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FUTURE CONVENTIONS:

- MAR 21 - 23, 2016 Norfolk, VA
- APR 10 - 12, 2017 Mesa, AZ
- MAR 26 - 28, 2018 Albuquerque, NM
- APR 15 - 17, 2019 Eastern Region

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FROM THE CHAIR

By Vernon Jones

Looking for a definition of “experiment”, I found this in the *Merriam Webster Dictionary*. It is defined as “a scientific test in which you perform a series of actions and carefully observe their effects in order to learn about something; something that is done as a test; something that you do to see how well or how badly it works.” It is the last set of words in the definition that was really of interest to me. Far too many times we have heard others exclaim that they are opposed to trying something new because they don’t know what the results will be. The fact is that a part of the experimentation process will be failure of some degree. The failures could be huge or they could be small. What the dictionary doesn’t say (but should be understood) is that the end result of all experiments should be the realization of what will work and what didn’t work as well. Once that information is gathered, you can then work on the parts that didn’t work well and improve the product until it works like you want it to work. The process may take many efforts, or it might take a very few applications in order to get the results one is looking for. Just imagine if the inventors of the computer had simply given up and never run experiments to improve upon their product. If they hadn’t tried multiple times, then we wouldn’t have these great machines like the one I am typing this article on and that I scream at on a daily basis. I am glad that the computer doesn’t talk back to me, as I might not like what it had to say. I would not be surprised if the great computer minds of today are working on a computer that would in fact, talk back to its user. And if they are and they are successful, then I am certain that they would have conducted many experiments to achieve those results.

We should embrace the people who are running experiments in square dancing. Some are trying and succeeding and as to be expected, some are not succeeding

but they are trying. We will never hear of the ones that simply give up, but the ones who learn from their mistakes make improvements and try again and again could easily present a product that is successful.

In this issue of *DIRECTION* you will find an article from Past Chairman, Barry Clasper, (written on behalf of the Executive Committee) giving a short description of four experiments that many people are trying. Take the time to read the article and give them some open minded thought. Contact the people who are leading these trials and ask them questions; be inquisitive. I am sure they will be happy to answer your questions. You may find something that you like!

EXPERIMENTAL LESSON SYSTEMS

**Written by Past Chairman,
Barry Clasper, and
Presented by the
CALLERLAB
Executive Committee**



For a number of years now, CALLERLAB has been actively encouraging callers and clubs to experiment with new approaches to teaching, recruiting, and retaining dancers. A wide consensus has developed that we need to come up with new ways of doing things if our activity is to thrive again.

In the last few years, a number of new experimental approaches have surfaced and become more widely used. Likewise, more people are showing interest in understanding these new approaches in order to determine what might work in their local circumstances.

This increasing proliferation of trials and experiments is causing some to wonder where CALLERLAB sits in all of this activity. Many just assume that *any* new experiment they hear about is sponsored by CALLERLAB. The truth is more complicated. Some of these new methods were in fact, created by CALLERLAB committees. Others

were created by CALLERLAB Members acting on their own. Many were created by people with no connection to CALLERLAB at all.

Regardless of their origins, we are interested in all of them. We are interested in the circumstances under which they evolved, what was done, who was involved, what kind of success was achieved, and what was learned. We often publish articles about them and encourage people to learn more about them. We have had a number of sessions at our Convention reporting on one or more of these experiments. We view it as part of our community responsibility to communicate what we know about such efforts.

If they hear about something new from a CALLERLAB publication or Member, many assume the initiative must be endorsed or sponsored by CALLERLAB. If the experiment involves altering teaching orders or call lists, they assume CALLERLAB is publishing a new call list, creating a new program, or altering an existing program. Given that our processes, policies, and procedures do not make the most exciting reading in the world, this is hardly surprising. But it is definitely mistaken.

When CALLERLAB makes an official change to a program list or call definition, that change is voted upon and approved by the appropriate program committee and published by the Home Office as an official CALLERLAB Press Release. The Press Release will explicitly state that a list or definition as been changed. Anything short of that does not represent an official change to a list or definition.

However, descriptions of experimental activities that do not rise to the level of a program change may be published as an article in *DIRECTION*, or possibly even a separate document. Such reports are merely advisories of activities in the community and do not necessarily imply formal CALLERLAB sponsorship, endorsement, or support.

Currently there are four ongoing experiments that either have been reported in CALLERLAB publications or presented in a session at Convention:

- Condensed Teaching Order
- Sustainable Square Dancing
- The NEST
- Multi-Cycle

The Condensed Teaching Order was created by a CALLERLAB ad hoc committee and announced in a Press Release in April, 2013. It is aimed at initially teaching new dancers a subset of full Mainstream that allows them to more quickly dance with their club and then later pick up less frequently used calls.

It involves no changes to existing lists or programs. In late 2014, an additional document was published with a wealth of supporting material including teaching tips and how to leverage the concept.

