

direction



The International Association
of Square Dance Callers

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Table of Contents

FROM THE CHAIR.....	1
BOG ELECTION RESULTS.....	2
ELECTION TURNOUT	2
LOST MEMBERS	2
LOST PUBLICATIONS	2
EMPLOYMENT OPPORTUNITY	3
CALLERLAB WEBSITE UPDATE.....	3
RETURNED E-MAIL.....	3
MISSING MAIL.....	4
RESULTS OF C-3A	4
COMMITTEE MEMBERSHIP	4
2005 CONVENTION	4
HOTEL RESERVATIONS	5
HOW WE GOT TO CHARLOTTEE	5
BRAIN BUILDERS	5
ELECTRONIC DIRECTION.....	6
DEMOGRAPHY SURVEY COMPLETE	6
AFTER PART Y.....	6
FOUNDATION E-MAIL ADDRESS	6
SMALL WORLD AWARD	6
OVERSEAS COMMITTEE.....	6
PARTNERS ON COMMITTEES	6
FROM OUR MEMBERS	7
COMMENT-JIM MAYO	

EMPHASIS CALLS:

MAINSTREAM: EIGHT CHAIN THRU
PLUS: SPIN CHAIN THRU

FUTURE CONVENTIONS:

MAR 21 - 23, 2005 Louisville, KY
APR 10 - 12, 2006 Charlotte, NC

CALLERLAB OFFICE HOURS:

9:00 am to 4:30 pm Eastern Time, Monday
through Friday

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INSURANCE QUESTIONS & CERTIFICATES

Marsh Affinity Group 800-503-9227

FROM THE CHAIR THINK DIFFERENTLY Tim Crawford, Chairman

Albert Einstein said; "We cannot solve the significant problems in our life using the same level of thinking we were at when we created them."

The application of alternate thinking, or solution-oriented-thought are buzz words I hear all the time. It would seem that the scholars of present day seem to agree with the scholars of yesteryear. Think outside the box! Work in a paradigm! This type of thought process is intended to lead us to a solution of an identified problem, or set of problems by applying a thought process that is different from the thought process that we used to arrive at the problem.

Think differently. That's pretty hard really, because we are who we are! We think like we think! We take action the way we've always taken action. How do I arrive at a different process? How do I solve problems using a process that's not "me"? This is the problem. The scholars don't tell us how to think differently....they tell us "not" to think the way we've always thought if we expect to find the solution.

Part of the process in learning to think in an alternate way, involves some identification of where we are now, what our problem is, where we want to be, and when we want to be there. In Square Dancing, that could translate into: I'm calling the same style and way I have for 20 years, I have declining numbers in my groups and rising expenses, but I want to double my attendance with a great recruiting campaign, and I want to complete the task by the end of a five year period. The goal is set, the problem identified and we have a time frame. To get there, we'll need to determine how. The one thing I do know is that, if I continue doing and thinking the way I am now, I will eventually be out of business.

It is time to think differently about what we need to do to attract and keep people. It might mean we need to think differently about the programs, the image, the venue and even the participants. What if our current population was the problem with recruitment? Could we accept that, and what would we do about that? What if the new dance was to be held in health clubs rather than church halls and school gymnasiums, and the style of attire was spandex not crinolines? Would you entertain such a departure from our current form?

(Continued on page 2)

(Continued from page 1)

CALLERLAB'S role as keepers of the programs gives us the opportunity to apply different thinking to the programs. We are already seeing successful techniques like the multi-cycle and the CCD plans. Both these plans were born of someone thinking differently about the application of the programs to their set of new dancers. CALLERLAB members are talking more and more about a "whatever it takes" approach to getting new people. They might use only 10 calls for a whole year, or they might take 10 weeks to teach 20 calls. The point is that they take people into dance, not bound by the programs. They don't lose sight of the program and use it as a benchmark that will simply allow people to attend dances with a program assigned to it. Programs, for these different thinkers are not teaching "orders", they think about the programs differently.

The BOG is currently working on a document that the Program Policy Committee is driving that encourages all of us to explore alternatives. It encourages us to think differently about our approach to our calling craft and also the programs. In anticipation of the paper, why not start talking about thinking differently. Is there anything you could try that might work? Ask dancers what they think, and talk to other callers.

We do know that we won't find solutions if we use the same thinking we did when we created those problems! **Think differently!**

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.

