about two year's worth? Have you been thinking of a Caller School? A new Microphone? A Mini-Disk Player? These are just a few of the items which will be part of the inventory for an EXCITING and ENTERTAINING Live Auction at the 2003 CALLERLAB convention in San Antonio on Monday, April 14, 2003 following the banquet. We have arranged for a professional auctioneer to help keep things lively and fun.

Tom Miller, Chairman of the Foundation Fund Raising Committee and **Jon Jones** have been busy gathering interesting, valuable, and sometimes unique items for the auction. Including some very handsome hand crafted objects and some very valuable items. 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 1-814-674-5969 or E-mail: tommill@nb.net.

FINANCIAL ASSISTANCE AVAILABLE

Could you use some financial assistance in furthering your square dance calling career? Why not apply for a scholarship administered by CALLERLAB?

Members wishing to attend a reputable callers college may apply for the George White Memorial Scholarship, the Jerry Schatzer Fund, The Tex Hencerling Fund, the Heyman Scholarship Fund, or the GSI Education Fund. These scholarship funds are funded by private

donations in the name of the fund honoree and are administered by CALLERLAB. Other scholarships are available through enterprises such as ASD Magazine, Supreme Audio, and many local callers associations.

Applications for the 2003 CALLERLAB and CALLERLAB Foundation scholarships, must be received by the Home Office no later than May 1, 2003, in order to be considered by the Executive Committee at their Spring 2003 meeting.

CALLERLAB also sponsors an Affiliate Caller Association grants program. The intent of this program is to help make quality caller training available to caller associations which are affiliated with CALLERLAB and which could not otherwise afford it.

CALLERLAB affiliated callers association may apply for a grant of up to \$150 a day, to a maximum of \$450, under this program, providing it is able to establish that the intended program could not be held without some form of financial assistance and that it has received no CALLERLAB training grant for a period of at least three years prior to the date of the proposed clinic or training program.

To qualify for a grant, the association must submit a written application at least four months prior to the date of the intended program.

Contact the Home Office for full details on scholarships and grants.

| Just as a blossom can't tell what becomes |
| of its fragrance, so no man can tell what |
becomes of his influence.

ANOTHER WINNING WAYS STORY

Merry 8's Square Dancers

Ruth Dettinger, President

(January 2003)

The following Winning Ways story is from the Merry 8's Square dance club in Central Wisconsin. We thank **Tom Rudebock** and **Bernie Coulthurst** for their assistance in gathering this information. If you have a success story, we would like to share it with the rest of the square dance community. Please send your stories to the Home Office.

This is the story about one club which has had successful beginner lessons. While it is hard to know which thing worked best - Ruth lists the things they did.

The club completed a class of new dancers and a class of plus dancers. They started with 18 new dancers, and it looks as though 10-12 will continue dancing. Some dropped out before lessons were over. And some

(Continued on page 8)

(Continued from page 7)

have chosen to join other clubs for various reasons.

After attending the National Convention last summer, the club sent to the local newspaper, a picture of some Central Wisconsin dancers who attended the convention. At the end of the list of names, there was a mention of the date for lessons to begin, and a phone number. One couple came because they saw the picture which was published not only in the Wausau newspaper, but also in the Merrill paper. The picture we sent in from the Wisconsin convention was not published before our lessons began.

The classes were held at the Junior High School in Schofield, and were in cooperation with the school district. The school promoted the class in their continuing education brochure. The cost was very nominal, as the only charge was for the use of the school. Our caller did not charge for his time.

The Merry 8's Square Dance Club in Wausau, WI promoted the lessons by putting up posters with coupons for the first dance FREE. Club members also passed out the free dance coupons. The coupon was not needed for the first dance to be free, but it gave the person the time and place for the dance.

An advertisement was run for four weeks prior to the lesson in a free independent newspaper. Close to the time of the beginning dance, it was listed in the community calendars of various media, including Ruth's Internet server community calendar, and in a newspaper geared especially to families.

The club did an exhibition dance on a Saturday afternoon at the local county fair, and passed out coupons. This did not cost anything, and Ruth believes this was as effective as the expensive fair booth they rented a previous year. The club also had an exhibition dance at a Family Fun Fest sponsored by a local radio station.

It seems that the most effective promotion was done by the club caller, when he was hospitalized for heart problems. The Cardiac Rehab Unit promoted square dancing as good exercise for recovering heart patients. A bulletin board, with pictures, posters, and coupons, was put up in the Cardiac Rehab Unit. They also advertised the lessons in the hospital newsletter. Eights recruits from the hospital contacts came to the lessons.

The Plus class consisted of nine dancers, who wished to improve their skills or learn to dance the Plus Program. They came from several clubs around the area, and one couple has joined the Merry 8's with dual membership.

They had excellent help from the club in providing angels for both classes. That helped make the classes a success, as it enabled all the new dancers to dance every tip.

We plan to offer another series of classes beginning soon, and we encourage the new graduates to come as

angels, as that will reinforce what they learned in such a short time.

They plan to attend the National Convention in Oklahoma City in June 2003.