Sustainable square dancing is the rubric **Jerry Story** is using for the effort he is leading to change the most prevalent approach to recruiting, teaching, and retaining new dancers. It is based on Jerry's experience in Iowa showing that teaching fewer calls more thoroughly, retaining new dancers in the entry level for a longer period, and exposing them to a broader range of call applications provides greater success. Jerry's design contains a number of parts. There is a modified entry list that he calls "Club 50". There is also a document that details recommended Extended Applications and how to teach them. CALLERLAB has created an ad hoc committee charged with the task of creating the "Extended Applications Document". Once ready, it will be presented to the Mainstream Committee to seek approval for publication as a CALLERLAB document. Our feeling is that the document represents a valuable contribution in and of itself, regardless of how well accepted the overall Sustainable Square Dance Ini-

tiative turns out to be.

The NEST is a radically different approach to recruiting and teaching dancers proposed by **Dale Bennett**. It allows each student to proceed at their own pace, and can start a new recruit at any time without impacting others who are farther along in lessons. **Bear Miller** has been using it with some success in Denver.

Multi-Cycle intake programs have been promoted by CALLERLAB for a number of years. The essence is to design a teaching program that can be repeated more than once a year. Some of them have design points as frequent as once a month. Over the years, a variety of approaches to this have been tried and documented in several "Winning Ways" stories.

You can find much more information on these and other experimental lesson systems by visiting

<http://tinyurl.com/clexperiments>.

If you are aware of other experiments being tried, we are very interested in hearing about them. Please notify the Home Office with details.

PAST CHAIRMAN'S ARTICLE

By **Tim Marriner**



While traveling across the Country, I am subjected to many stories of worries and woes facing clubs today. There are many different things that contribute to most of these problems. The fact of the matter is, many of these problems have existed for a long, long time. Like the Chicken Pox virus, they never really go away. Medicines and a good

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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.

immune system keep the virus in check. Clubs must figure ways around these road blocks to keep on dancing. The work around for one issue might not be the same work around for another club with the very same problem. Differing group dynamics affect outcomes. The trick is to be aware of existing problems and to be vigilant in looking for ways to get around these obstacles.

One common issue being currently discussed is a need to find alternative ways of teaching. If your group is not experiencing troubles in this category, do not change a thing. If, however, your group is experiencing a downward trend in recruiting and retention, then something should change. There are many alternative teaching approaches identified on the CALLERLAB website. One documented approach is the "Condensed Teach Order Method". The end result still takes new dancers to a destination point of full MS, but limits exposure of less utilized or redundant dance actions during lessons allowing new dancers to become more proficient with fewer calls. The remaining calls are shown during a normal dance in the form of a mini-workshop amongst the regular attending membership. The fun and support the entire club can provide during this time is enough to bridge the gap between the class and club that often exists with the normal new dancer training session.

Don't think you can vary your current teaching approach? Let me ask you this, "Can you really afford not to try?" The entire method is fully documented online with supportive choreography for both patten and singing calls. It also offers a suggested call order, definitions, formations, and most usual applications.

This teaching approach is also flexible depending upon the needs and ability of the group. Don't get hung up with the amount of sessions as documented. It might take 15 or 20 sessions depending upon average attendance and how often one dances. Also, the calls offered were suggested dance steps the ad hoc committee deemed as being the most useful and diverse to learn, but could be substituted if a group or region saw the need. The whole MS program is still the goal. The key is

limiting the time within the classroom environment and offering the remaining dance actions during a regular dance. How many remaining dance steps is really up to the patience of each group and how well the new dancers are doing with the calls they have been exposed to. **I m m e r s i n g** new dancers into the club fun and fellowship being offered rather than a classroom increases retention. This format of teaching also allows a group to offer lessons multiple times a year or as needed. There are many clubs utilizing a form of this alternative teach method that have achieved these same higher rates of retention.

Bottom line? If you are having problems with retention rates, give the "Condensed Teach Order Method" a look. If you have any questions, please contact me directly at: marriner@juno.com and I'll be glad to assist in any way. The "Condensed Teach Order Method" is a very effective alternative teaching approach that is really worth the effort for the future of our activity.



**HOME OFFICE
HOLIDAY SCHEDULE**

The CALLERLAB Home Office will be closed **December 25, 2015**, and **January 1, 2016** in observance of the seasonal holidays. **Happy Holidays from the Home Office Staff!** *Dana, Donna, Jodine, and Royce*

YOUTH ACTIVITIES COMMITTEE



**By Peggy Pingel,
Chairperson**

The Youth Committee is working on a project to provide supplemental teaching for our youth callers. In order to cooperate with the Caller Coach Committee and provide correct info to the Executive Committee, we are trying to find out how many youth callers may be interested in receiving these services. We have a list of the current youth members, but we are sure that there are more youth out there that we are not aware of.

If you have a youth caller in your area, we would love to speak with him/her. Please send a message to Peggy Pingel and let me know how I can be in touch with this youth. Since I am concerned about protecting our youth, you may act as an intermediary if the youth isn't comfortable with me contacting them directly. We have just a few questions to ask about whether he/she would be interested in different methods we have in mind.

Please send your message to: peggy@crmd.org or call me at: 1-(303) 829-5202.