Clark Baker, Tim Crawford, Larry Davenport, Bill Harrison, Jerry Jestin, Tom Miller, Dana Schirmer, Nasser Shukayr, and John Sybalsky.

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:

Eric Henerlau, Steve Jacques, Dick Mazziotti, Bob Poyner, and Jim Wass.

The newly-elected board members will begin serving their terms at the conclusion of the 2005 convention in Louisville

Members currently serving on the Board of Governors are:

CLARK BAKER, DOUG BENNETT, LONE BLUME, CALVIN CAMPBELL, *LARRY COLE, Vice Chairman), *TIM CRAWFORD (Chairman), LARRY DAVENPORT, BETSY GOTTA, PATTY GREENE, BILL HARRISON, ROBERT HURST, *MIKE JACOBS, CHUCK JAWORSKI, JERRY JESTIN, *VERNON JONES, *TIM MARRINER, JOHN MARSHALL, JIM MAYO, DOREN MCBROOM, TOM MILLER, TOM RUDEBOCK, DANA SCHIRMER, NASSER SHUKAYR, AL STEVENS, AND NORM WILCOX.

*indicates members of the 2004/2005 Executive Committee.

ELECTION TURNOUT

Ballots for the 2004/2005 Board of Governors election were sent to all voting members. Of the 1004 ballots sent only 365 of those ballots were returned for a voting percentage of 36%. This is compared to 35% last year. Even though the percentage increased this year, it is a disappointment 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 EXERCISED YOUR
RIGHT TO VOTED!**

LOST MEMBERS

Mail sent to the following member/s has been returned to the Home Office. They are: Dayton Jones, Milwaukie, OR and Don Thomson, San Jose, CA. If you know of their whereabouts, or know of someone that might have a current address for these members, please contact the Home Office at 1-800-331-2577. Thank you.

LOST PUBLICATIONS

Mail sent to the following publications has been returned to the Home Office. If you know the current contact and current mailing address for these publications, please contact the Home Office at 1-800-331-2577. Thank you. They are: Jeremiah Says, Stockton, CA and Footnotes, Barnhart, TX.

LOUISVILLE IN 2005

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, or by E-mail 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 Microsoft Publisher 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.

EMPLOYMENT OPPORTUNITY

Assistant Executive Director

Mike Callahan, the CALLERLAB Assistant Executive Director (AED), has, for personal reasons, decided to step down from the position of AED. The Executive Committee has determined that the volume of work required of the Home Office in Cocoa, Florida more than justifies a part time AED. The work to be handled by the person chosen to fill this position will be primarily web site review, writing, and assisting with the work of running conventions. Most of the day-to-day work can be done through an interactive computer link and electronic communications. Therefore the position does not require relocation to Cocoa.

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 are included with this issue of *DIRECTION*. For a complete job description and application form please contact the CALLERLAB office at 467 Forrest Avenue, Cocoa, FL 32922; Phone - (321) 639-0039; FAX - (321)639-0851; E-mail - CALLERLAB@aol.com prior to October 30, 2004.

If you have any questions regarding the position, please contact Jerry at the Home Office.

CALLERLAB WEB SITE UPDATED

We are very pleased to announce some recent upgrades to the CALLERLAB Web Site (www.callerlab.org). These updates include the addition of a description of each of the CALLERLAB committees. Information available about the various CALLERLAB committees includes: 1) A list of the committees, 2) How to join a committee, 3) The criteria for those committees which have special criteria, and 4) A list of committee chairmen including E-mail links. If you are interested in the CALLERLAB committee structure, check out our web site. We have also posted dance program information, including: definitions; lists; checklists; and the Glossary. Other information available on the web site includes: 1) Past issues of *DIRECTION*, 2) Current and past issues of the CD Journal, 3) Updated Multi-Cycle information, and 4) An updated version of the Winning Ways book. Information about the 2005 CALLERLAB Convention in Louisville, KY is also available. Please Take A Look! At: www.callerlab.org

RETURNED E-MAIL

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 E-mail has been returned.

Please review the attached list. If your name appears on this list, 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 DO Not wish to receive electronic mailings, please let us know.

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

Email to the following has been returned Undeliverable. Please contact the Home Office with corrections to your E-mail address.