Submitted by: **Ruth Dettinger**, President of Merry 8's Square Dancers



**FRIENDS OF THE FOUNDATION
Donations to the Foundation**

- Al Rouff, Tamworth, NH
- Red Bates, North Port, FL
- Norm Yoder, Hillsboro, OR
- Jane Carlson, Weston, MA
- "Decko" Deck, Arlington, VA
- R. J. Hogan, Gainesville, FL
- Single Spinners, San Diego, CA
- Sundown Squares, El Cajon, CA
- Bob Wilson, The Villages, FL
- Herschel Tolson, Chicago, IL
- Arleta Van Guilder, Kent, WA
- Donn Thomason, San Jose, CA
- Kit Galvin, Colorado Spgs, CO
- Shozo Nishimura, Tokyo, Japan
- Elaine Verderese, Amsterdam, NY
- Wayne Janssen Castro Valley, CA
- Ulrich Brandt, Shende, Germany
- Hans Gietl, Vaterstetten, Germany
- Bud Garrett, Twentynine Palms, CA
- Poise Arato, Cold Springs Harbor, NY
- Western Carolina Federation, Leicester, NC
- Gerald McWhirter, Oklahoma City, OK
- Tim Crawford, Burlington, ON, Canada
- Jeannette Staeuble, Zuerich, Switzerland

Donations In Memory

- Tom Rudebock, (Ellen Cole)
- James Saxes (In memory of Nate Bliss)
- Larry Cole (In memory of Frankie Shiver)
- Jon Jones-Deborah Carroll-Jones, (In memory of Ellen Cole, Nate Bliss, Sarah Schirmer)



*Have a Heart,!!!
Make a donation to the
Foundation For your Valentine.*



FOR IMMEDIATE RELEASE

(November 2002)

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



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.)

School Attended

Date

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
(February 2003)**



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

FOUNDATION BENEFIT DANCE

The Alamo Area Square And round Dance Association, under the guidance of Wayne & Micky Daniels, President of the association, will sponsor a benefit dance for the Foundation on Saturday, April 12.

The dance will be held immediately prior to the 2003 CALLERLAB convention in San Antonio, TX. The dance will be at 8:00 PM on Saturday, April 12, 2003 in the Omni Hotel (CALLERLAB convention hotel) in San Antonio for the purpose of raising funds for The Foundation. The dance will be sponsored by the Alamo Area Square and Round Dance Association and will feature some of the finest calling and cueing anywhere. Callers will be chosen from CALLERLAB members who are registered for the convention and who will be present to donate their time and talent. ROUNDALAB has agreed to furnish cuers for this event along with local cuer John Becker. Admission for all attendees will be a suggested donation of \$5.00/person. Of course, we will accept more. Please plan to attend this exciting and fun event and please help promote it at the dances you call.

Please make copies of this flyer and announce this dance. We hope to see you in San Antonio.

******* 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
(February 2003)**



******* 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. Complimentary 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 (Est value \$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
- O. Many other GREAT items from CALLERLAB members

******* 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

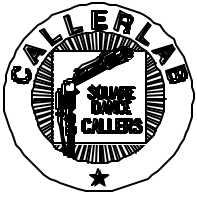
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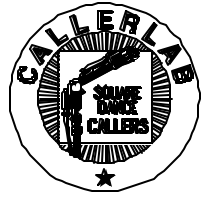
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Zeno, Ernie zeno@foxberry.com



FOR IMMEDIATE RELEASE



FOR IMMEDIATE RELEASE
(February 2003)

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

CALLER TRAINER SEMINAR AT 2003 CALLERLAB CONVENTION

Accredited CALLERLAB Caller-Coaches will conduct a Caller Trainer 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 1:00 PM on Saturday, April 12 and end at Noon on Sunday the 13th. The location will be within the CALLERLAB Convention hotel, the Omni San Antonio. There will be no charge for this seminar.

This seminar is to assist in training new caller coaches and to further enhance those who are already involved in caller coaching. This seminar is designed to provide assistance to those who are considering becoming a coach or who wish to help other callers in the art of calling and to assist them in learning how to use the Curriculum Guidelines. If you would like to learn more about the aspects of becoming a caller coach, this seminar is for you.

The seminar will be held Saturday, April 12 from 1:00 PM - 5:00PM and continue Sunday, April 13, from 10 AM - Noon. There is NO charge for this seminar and it will be conducted by CALLERLAB Accredited Caller-Coaches **John Kaltenthaler, Al Stevens, Deborah Carroll-Jones, Bengt Geleff and Jon Jones.**

For More Information Or To Register Contact:

Jon Jones
1523 Bluebonnet Trail
Arlington, TX 76013-5009
Phone - (817)469-1179 or E-mail JonJonesSDC@Aol.com

***** 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)

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

**“WINNING WAYS”
2003 CALLERLAB CONVENTION
(30 Years of Square Dancing Professional Leadership)**

The 2003 CALLERLAB convention will be held in the Omni San Antonio Hotel, San Antonio Texas on April 14 - 16, 2003. The theme for this historic event is “Winning Ways.” Selection of this theme reflects CALLERLAB’s dedication to the growth of the square dance activity through collection and publication of “Winning Ways” success stories. We have been collecting and publishing reports from square dance clubs all around the activity with information of the successful effort by clubs, dancers, and callers.

This theme will be reflected in the major panel discussions during the convention. There will interest sessions, demonstrations, and discussions of ways to win the recruiting and retention challenges facing the square dance activity. Included will be sessions on how to entertain dancers with a limited number of calls, tips on effective teaching, how to entertain non-dancers with what you already know, how to recruit new dancers, and a session on keeping our ideas fresh. We will be looking for new ideas for recruiting and asking you to provide your input on the successes (Winning Ways) you have had.

The 2002 convention in Richmond, VA built on a spirit of cooperation and optimism among the various related dance organizations. Since that meeting there has been even more progress toward building an alliance of the related organizations. This spirit of cooperation will be one of the keynote features of the 2003 convention. We are excited about the possibilities and invite you to join in the sharing and understanding.

There will be time for FUN as well. We have scheduled several activities prior to the convention, including the ever popular After Party on Sunday night. This year will feature a special dance staffed by members of the Women In Calling Committee. We have also scheduled a Fun Night Dance to showcase some of the Tricks of the Trade for these events.

**Check our web site www.callerlab.org for more information about
the convention, the hotel, and San Antonio**

***** 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