COMMITTEE FOR COMMUNITY & TRADITIONAL DANCE By Bob Riggs, Chairman



The Committee for Community & Traditional Dance (CCTD) is working to organize another exciting and educational seminar for the weekend just prior to the Norfolk, VA CALLERLAB Convention, March 19 and 20, 2016. As we strive to introduce more people to our activity, many of us are looking at various limited basic programs that will allow us to recruit new friends to the square dance community. We must understand that the 26 basics of the Community Dance Program come from the CALLERLAB Basic Program Part 1 list. It is an entry point that would allow many dance communities to build a strong foundation of infrequent dancers that would form a base for a Basic 51 destination, Mainstream destination, or even Plus. A strong foundation would be invaluable to the dance community. The Community Dance Leader Seminar (CDLS) would help you learn to provide an entertaining evening of dance entertainment using a limited vocabulary. Come learn from and with your peers. Please contact the Home Office with your registration for the seminar or to sign up for your issue of the *Community Dance Journal*. Please contact Bob Riggs if you would like to present at the seminar, suggest topics for the seminar, or are just wondering about what we refer to as community dancing.



MUSIC PRODUCERS COMMITTEE By Buddy Weaver, Chairman

Many experienced callers will remember when square dance records were listed in printed catalogs. We also remember ordering a record that was listed only to find out a week later that the vinyl was no longer available. That disappointment was still there even when printed pages were replaced with web pages. Further complicating the music buying experience is the explosion of new square dance music labels that sell releases directly from their website. With so many new labels, there has been no single source to see all the new releases. Well, your solution has been created.

Buddy Weaver, Chairman of the Music Producers Committee, reached out to **Lawrence Johnstone** to design a website that would be a “one-stop” source for square dance music. Working with other music producers, www.musicforcallers.com was created. The landing page for the website provides a list of all active new music producers along with a link to their individual websites. When you click on a music company’s logo, a new tab will open to the label’s website that provides audio samples of their music and the opportunity to purchase the music directly.

Buddy and Lawrence went a huge step further by creating a search engine for square dance music. The availability to search means that you can provide a tidbit of information and the website will filter through all of the music label’s releases to give you what you are looking for. No need to search through pages of titles. Plus, the information is provided by the producers so you are assured of the accuracy and availability of every release listed. EVERY SONG LISTED IN THE WEBSITE’S SEARCH IS AVAILABLE RIGHT NOW.

Are you looking for a singing call of a song by the Beatles? On the search page, type “Beatles” in the

“Find Songs by Original Artist” box.

Are you looking for a singing call by a particular caller? On the search page, type, the name of the caller (e.g., “**Ken Bower**”) in the “Find Songs by Caller” box.

Would you like to see only the releases from the past month? On the search page, use “Find Songs Released in the Past (x) Months” box. You may search up to four months of brand new releases.

The “Search for Songs by Title” appears on both the search page and main page. Simply type in the full title or a word from the title to retrieve results. For example, a search of titles that contain “Christmas” produced 44 titles. Every one of them is available as an MP3 download, and most of them are immediate downloads.

The best part of all? It’s free! No sign-ups. No registration. Members of the CALLERLAB Music Producers Committee provided funding for the website, but building and maintaining it is an act of love. Thanks go to **Lawrence Johnstone**, our Webmaster. Visit www.musicfor callers.com and bookmark it. You’ll be there often!

NSDC DANCE LEADER’S PROFILE

**By Lanny and Carol Weaklend
Vice Chairman, Square Dance Program
65th NSDC**

The Dance Leader Profile is available for completion on-line; and there is good news. This profile is now a free-standing document that you will control. You may update it at any time and you will be able to forward it every year to the appropriate National Square Dance Convention® at the appropriate time. No more starting over every year! And, it will track your attendance at past Conventions, updating automatically as you attend.

Instructions for accessing this profile are

attached (Page 13), and you can go to the Registration tab at the 65 NSDC Website (www.65nsdc.org) to register and complete the Dance Leader’s Profile.

This is a two-step process:

First: You create an ID and Password (that you will keep forever), allowing access to the Profile and Convention Registration system. This stage requires you to submit the information, then wait for an E-mail with a link that will activate your entry to this system. (this is a security process to protect your information).

Second: You look for the black bar at the top of the page and click on the “Dance Leader Profile” tab. That takes you to the actual Profile section. Fill out and save the two sections and review the data. If it needs to be changed, you can do that at any time. When the Profile is complete, you’ll see a blue button which allows you to send the profile to the 65th NSDC. Be sure to do this soon.

If you call Advanced or Challenge or agree to call for the Youth or a Specialty, be assured that time spent in those halls will not affect your opportunity to call in the Mainstream and Plus halls.

Dance Leader Profiles must be submitted electronically by December 31, 2015 if you wish to be programmed. Callers who submit after that deadline will be placed on a space available list and may not be programmed.

We look forward to seeing you at the Convention. If you have any questions, please feel free to contact us at: squares@65nsdc.org.