Allen, Tom - Allen@eastound.net
Atkinson, Dave - jda3d@mchi.com
Baldic, Charles - acornterri@cableone.net
Belanger, Bob - bob@abkas.com
Block, Al - ablock@iland.net
Bower, Ken - kndbower@pcweb.net
Cerrone, Thomas - dedrockmusic@cox.net
Claflin, Edward - ec43803@alltel.net
Crisler, Cris - popanan@earthlink.net
Driscoll, Mik - mikedsdcaller@usfamily.net
Epperson, Mark - mark.epperson@netins.net
Fish, Kenneth - kfish@c.hei.rr.com
Gaskill, Jeanne - novasghared@earthlink.net
Hailey, Harold - trubador@world
Hartlerode, Dick - callers2@meworldnet.com
Hines, Richard - rphines12@ptd.net
Holder, Darrell - dholder@inct.net
Kuenne, Margarete - margaret@family-square-dancers.de
Lowther, Bruce - blowther01@attbi.com
Lundin, Dave - davelundin@iglidenet
Marberry, Loren - lmarberry@prodigy.net
Mc Bride, Pat - pandapw@juno.com
Miller, Art - rmiller@sunline.net
Mitsuru, Tsujita - tsujita@alpha.ocm.ne.jp
Nichols, Glenn - gbnich@juno.com
Pinkham, Chris - cp_info@mcttelecom.com
Place, Paul - paulelise@myexcel.com
Schlyer, Dave, Schlyer@optonline.net
Seely, Dan - eseely@quik.com
Stenger, Ray - raymon.stenger@hotmail.com
Stretch, Keith - kbet@earthlink.net
Talnaka, Al - kj8y-tnk@sahi-net.ov.jp
Ueda, Al - a.ueda-f@dg.dion.ne.jp
Vreezen, Robert - vreezen@zeeland.net.nl
Jaquith, Warren - warr@crols.com
Wedel, Diana - dwedel@cox.net
Wheeler, Wayne - deewayne@iw.net
Williams, Gene - mawilly@juno.com
Williams, Scott - slwtalbs@midmarie.com

MISSING MAIL?

Occasionally we receive complaints regarding missing mail. You should, at a very minimum, receive six copies of *DIRECTION* a year plus your dues notice.

DIRECTION is normally mailed in January/February (Call to Convention issue), April/May (Convention FLASH issue), June/July (Committee report issue), July/August (Board of Governors election issue), September/October (report on Board elections issue), and November/December (Convention invitation). We try to mail the first week of the month for every issue except the April issue. The April issue is mailed as soon as possible following the annual convention.

Dues notices are mailed in December/January, as soon as we have obtained insurance premium information from our insurance carrier and license fee information from BMI and ASCAP.

Everything we mail is mailed First Class. If the post office is unable to deliver mail addressed to the address we have on file, we expect it to be returned to us. However, on occasion mail is not delivered to you nor returned to the Home Office. If you suspect a problem, you should then contact the Home Office to verify your current mailing address, and then follow up with your local post office to resolve the problem.

Remember, when your address changes, the U. S. Post Office will only forward your mail for a short period of time. It is your responsibility to keep the Home Office informed of your current mailing address, telephone number, and E-mail address if applicable.

RESULTS C-3 A

Ed Foote, Chairman of the Challenge Committee is pleased to announce the results of the C-3A voting.

Reverse Truck was approved for placement in the C-3A program. However, it was noted by many who voted that Reverse Truck is widely used in the C-2 program and belongs on the C-2 list. Therefore the call will not be added to the C-3A list until a vote has been taken by members of the Challenge Committee eligible to vote on C2 and decide whether Reverse Truck should be added to C-2.

Commonspot Diamonds was NOT approved for addition to C-3A.

COMMITTEE MEMBERSHIP

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

Many CALLERLAB committees need your help! Here's your chance to get involved with the internal workings of CALLERLAB. Use your knowledge and expertise to help a committee make the right decisions. Make your opinions count by taking an active part in committee actions. Remember, under the bylaws, **ALL** members except Apprentice Members may serve on committees and vote on committee business. This means that Associate Members may join a committee and vote on committee business. Committees identified with an aster-

isk (*) require qualification. Please call the Home Office for information or to join one or more committees. The following standing committees solicit your participation:

Accreditation	Grant Writing
Advanced	Handicapable
Caller Association Liaison	Mainstream
Caller Training	Marketing
Callers Partners	Multi-Cycle
Canadian Advisory*	Overseas Advisory
Challenge*	Periodic Selection
Choreographic Applications	Plus
Committee for Community Dance	Recruit, Promote, Maintain
Definitions*	Research & Development
Education	Women in Calling*
Foundation Fund Raising	Youth Activities

**Be in the "Winner's Circle"
Louisville, KY**

2005 CALLERLAB Convention

(Louisville, Kentucky - March 21 - 23, 2005)

Your Convention Planning Committee has chosen **ATHE WINNER-S CIRCLE-** as the theme for the 2005 CALLERLAB Convention in Louisville, KY on March 21 - 23, 2005. The convention theme will be reflected in the major panel discussions during the convention. The tentative convention schedule is posted on the CALLERLAB web site at www.callerlab.org. We are also planning to have Professor Arden Hopkin from Provo Utah with us again this year. Arden is a professional voice coach who has been to over 15 CALLERLAB conventions. He has developed a set of presentations which are unique to square dance callers and is extremely aware of our unique vocal requirements. We are planning continuation of a new voice program known as the Progressive Voice Seminar (PVS). This seminar will be series of presentations leading to a certificate of completion for the seminar. This seminar will build on the themes of previous voice sessions and will expand the knowledge and performance of the participants. The convention program will also include sessions and information to help us win the recruiting and retention challenges facing square dancing. Included will be sessions on how to entertain dancers, tips on effective teaching, how to entertain non-dancers with things you already know, how to recruit new dancers, calling for youth groups, calling for handicapable groups, and sessions on marketing. We will be looking for new ideas for recruiting and asking you to provide input on the successes you have had.

The sixth convention of the new millennium will build on our desire to not only recruit more dancers, but to retain them and bring them into THE WINNER-S CIRCLE of

(Continued on page 5)

(Continued from page 4)

square dancing. The dates of the 2005 convention are March 21 - 23, 2005. We will be meeting in the outstanding Galt House Hotel. Louisville is an exciting vacation destination with entertainment, museums, and of course Churchill Downs!. We have negotiated a very good room rate and the hotel is excited about our convention. We hope you are making plans to be there.

The convention program will focus on ways to expand the WINNER-S CIRCLE to include not only existing dancers, but new dancers as well.

CALLERLAB is you! The annual convention is your opportunity to meet and talk with others who share your interest. We encourage you to invite any special dancers you may know to attend the convention so that they may also enjoy first hand the inner workings of the organizations. It is an opportunity to sit in on committee meetings and become acquainted with others involved in the hands-on work of CALLERLAB. Check our web site www.callerlab.org for more information about the convention, the hotel, and Louisville.

HOTEL RESERVATIONS FOR THE 2005 CONVENTION

The 2005 CALLERLAB convention will be held at the Galt House in Louisville, KY on March 21 - 23, 2005. Reservation information will be sent to all members who register for the convention. The Galt House has requested you use their 800 number to register with the hotel. That number will be provided with your convention confirmation package. Room cost are a fantastic bargain at \$85.00 plus tax, single or double. You must register with the hotel no later than February 17, 2005 and you must identify yourself as part of the "CALLERLAB Group". The convention rate is only good until room block is filled.

HOW WE GOT TO CHARLOTTE

Mike Jacobs

The process of selecting a location for the annual CALLERLAB Convention involves a lot of effort, of which the average member has very little knowledge. The process this year resulted in the choice of Charlotte NC for 2006 and had even more quirks than usual and I thought the story would be of interest.

The date of the CALLERLAB convention (anchored to the week before Easter) is a great advantage for CALLERLAB members. Even though it is inconvenient for some, these dates are a slow time for hotels from both a room occupancy and banquet/meeting space point of view. Many facilities are interested because of our timing and because of the business the meal package brings. Usually, it assures us of the utmost cooperation from the hotel.

Because CALLERLAB operates on a regional rotation

with its conventions, the Executive Director prepares a list of potential host cities in each of those regions and presents them to the Executive Committee for further additions or deletions. For example, the 2005 convention site in Louisville was unavailable in some other years because the dates were too close to the Kentucky Derby. Since Easter is earlier this year, the site and good rates were available. After this the Executive Director takes a tour of the facilities to see if we can actually use the facility. Our needs for 30,000 usable square feet and banquet facilities makes these trips necessary. A further factor that was part of this year's process was a request by the Board of Governors to investigate Toronto, Canada as a site, to facilitate the attendance of overseas callers.