INVITE NON-MEMBERS TO CONVENTION

CALLERLAB would like to encourage you to invite dancers and non-member callers to attend the upcoming 43rd annual CALLERLAB Convention. First time attendees will not only be very

impressed, but also nearly overwhelmed with the wealth of educational material and information, entertainment, and fun available at the CALLERLAB Convention. Convention session topics available to our attendees include complex technical issues, marketing and recruiting discussions, issues of interest to club as well as association leadership, information for caller partners, topics for dancers, and much, much more. One of the most common comments expressed by first time attendees is, "I wish I had attended long ago." Think about the folks you encounter within your square dancing activities and consider inviting those whom you believe would enjoy and benefit by attending our Convention. Contact the Home Office by phone at: 1-785-783-3665 or by E-mail for further information or to obtain Convention invitations. The E-mail address is:

CALLERLAB@aol.com

National Square Dance Convention Dance Leaders Profile Page

By **Tommy Russell**, Director of Advanced and Challenge Programming

URGENT FOR THOSE CALLERS ATTENDING THE 65th NSDC IN DES MOINES, IOWA

The deadline for the 65th National is December 31, 2015 and as they say at CALLERLAB Conventions: **No Badge, No Food, No Exceptions!** For us it's: **No Profile, No Spots, No Exceptions!**

Please Note: Once you complete the profile, you **MUST** go back to the front page and select "Submit for the 65th National" or it won't go through.

The website for the caller profile page is:
<https://nsdcoperations.com/registration/index.php>

IN MEMORIAM

Dick Henschel, Concord, CA

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.

DEUCE WILLIAMS – Obituary

By Ray Wiles

At the time of his death, **Deuce Williams** was not a Member of CALLERLAB, however he contributed much to the square dance activity in calls that he authored and that are still used today.

Deuce Williams 1934 – 2015

Was born William Henry Jasmer Jr. on May 18, 1934, in Detroit, MI. He was an Employee of Michigan Bell Telephone Co. (later A.T. & T.). In 1954 he became a square dance caller that was well known throughout the Country.

Deuce became very popular quickly calling at Sam Clark's Modern Squares Barn located on 7 Mile Road in Livonia, MI. He also had a home club located here in Metro Detroit called Lighted Lantern Squares that danced at Simpson Jr. High School in Flat Rock, MI. Deuce was also an active Member of CALLERLAB until 2002 when he had to quit calling due to ongoing health issues.

He authored 27 different calls, 26 of which we still use today in the Plus, Advanced, and Challenge programs. Some of the calls he wrote are Flip the Diamond, Fan the Top, Diamond Chain Thru, Transfer and (Anything), Follow Your Neighbor.

Deuce, co-wrote a monthly caller's Note Service called "News – N – Notes" with **Al Brundage** and **Earl Johnston** that was published from December 1975 – 1984

Deuce also recorded six different singing call records on Top Caller Square Dance Record label.

Some of the titles he recorded are “Wabash Cannonball”, “Good Deal Lucille”, “Holly Jolly Christmas”, and “Hey Good Looking”.

Deuce was a very well-known square dance caller. He was known for his great choreography, but Deuce was also known for being a “pioneer” for sight calling (how most callers put dancers back to their original corners and resolve a square).

Deuce spent the last years of his life in a nursing home in Livonia, MI where he passed away on Sept. 18, 2015. He was 81 years old.

RESOLUTION PROCEDURES

The Board of Governors has approved a process whereby proposals (resolutions) may be offered by any CALLERLAB Member (Active, Life, Associate, or Apprentice) to the membership for consideration, discussion, and vote. Such resolutions shall be in writing, signed by the author with a second, each of whom shall be a Member (Active, Life, Associate, or Apprentice) in good standing of CALLERLAB. Resolutions shall be presented to the Executive Director in writing either in person, by mail, or fax to the Home Office. An explanation in writing of why the presenter feels the resolution is necessary shall accompany the resolution.

The procedures require resolutions to be submitted by January 1 of the Convention year so they may be listed in the "Call to Convention" and placed on the Convention Agenda. Please contact the Home Office for additional information or for a resolution submission form.

EXHIBITORS/VENDORS AT CONVENTION

CALLERLAB is inviting exhibitors/vendors to attend the 43rd CALLERLAB Convention in Norfolk, VA. The exhibitor/vendor must be registered at the Convention hotel to participate. 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 the product or service is primarily for square dance callers.

If you have any questions, please contact the Home Office. If you know of vendors in the Norfolk, VA area, please have them contact the CALLERLAB Office.

25 and 50 YEAR CERTIFICATES

Will 2016 be the year you reach 25 or 50 years as a caller? If so, below is the established policy and procedure regarding this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 and 50 Year Certificates:

- 1) During the CALLERLAB Convention, the 25 and 50 Year Certificate will be presented to each Member who becomes eligible during that year and who is attending the Convention.
- 2) Certificates will be mailed to the Members who become eligible in that year but do not attend the Convention.
- 3) Members who became eligible in previous years and are attending the Convention will be acknowledged.

If you believe you will be eligible in 2016 (started calling in 1991 (25) or 1966 (50), please contact the Home Office to verify we have the correct information within our files.