The site selection tour was to include two hotels in Charlotte, one in Philadelphia, two in Buffalo, and two in Toronto. Jerry made it as far as the Canadian border when the infamous Northeast Blackout occurred, forcing him to return. Later **Tim Crawford** and **Mike Callahan** did the inspection. Philadelphia, Buffalo, and one site each in Charlotte and Toronto were eliminated. Toronto actually became the leading candidate, despite the difficulties inherent in running an operation in another country. Perceived problems were being handled when a common problem with working with hotels occurred; it changed ownership. Suddenly, the cooperation we had received disappeared and the expenses skyrocketed. Meanwhile, the facility in Charlotte kept offering more inducements to stay there. Faced with compromise and cooperation on one hand and the lack thereof on the other hand, the Executive Committee made the choice of Charlotte in 2006.

The choice of convention sites is a long tedious one, filled with many false leads. It requires an inordinate amount of patience and negotiating skills that can only be developed across a length of time. Jerry Reed has done an extraordinary job in meeting those demands.

BRAIN BUILDERS

Play your way to a more powerful memory
(Reprinted with permission from AARP Magazine)

Want to bulk up your memory like you bulk up your muscles? Research shows that certain kinds of mental stimulation increase neuron counts in the brain's memory center, says Gary Small, M.D., author of *The Memory Prescription*. Tasks that require several kinds of skills at once are the barbells of the mental gym. See the Press Release for some of the best ways to build up your memory banks.



ELECTRONIC DIRECTION

The Home Office has implemented 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. 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 **REQUESTS BY ANY OTHER MEANS WILL NOT BE ACKNOWLEDGED NOR ACCEPTED.**

DEMOGRAPHIC SURVEY COMPLETED

Terry Wheeler, Chairman of the Research & Development Committee, is pleased to announce completion of the demographic survey conducted last year by CALLERLAB and the CALLERLAB Foundation. This survey collected demographic information from a statistically valid random sample of square dancers and callers from all over the USA. The survey includes data from a very wide range of demographic information as well as dance related questions. The results of this survey are available from the Home Office. Paper copies are available for a nominal charge of \$5.00 to help cover the costs of printing, handling, & shipping. PDF versions of the report are available at no cost; please contact the Home Office (CALLERLAB@aol.com) and request a copy.

AFTER PARTY

One of the highlights of the CALLERLAB convention is the fun and festivities we experience at the After Party held on Sunday night immediately prior to the convention. Next March we will be in Louisville, KY and the After Party promises to be another memorable event. The After Party will follow the Orientation Session on Sunday evening. We are requesting that if you have a talent and would like to participate in the After Party to please contact the Home Office. We appreciate your assistance in helping make this After Party a success and a great evening of fun. Your contributions will be appreciated. Please send the office an E-mail (GailCALLERLAB@aol.com) to add your name to our list of volunteers. Thank you and we look forward to seeing you in Louisville March 21 - 23, 2005. Please plan to attend.

Happy  Halloween

FRIENDS OF THE FOUNDATION

Greg Weber, Puyallup, WA
Christine Case, Ft. Wayne, IN
Sundown Square, San Diego, CA
James and Janie Robison, Larwill, IN
Otto and Nora Waterman, Trinity, TX
Cindy and Stan Orman, Kingwood, TX
Arthur and Wanda Kruse, Kirkwood, MO

FOUNDATION E-MAIL ADDRESS

The CALLERLAB Foundation now has a new E-mail address: FoundationCALLAB@AOL.com. Please check out the Foundation web site: "www.CALLERLABFoundation.org"

SMALL WORLD AWARD

This award is presented to members residing outside the continental North America and Hawaii, who are attending a CALLERLAB convention for the first time. We report on the award and the recipients in the Flash issue of *DIRECTION*, published immediately after the convention. In 1997 Horst and Reneta Mulzer from Hamburg, Germany attended their first U.S. CALLERLAB convention at the Mini-Lab in Portland, Maine during which they were presented a Small World Award. Unfortunately, we did not make an announcement at that time. We would like to apologize to Horst and Reneta Mulzer for this oversight and ask that they again accept our congratulations for attending the Mini-lab and receiving the Small World Award.

OVERSEAS COMMITTEE

Kenny Reese, Chairman

One of the biggest problems facing our overseas Members and other overseas callers is the language barrier between English and the local, native language. The Overseas Advisory Committee is currently working on putting together information regarding the difficulties these barriers may present in the various overseas areas. We will begin releasing information from the Vice Chairman of each of the overseas areas in future issues of *DIRECTION*.