CALLERLAB

LONG SLEEVE SHIRTS

Here's another holiday gift idea. CALLERLAB has a long sleeve Port Authority shirt available now with the CALLERLAB logo embroidered. This very nice shirt comes in men's and women's sizes, is very comfortable, and comes in various colors. However, the CALLERLAB Royal Blue is the favorite. Men's shirts have a button-down collar and a pocket. The cost for the shirt is \$40 and includes shipping. If you want your name embroidered, the cost is an additional \$4. Shirts larger than XLarge are an additional \$4.

**Please Donate to the
CALLERLAB Foundation!**

**PUBLIC RELATIONS
COMMITTEE
ESTABLISHED**

The Executive Committee has approved the establishment of a Public Relations Committee to:

- 1) Assist the Home Office in external promotional communications.
- 2) Establish and maintain an external E-mail mailing list through the Home Office.
- 3) Interact with other committees to locate news items for promotion.
- 4) Interact with Convention location areas to provide publicity about Convention activities to surrounding organizations, dancers, and also provide area information to our Members.
- 5) Assist in providing value to Members via regular communications.

Committee Members are needed! Please contact the Home Office to have your name added to the Public Relations Committee.

2017 CONVENTION THEME

If you have an idea for a theme for the 2017 Convention, please submit it to the Home Office no later than May 1, 2016. The write-up should include a brief explanation as to the general nature of the theme and how interest session topics could relate to the theme. The location will be Mesa, AZ in 2017.

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

MEMBERSHIP ROSTER

If you wish a new Membership Roster, please contact the Home Office. The cost for postal mailing a hard copy of the roster is \$6. You may also ask that a pdf copy be sent to you via E-mail at no charge.

**CALLERLAB FOUNDATION
DONATIONS**

Memoriam

In Memory of Dick Henschel

Jerry & Del Reed

Nancy Dick

Marshall Flippo

Tom Mohney

Stephen Myers

Bob & Ann Poyner

Barry & Pam Clasper

James Ozanich

Jon Jones & Deborah Carroll-Jones

Dana & Donna Schirmer

Eric & Jennifer Henerlau

Jeffrey & Margaret Halliday

Square Dance Callers Assoc. Northern CA

Northern California Square Dance Assoc.

David & Barbara Bradley

Ruth Koehler

Scott Pearce

Paul Digrazia

Cindy De La Garza

Sharon Primbsch

Linda McClain

In Memory of Butch Adams

Delta Squares

Tom Stafford

Richard Otis

Ed Cragg

In Memory of Cris Crisler

Jon Jones & Deborah Carroll-Jones

Thank you to those who have donated to the CALLERLAB Foundation!

**43rd CALLERLAB
CONVENTION
Norfolk, Virginia
March 21 - 23, 2016**

“AGENTS OF CHANGE”

The CALLERLAB Executive Committee has chosen “**Agents of Change**” as the theme for the 43rd CALLERLAB Convention to be held at the beautiful Sheraton Norfolk Waterside Hotel in Norfolk, VA. The naming is sort of ironic, since we have had to change the venue for this Convention from Lansdowne to Norfolk. The Executive Committee selected the theme to stimulate ideas to improve the square dance activity. Many interest sessions are planned for this Convention dealing with various topics and ideas. Want to be an agent of change? Plan to attend the 43rd CALLERLAB Convention. Invite friends, as all dance leaders are welcome to attend and share in ideas to improve the future of square dancing.

As always, there will be technical sessions to peak your interest, as well as social events with plenty of friends. Room reservations may be made by internet at:

<https://www.starwoodmeeting.com/Book/Callerlab>
or

<https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1507174839&key=1ECF36B0>

Or by calling 1-800-325-3535 and asking for the “CALLERLAB Special Rate.”

Room rates at the Sheraton Norfolk Waterside Hotel will be \$109, which includes internet service. Group parking will be \$5 per day.

Save the date and come to CALLERLAB’s 43rd Convention! Convention fees include two lunches, two banquet meals, and beverage breaks. A Reservation Form is attached to this issue. Convention fees remain \$210 for callers and \$200 for partners and dance leaders.

Check out the following links to see info on the hotel and city of Norfolk: <http://www.sheratonnorfolkwaterside.com> and <http://www.norfolk.gov> .

Make your plans to attend the 43rd CALLERLAB Convention!

MISSION STATEMENT

“To foster the art of square dance calling and improve caller skills.”

**CONVENTION
ROOM SHARING**

If you are interested in sharing a room with another attendee at the 2016 CALLERLAB Convention in Norfolk, VA, please contact the Home Office and ask that your name be added to our list of other attendees who would like to share a room. The Home Office offers this service only to help those who would like to share the expense of a room. All arrangements must be made between individuals who will be sharing. If you are attending the Convention as a single individual and would like to defray some of the costs, please contact the Home Office. The staff will be glad to help.

2016 MINI-LAB – SEATTLE, WA

The Northwest Callers Association will be hosting a Mini-lab in the Seattle, Washington area July 29 - 31, 2016.

Contact: Minilab2016@hotmail.com .

More information will be provided soon. Save the date and plan to attend!

CALLERLAB Gift Certificates available!

Contact the Home Office

“If you want to trace your family tree, run for public office or win the sweepstakes.”

Unknown

**ATTENTION CALLERS &
PARTNERS!**

The Ways and Means Committee is planning a fund raising Talent Show for Sunday evening at the 2016 CALLERLAB Convention in Norfolk, VA.