PARTNERS ON COMMITTEES

Bev Sutter, Chair

The answers to the abbreviation questions I asked in my column in the last issue of *DIRECTION* are: 1)EC - Executive Committee, 2) BOG - Board of Governors, 3) WIC - Women In Calling, 4) RPM - Recruit, Promote, Maintain, 5) CDP - Community Dance

(Continued on page 7)

(Continued from page 6)

Program, 6) R&D - Research and Development, 7) WAM - Ways and Means. Now you know some of the abbreviated lingo. THERE'S MORE!! I just received an E-mail from the CALLERLAB office that the proposal presented in Reno to allow partners to be a voting members on select committees has passed with a one-year trial period. Your degree of involvement is entirely your decision. The BOG and EC have approved (for a one year trial period) the proposal to allow Partners to join Standing and Ad-Hoc CALLERLAB Committees, The following are the basic guidelines: a) The proposal is approved for a one year trial period beginning October 1, 2004; b) Partners of Active, Associate, and Life Members in good standing may join the committees designated by the EC; c) The committees designated by the EC are: Grant Writing; Handicapable; Recruit, Promote, Maintain (RPM); Multi-Cycle; Youth Activities; Definitions; Education; Research and Development (R&D); Caller Association Liaison; Canadian Advisory; Overseas Advisory; and Foundation Fund Raising. Many of these committees are self-explanatory, others may need definition. If you are interested in joining any of these committees contact Gail at GailCALLERLAB@AOL.com in the Home Office and ask to join the committee. If there are special requirements to be on a certain committee she will provide you with that information. As part of the committee you join, you will be included in any committee mailings from the Home Office and can be a part of any discussion within that committee. Partners now have a way of becoming more involved in CALLERLAB. We can now have a voice in what's going on. We have been given a chance to be a PART(ner) of what's going on in the activity and express our views and ideas. Good information and input is always welcome. There is always another way of looking, hearing, or reading about something. Your ideas as a partner can bring a new perspective to any issue that may have not been addressed. Your expertise of your life's work will add immeasurably to any committee. The fact that you are with the dancers gives you an insight as to what's happening on the 'floor'.

FROM OUR MEMBERS

Opinions expressed in letters or articles from our members are those of the writers and do not necessarily reflect those of CALLERLAB, nor of the Editor.

The Editor reserves the right to condense, omit or re-write all or any part of material sent to CALLERLAB for publication.

COMMENT

Jim Mayo

(Reprinted with permission from
Northeast Square Dancer, June 2003)

One of the best skiing seasons that New England has seen in a couple of decades has just ended as I write this. Thinking back on the fifteen very nice days I spent on the slopes I was reminded of how much skiing has in common with square dancing.

It isn't easy to learn to ski. It takes time and commitment. You have to take some lessons (which are only available in the winter) and then do it regularly if you want to do more than slide up and down the learner's slope. Many people take some lessons and never ski again. Some find they really enjoy skiing and they do it several times each season. A few go on to become committed skiers. They enjoy the steeper trails on the bigger mountains. They certainly don't want those trails cluttered up with people who don't belong there.

Skiing doesn't depend on other people to do it with you. You can go by yourself but it's a lot more fun to ski with other people. A variation of an old line comes to mind. What's the fun of a great run if no one shares and no one cares? It is fun but I have said many times that I would rather ski the beginners slope with friends than tour the greatest mountains by myself.

A few years ago the skiing population was shrinking. The industry looked itself in the eye and realized that they had put too much emphasis on the expert skier. There were even some mountains that didn't put much effort into their beginning skier program. They attracted the expert skier and were famous for the challenge of their trails.

Many of these areas have now joined the industry push to make skiing fun for those who don't take it quite so seriously. There are almost no areas left that don't have a large beginner area and well qualified beginner programs. There are programs for preschool kids at many areas. The business people in the skiing industry realized that there were not enough "hot-shot" skiers to support their business. The promotional campaigns have brought a lot of people to the slopes to try skiing. Many of them come once or twice a year while the kids are young. When the kids get hooked on skiing and start using the expert trails the families often spend two or three weekends a month at the mountain. The kids keep on skiing after they finish their schooling and the cycle begins again when they have kids.

The expert skiers still don't like to have beginners on their trails. But the area operators have realized that the solution to this problem is to provide comfortable places for less dedicated skiers to ski comfortably. After folks have a few lessons they can easily find trails that make them look good. These folks may not ski as often as the dedicated few but they sure help to support the investment the areas have to make to maintain those expert trails. Even though they don't ski as often as I do, there are enough of them to maintain the trails I like on the profits from those less frequent skiers.