WE NEED YOUR TALENTS!

We are looking for singers, musicians, dancers, comedians and any other talents to show off a little for the public.

We will be inviting the general public and local dancers to attend, so bring your A-Game and make sure all humor and acts are in good taste. This is a great opportunity to raise money and, hopefully, introduce non-dancers to the talent and fun that comes with square dancers and square dance leaders.

We know you can sing, and some of you play musical instruments, or have developed other talents you can share. We will have about two hours to impress the public. We have the talent, skills, and capability to put on an awesome show! This has the potential to be a great fund raiser, bringing in money from the general public and local dancers, rather than simply raising money among ourselves.

If you would like to perform, please send information about your singing, comedy, or other talents to the Home Office. Be sure to include the name (s) of the performers, types of act, time needed, and list any special audio/visual necessary (or whether you will provide). The Home Office will forward the information to the Ways and Means Committee.

**YOU ARE CALLERLAB —
JOIN A COMMITTEE TODAY!**

**“When you're finished changing, you're finished.”
Benjamin Franklin**

2016-2017

MEMBERSHIP RENEWALS

The 2016/2017 Membership renewal information will be mailed in the very near future. We are happy to announce that CALLERLAB dues for Active and Associate Members will not increase for the 2016/2017 membership year, and will remain at \$105. Apprentice dues are set at \$85 this coming year, also unchanged from last year. Youth Member dues are only \$5. Those Members (excluding youth) receiving *DIRECTION* electronically will receive a \$10 discount off their dues amount for agreeing to receive it electronically. This discount is provided to Members who have assisted the Home Office in reducing labor, printing, and postage expenses associated with publishing *DIRECTION*. Thanks for “thinking green” and helping CALLERLAB save money!

BMI/ASCAP will not be able to provide the 2016/2017 licensing rates until mid December, so membership renewals will be sent sometime later in December. Insurance renewals will remain at \$25. The Home Office continues to search for ways to reduce expenses. Maintaining our membership numbers has also helped generate cash savings, which in turn helps to prevent membership dues from increasing.

If you are only calling a few dances a year and are finding it difficult to pay the full CALLERLAB membership fee, contact the Home Office to see what alternatives may be available for your particular situation. We are here to assist you in anyway that we can.

The Home Office is working on establishing an online membership renewal system and hope to have it in place for the 2016-2017 membership renewal process.

Have some thoughts about promoting the CALLERLAB Convention? Join the CALLERLAB Convention Brainstorming Facebook Group at :

<https://www.facebook.com/events/1675713419333229>

BREAKING NEWS!

As we were finalizing this issue of *DIRECTION*, the Home Office was notified of the following News which we believe is important to the square dance activity.

PALOMINO & DOSADO.COM

NEW OWNERS

A Message From

Paul and Mary Ellen Cote

On November 24, 2015, **Paul and Mary Ellen Cote** purchased all of the square dance related assets of Palomino and Dosado.com. The website was re-launched on December 1, 2015 with limited functionality as we test out the new features. The official "Grand Re-Launch" of the website will be January 1, 2016. Paul and Mary Ellen purchased DOSADO.com with the goal of returning it to the information hub it once was and providing the square dance activity an outlet for the rest of the world to see. Please be patient with us as we redevelop the site from scratch, and sign up for our mailing list to be kept up to date with changes. Our newsletters will be twice a month to start, and then will drop down to once a month when everything is in order.

We would like to thank **Pam Dillander** and her late husband **Tom** for their years of service to the activity. We hope to carry on their tradition of service to the next generations of square dancers, callers, cuers, and clubs. Please see Pam's note printed below. Thank You!

A Message From Pam Dillander

Words can not express my heartfelt appreciation for all of the years you have allowed Palomino Records to serve you; 24 years to be exact! The last 3 years, since the passing of my beloved Tom, have been a challenge at times, but I am grateful for your continuous prayers and kind words. Tom always told our non-dancing friends that we have 3 families; our "family family"; our church family and our square dance family. And WOW! What a square dance family we have had! Thank you so much for your friendship.

On behalf of CALLERLAB, the Home Office would like to express a huge and deserving thanks to **Pam Dillander**, her late husband **Tom**, and their entire staff for many years of service to callers and the square dance activity. The Dillander's have supported CALLERLAB and the CALLERLAB Foundation for many years. We realize this was a hard decision and we wish Pam the best in her future plans. We also would like to express our best wishes to Paul and Mary Ellen on their new challenges and their investments in the future of the square dance activity. Thanks Pam, Paul and Mary Ellen! Paul advised there will be more information coming soon.

CALLERLAB CONVENTION BRAINSTORMING FACEBOOK

Have some thoughts about promoting the CALLERLAB Convention? Join the CALLERLAB Convention Brainstorming Facebook Group at:

<https://www.facebook.com/events/1675713419333229>.

Help CALLERLAB find better ways to promote our Convention. Invite callers and dancers to attend. This will be a brainstorming group so all ideas are welcome.