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 the CALLERLAB and CALLERLAB Foundation web sites and recommending updates to the sites. This position will NOT require web page design skills, although this would a major plus. The AED will also be expected to assist with preparation of the minutes of meetings of the Executive Committee, Board of Governors and the General Membership. The AED may also be asked to prepare some of the Press releases for CALLERLAB and the CALLERLAB 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 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.

There is a very STRONG probability that the AED will, at some future time, be asked to move into the position of Executive Director. Interpersonal skills are very important for this position as are well defined computer skills. Periodic reviews and discussions between the AED and ED will help insure compatibility and job performance.

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. The CALLERLAB office uses the following software on a routine basis: WordPerfect 12, Microsoft Publisher, Microsoft Excel, and FileMaker Pro 7.0. Familiarity with these software applications would be a plus. Other software used by the office includes: Microsoft Word, Quick Books, and Norton AntiVirus.
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.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

(September/October 2004)

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



PRESS RELEASE

APPLICATIONS REVIEW COMMITTEE VOTES

(September 9, 2004)

Jon Jones, Chairman and **Jerry Story, Vice Chairman** of the Application Review Committee (ARC) announce that the committee has completed the review of nine questions regarding the usage/application of certain calls as follows:

1. From an Eight Chain Thru Formation, the call was given for the centers to "Separate Around One To A Line."
The ARC voted this to be IMPROPER.
The ARC determined the dancers would have to separate twice to accomplish the desired results.
2. The question was asked; "Is it proper or improper to do a Courtesy Turn from Half-sashayed couples and same sex couples at Mainstream (MS)?
The ARC voted this to be IMPROPER.
The MS definition clearly limits this action to couples with man on left, woman on right.
3. From a Double Pass Thru Formation with all centers being of the same sex, the call was "Centers Circle To A Line," and designate who is to break.
The ARC voted this to be IMPROPER.
The definition states that the "LEAD dancer in the couple who started on the inside (man's position) releases the left handhold." This cannot be determined with this usage.
4. From an "Ends Out Inverted Line," (ends facing out & centers facing in) the call used was Trade By.
The ARC voted this to be IMPROPER.
The definition states "the couples facing out do a partner trade." In this formation, the outfacing ends are ends only and NOT a couple.
5. From a #1 or #2 arrangement line (same sexes together), the call was "Boys/Girls, Cross Fold."
The ARC voted this to be IMPROPER.
This action does not comply with the current published definition that states that the cross-folders must both be either centers or ends.
6. From the formation of Twin/Parallel Diamonds, the call was given to "Acey Deucey."
The ARC voted this to be PROPER.
This usage fits within the definition. The points of the Diamond are the ends and the centers of each Diamond are the centers.
7. The call "Transfer The Column" was given from a Double Pass Thru Formation.
The ARC voted this to be IMPROPER.
This action is in conflict with the intent of the definition.
8. At which program do we expect the dancers to know the "Left" concept? ie; Lead Left, Left Turn Thru, Left Box The Gnat, Left Trade By, etc.?
Most MS dancers should be able to do these calls except "Left Trade By." If the dancers do not know how to do them or have never heard them, they should be work-shopped. A lot of GOOD caller judgment must be used when branching out into this area and it should NOT be taken too far.
9. At which program do we expect the dancers to know the "Reverse" concept? ie; Reverse Rollaway, Reverse Half-Sashay, Reverse Do Paso, Reverse Circle To A Line, In Reverse Order Right and Left Thru?
The consensus of the ARC is that this usage would not be expected until beyond the Plus Program however, some of them can be used at MS and Plus IF THE CALLER IS VERY CAREFUL TO NOT OVER USE THE CONCEPT!

The CALLERLAB Board of Governors established the ARC in 1998 to review the proper/improper usage of calls on the various programs. If anyone has a question in this regard, contact the CALLERLAB Home Office and it will be forwarded to the proper place.

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

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE
September 2004



PRESS RELEASE

***** START *****

BOARD OF GOVERNORS ELECTION RESULTS

The 2004 balloting for the CALLERLAB Board of Governors has resulted in the election of the following individuals:

- Clark Baker**, Belmont, MA
- Tim Crawford**, Burlington, ON, Canada
- Larry Davenport**, Foster City, CA
- Bill Harrison**, Cheltenham, MD
- Jerry Jestin**, Yuma, AZ and Delbume, AB, Canada
- Tom Miller**, Chest Springs, PA
- Dana Schirmer**, Berryton, KS
- Nasser Shukayr**, Lafayette, CA
- John Sybalsky**, San Jose, CA

Congratulations to each of these well-qualified callers! Their 3-year term on the Board will begin on March 23, 2005, following the CALLERLAB Convention in Louisville, KY.