CALLERLAB'S ANNUAL CONVENTION! Be an "Agent of Change"! Help spread the word and lets' get folks to Norfolk in March 2016! Lots of us are already registered! Are you?

CONVENTION ATTENDEES MAKE YOUR ROOM RESERVATIONS NOW!

Room Reservations may be made by internet at:

<https://www.starwoodmeeting.com/Book/Callerlab>

or

<https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1507174839&key=1ECF36B0>

or by calling **1-800-325-3535** and asking for the "CALLERLAB Special Rate of \$109 per night".



65th National Square Dance Convention Des Moines, Iowa

Instructions for Completing the DANCE LEADER PROFILE

The DANCE LEADER PROFILE is now ready for use.

- This profile is a free-standing, permanent profile.
- You will be able to modify it at any time through your personal, permanent login to the website.
- When you participate in a National Square Dance Convention you will be able to “Send” this profile to that specific convention. If you choose, you can modify it for that convention only, leaving your permanent profile intact for future use.
- You can print your profile information to share with anyone you choose.

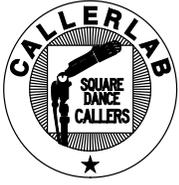
Access the Profile Registration at <http://www.65nsdc.org/convention-registration-and-dance-leader-login/>
This is under the Registration tab at www.65nsdc.org

Instructions – Short Form

1. Create a Login to the site
2. Once on the site, you’ll see your name, followed by Convention Dashboard. All future national conventions are listed, with a note if you are pre-registered for any of them.
3. At the top of the page, the Black Bar contains the tab to the Dance Leader Profile. Click to find the screens to complete the Profile.
4. The Black Bar also has a tab at the far right with your name. Touch this area to find the LOGOUT button when you are done.
5. If you are registered for a future convention, AND they are accepting profiles, there will be a button on that convention line, inviting you to send your profile to the convention. You must do this yourself; the convention won’t reach out for the profile. Once you send your profile, the button will change to “Update Profile”. This will confirm that your profile was sent.
6. This same Convention Dashboard page can be used to confirm that your name/address/email are correct. You can correct them as needed. In the future, this page will also allow you to “upgrade” your pre-registration to a full registration, add program books, cook books, tours, etc. That part is still in development. For the 65th, you will still need to mail in the “Full Registration” page with check or credit card information.

Hints for Success

1. When creating your login ID, spaces are not allowed. If using your name for your ID, leave out the space.
2. Enter the Security Code from the colorful box to the right – this confirms you are a real person and not a computer.
3. If the login registration doesn’t take, go back and start over with the same data. It appears the security code expires if you take too long filling out the form.
4. Since the entire system is still under development, it will sometimes “go down” for short periods as updates are added. If you have difficulty completing your dance leader profile, please try again in a few hours or the next day. If it still doesn’t work, contact us at squares@65nsdc.org and we’ll help you figure it out.
5. You can return to your Dance Leader Profile at any time and make changes. This is your profile, keeping it current is to your advantage. Be sure to save the data when you make changes.
6. Once you send your profile to a convention, you can return and make changes for that convention. Those changes will not be reflected on your permanent profile.
7. The December 31st deadline for submission of convention profiles remains in effect. To be programmed for the convention, be sure your profile is submitted by this date.



25 and 50 YEAR CALLING CERTIFICATES

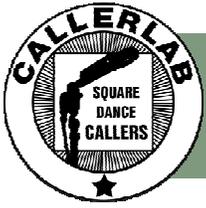
Will 2013 be the year you reach 25 or 50 years as a caller? If so, below is the established policy and procedure regarding this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 and 50 Year Certificates:

- 1) During the CALLERLAB Convention, the 25 and 50 Year Certificate will be presented to each Member who becomes eligible during that year and who is attending the Convention.

- 2) Certificates will be mailed to the Members who become eligible in that year but do not attend the Convention.

- 3) Members who became eligible in previous years and are attending the Convention will be acknowledged.

If you believe you will be eligible in 2016 (started calling in 1991 (25) or 1966 (50), please contact the Home Office to verify we have the correct information within our files.



“AGENTS OF CHANGE”

PLAN TO JOIN US IN NORFOLK VIRGINIA

CALLERLAB'S ANNUAL CONVENTION



The Convention Headquarters Hotel for the CALLERLAB Convention in 2016

**SHERATON NORFOLK
WATERSIDE HOTEL**
NORFOLK VIRGINIA
777 Waterside Dr, Norfolk Virginia

MAKE A DATE!

**MARCH
21, 22, 23
2016**

A GREAT PLACE TO LEARN, AND MAKE A DIFFERENCE! JOIN US AT THE CONVENTION!

DEVELOPMENT SESSIONS INCLUDE

- VOICE SESSIONS
- SHOWMANSHIP
- DIGITAL MUSIC
- CHOREOGRAPHY
- TEACHING TIPS
- RECRUITMENT

COMMITTEE MEETINGS INCLUDE

- PROGRAM MEETINGS
- PARTNERS MEETING
- WOMEN IN CALLING
- WAYS AND MEANS
- CALLER COACH MEETING
- PROGRAM POLICY

GREAT SOCIAL EVENT

- MEET AND GREET
- 2 BANQUETS
- BDPLS SEMINAR
- AFTER PARTY DANCES
- OPENING SESSION
- GENERAL MEETING



**JOIN US IN
NORFOLK**

**BE AN
“AGENT OF
CHANGE”**



KEEP ME IN THE LOOP! SEND ME MORE INFORMATION!

NAME

ADDRESS

CITY STATE/PROV ZIP/POSTAL

PHONE EMAIL

I PREFER TO BE CONTACTED BY EMAIL- PHONE MAIL

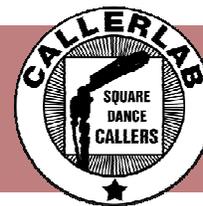
**BE AN AGENT OF
CHANGE!**

CALLERLAB
200 SW 30TH ST, SUITE 104
TOPEKA, KS, 66611

Phone: 785 783 3665
Fax: 785 783 3696
Email: CALLERLAB@aol.com

SEND YOUR CALLER TO "CAMP"!

ENCOURAGE YOUR CALLER TO BE PART OF THE DIFFERENCE!



CALLERLAB'S ANNUAL CONVENTION



The Convention Headquarters Hotel for the CALLERLAB Convention in 2016

SHERATON NORFOLK WATERSIDE HOTEL

Norfolk, Virginia

777 Waterside Drive, Norfolk, VA

MAKE A DATE!

March

21, 22, 23

2016

"THE BETTER THE CALLER, THE BETTER THE CLUB!" YOUR CALLER WILL THANK YOU!

DEVELOPMENT SESSIONS INCLUDE

- VOICE SESSIONS
- SHOWMANSHIP
- DIGITAL MUSIC
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**THIS YEARS
THEME:**

**"AGENTS OF
CHANGE"**



KEEP ME IN THE LOOP! SEND ME MORE INFORMATION!

NAME

ADDRESS

CITY STATE/PROV ZIP/POSTAL

PHONE EMAIL

I PREFER TO BE CONTACTED BY EMAIL- PHONE MAIL

SEND YOUR CALLER TO THE CONVENTION!

CALLERLAB
200 SW 30TH ST, SUITE 104
TOPEKA, KS, 66611

Phone: 785 783 3665
Fax: 785 783 3696
Email: CALLERLAB@aol.com

GOT TALENT



ATTENTION!!! CALLERS & PARTNERS

*The Ways and Means Committee is planning a fund raising
Talent Show for Sunday evening March 20th
at the 2016 CALLERLAB Convention in Norfolk, VA.*

WE NEED YOUR TALENTS!

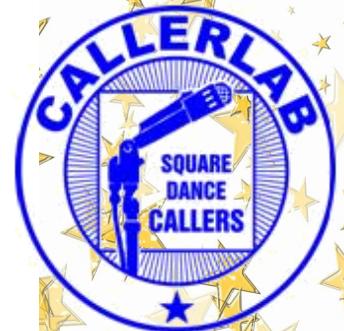
We are looking for singers, musicians, dancers, comedians and any other talents to show off a little for the public.

We will be inviting the general public and local dancers to attend, so bring your A-Game and make sure all humor and acts are in good taste (Rated G for Families). This is a great opportunity to raise money and, hopefully, introduce non-dancers to the talent and fun that comes with square dancers and square dance leaders.

We know you can sing, and some of you play musical instruments, or have developed other talents you can share. We will have about two hours to Impress the public. We have the talent, skills, and capability to put on an awesome show! This has the potential to be a great fund raiser, bringing in money from the general public and local dancers, rather than simply raising money among ourselves.

If you would like to perform, please send information about your singing, comedy, or other talents to the Home Office. Be sure to include the name (s) of the performers, types of act, time needed, and list any special audio/visual necessary (or whether you will provide). The Home Office Talent Agents are waiting for your call 1-800-331-2577 or 785-783-3665

LET'S SHOW NORFOLK VIRGINIA, WE GOT TALENT!



CALLERLAB



43rd CALLERLAB Convention “AGENTS OF CHANGE” Norfolk, Virginia March 21-23, 2016

We will be staying at the beautiful Sheraton Norfolk Waterside Hotel,
777 Waterside Drive, Norfolk, VA

Save your spot. Save the date. Save your price.

Caller First & Last Name _____

Partner's First & Last Name (If attending) _____

Address _____

City: _____ State: _____ Zip: _____ Country _____

Email _____

Phone: _____

Callers (\$210.00 each)..... \$ _____

Partners (\$200.00 each)..... \$ _____

BDPLS (Beginner Dance Party Leaders Seminar)(\$50.00) \$ _____

Session Recordings in MP3 format (\$25.00) \$ _____

Minimum deposit is \$100.00 per person

Total \$ _____

Deposit Amount \$ _____

Balance Due \$ _____

Payment in full due by March 1st 2016

MasterCard, Discover, American Express or Visa Card#

Expiration Date _____ (CID#) _____

Signature _____

Return to: CALLERLAB, 200 SW 30th Suite 104, Topeka, KS 66611

If you have special needs (ex: dietary) please write below, continue on back if needed.

*Register Before
September 30, 2015
To be eligible
for door prizes*