Members currently serving on the Board of Governors are:

- Clark Baker, Doug Bennett, Lone Blume, Calvin Campbell, Larry Cole, Tim Crawford, Larry Davenport, Betsy Gotta, Patty Greene, Bill Harrison, Robert Hurst, Mike Jacobs, Chuck Jaworski, Jerry Jestin, Vernon Jones, Tim Marriner, John Marshall, Jim Mayo, Doren McBroom, Tom Miller, Tom Rudebock, Dana Schirmer, Nasser Shukayr, Al Stevens, and Norm Wilcox**

** indicates members of the 2004/2005 Executive Committee*

***** END *****

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE



PRESS RELEASE

BRAIN BUILDERS

THE MEMORY PRESCRIPTION

(Reprinted with permission from AARP Magazine, August 2004)

Be a Well-Balanced Potato Instead of watching TV while lounging in your Barcalounger, try sitting on an exercise ball. As you strengthen your sense of balance, you'll also be challenging two very different parts of your brain and strengthening the connections that help you store and retrieve information.

Change Sides Use your non-dominant hand in activities such as tooth-brushing or dialing the phone to strengthen little-used neural pathways. Four-time U.S. memory champion Scott Hagwood, who can memorize a deck of cards in two minutes flat, does this at least four times a week.

Keep a Few Balls in the Air Learning to juggle increases gray matter in areas of the brain that process and store visual information, according to a recent German study.

Do-Si-Do Square dancing is known to protect against dementia, presumably because it requires multiple mental and physical skills. For the same benefit with a twist, try the video game Dance Dance Revolution, which has made fools out of countless addicts. Using an electronic foot-pad that records your steps (or missteps), the game plays music and shows you where to put your feet. "The pattern and the music are constantly altered - which makes it fun and challenging for the mind," says learning specialist Donalee Markus, Ph D.

Sample the Unknown Card games sharpen brain connections. For an even better cognitive workout, play with people you don't know. The randomness of the cards and the newness of communication patterns will give your brain a vigorous workout. Says Markus: "Novelty is like vitamins for the brain." Mary Dixon Lebeau

MENTAL TUNE-UP

To turn a heart-healthy workout into an IQ lift, just add music, suggests a recent study. A team at Ohio State University found that cardiac patients who exercised to music did twice as well on a test of cognitive ability as they had done after exercising in silence. Exercise alone causes positive changes in the nervous system, and adding music may stimulate different - pathways in the brain. Melissa Gotthardt

* * * * * **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

POLO SHIRT WITH CALLERLAB LOGO

ORDER FORM

S-M-L \$32.00 XXL \$34.00 XXXL \$37.00

Quantity	Size	Color	NAME Embroidered (PLEASE PRINT)	Amount Enclosed

Add \$3.00 for Embroidery

(Please print or type complete name and mailing address)

Ship to: _____
Street Address Only (NO PO BOX) _____
City, State and Zip _____

**COLORS: ROYAL BLUE (RB), WHITE (W), BLACK (BL), RED (R),
GREY (G), PUTTY (P), MOSS GREEN (M), JADE GREEN (J),
NAVY (N), WINE (W), BUTTER (BU), PINE (P)**

CALLERLAB JACKET

ORDER FORM

S-M-L \$35.00 XXL \$37.00 XXXL \$39.00

***Add \$2.00 for Front & Back Add \$5.00 for Embroidery**

(Please print or type complete name and mailing address)

Quantity	Size	COLOR	LOGO PLACEMENT (Front or Back)	NAME Embroidered (PLEASE PRINT)	Amount Enclosed

Ship to: _____
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CALLERLAB Badge Order Form

467 Forrest Ave, Suite 118, Cocoa, FL 32922

Please Print Your Name Exactly as You Wish it to Appear on Your Badge.

_____ First _____ Last _____ City _____ State

_____ First _____ Last _____ City _____ State

Ship to: _____
Street Address Only (NO PO BOX) _____
City, State and Zip _____

The cost of each badge is \$8.00 which includes postage. (FL residents should add 6% sales tax or .48 per badge). A check payable to CALLERLAB in US funds must accompany your order. Thank You!