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FUTURE CONVENTIONS:

MAR 26-28, 2018 Albuquerque, NM

APR 15-17, 2019 Richmond, VA

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INSURANCE QUESTIONS & CERTIFICATES

Jenny@NorthWestBrokers.com 1-208-322-8300

FROM THE CHAIR

**By Patty Greene,
Chairman**



Congratulations to the successful candidates who have been elected to the BOG.

Thank you for your willingness to serve, and I am looking forward to working with you. We had a good percentage of ballots returned; you CAN make a difference with your vote!

My nephew has started his search for a college to attend (when did THAT happen!) and he and my sister have been visiting all sorts of campuses and speaking with admissions reps. We were talking about their visits, and how surprising it was that experiences varied from being rudely shuffled into a holding room with no guidance or information, to having the head admissions person personally available to answer questions. During campus tours, she said that it was telling to listen to what the students were saying. At one, they overheard some students complaining about dorms, food, and that they wished they had gone somewhere else. Not a good impression!

How are you doing with my challenge? Finding a way that you can drive positive change and treat the people in your groups with respect and kindness? Many groups are starting lessons. How are you helping your group to be the best they can during your open houses and fun nights? What first impressions are you giving your prospective new dancers? Food for thought:

Is your building well lit outside? Is it easy for newcomers to find the dance hall? Are your bathrooms and the dance hall clean? A simple sign, an outside light, perhaps someone greeting at the door if the hall is tricky to find are simple things that can be done. If I am nervous, and I can't figure out where I need to go easily, I might go home rather than come in.

Do you have greeters specifically available to welcome newcomers? This is a perfect job for members who might not be able to dance all night (or at all), but want to stay involved. Say "Hello", answer questions, let them know where rest rooms and drinks are. And, are you able to be at the door to greet people coming in? Don't underestimate the importance of you as a leader being willing to say "Hello" to as many dancers as you can. Do you provide nametags with large first names that can be seen so people can be greeted by name?

How do you handle any singles or youngsters who come? Are they made to feel welcome? Have you identified club members (male and female) who are willing to dance with them? Perhaps you have experienced female dancers who would be willing to angel the man's part to become a stronger dancer? At one local club, a family came for lessons and a member volunteered to dance with their young daughter. She now considers him another grandfather, loves to dance with him, and the family is dancing up a storm.

Have you reminded members to make sure they speak to newcomers and engage them? Fill in squares with a smile; be patient with "mistakes." Thank them for dancing with you, and talk with them during breaks.

I received an interesting e-mail with feedback from a new dancer who attended an intro night and didn't return. He enjoyed the evening and had a good time, but felt like he was being "hard-sold." He knew the experienced dancers meant well, but all they talked about during every break was how to do the calls properly, dancing every night and "wait until you can dance Plus." It was too much! He makes a valid point. I have watched well-meaning dancers hard sell and drive people away. How about engaging in normal conversation; find out what they do for work, if they have kids or grandkids? Or, where do they live or where they are from or what their hobbies are? If you make that personal connection, the odds go up that they will come back.

Once they get in the door, it's our job as leaders to help facilitate the best experience we can for them. Be kind, considerate, clear, engaging, patient, and joyful when you are calling and teaching them.

Remember that some are there willingly, some are nervous, some frankly don't want to be there. One of the things we have going for us is the friendship and fellowship our activity offers. If you warmly greet everyone, act like you are glad that they are there, talk to each other, and dance with them, you just might see them coming back and becoming part of our square dance family!

BOARD OF GOVERNORS ELECTION RESULTS

Congratulations to the following Members who have been elected to a three-year term on the Board of Governors. **Barry Clasper, Harlan Kerr, Ted Lizotte, John Marshall, "Bear" Miller, Susan Morris, Charlie Robertson, Justin Russell and Mike Sikorsky.**

Thank you to those candidates who, although unsuccessful in this election, took the time and initiative to run for the Board of Governors. They are: **Walt Burr; Al Frazier; Paul Henze; Barry Johnson; Mike Olivieri; Bob Poyner and Gloria Vivier.** The newly elected Board Members will begin serving their terms at the conclusion of the 2018 Convention in Albuquerque, NM.

In Memory

**Jerry Carmen, New York
Mike Kelly, Missouri**

**The Home Office will be closed on
November 23, 2017 observing U.S.A.'s
Thanksgiving Day Holiday!**

DIRECTION is the official newsletter of *CALLERLAB*, The International Association of Square Dance Callers, with offices located at 200 SW 30th St., Suite 104, Topeka, Kansas, 66611; Phone: 1-785-783-3665; E-mail: CALLERLAB@aol.com. *DIRECTION* is published and mailed first class or electronically to all Members and affiliates of *CALLERLAB*. *DIRECTION* is edited by Dana Schirmer, Executive Director.

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.

VOTING TURNOUT

Ballots for the 2018/2019 Board of Governors election were sent to all Voting Members on July 27, 2017. This year, 709 ballots were mailed: 347 were returned, resulting in a voting percentage of 49% compared to 48% in 2016. All Voting Members are encouraged to exercise their right to vote. Thank you to all who did just that!

COMMITTEE FOR COMMUNITY AND TRADITIONAL DANCE (CCTD)

By Bob Riggs, Chairman

The Committee for Community and Traditional Dance (CCTD) continues to provide support to dance leaders desiring to conduct community dances and/or one night parties. This support comes in the form of an annual seminar provided on the Saturday/Sunday prior to the CALLERLAB Convention, a publication that includes articles and content for dance materials and methods, and a website that allows leaders to access dance material suited to community/one-night events.

For those of you who have read the recently published book, "As I Saw It" by **Bob Osgood**, I would encourage you to think about the origins of our square dance activity. Most of the dances in the 1930s and 40s included music played by a live band and dance routines. These routines were often published in the programs of dance festivals and repeated by various callers for the enjoyment of the dancers. In these early dances, this repetition was not considered boring, rather it was enjoyed as the entertainment. Most dances had a name that both the dancers and the caller knew, e.g., Grand Square, Texas Star, Trail of the Lonesome Pine, etc. Much of this material was shared between leaders and through the publication of note services and the *Sets In Order* (SIO) magazine. Today, as we look at limited basic program dances, we would encourage callers to include some of this material and to use repeating figures.

Now to the activities of the Committee:

The Community Dance Leader Seminar (CDLS), also known as the Beginner Dance Party Leader Seminar.

Plan to join us March 24-25th in Albuquerque, NM for this educational session at the CALLERLAB

Convention hotel. Each hour will include methods and materials presented within the framework of the caller training topics. We plan to discuss: the mechanics of choreography and the methods of choreographic management in the community/one night party environment; music, both contemporary and traditional; teaching; programming; and lots of material choices including squares, mixers, trios, contras and more. Our talented staff will contribute their knowledge and experience.

Publication of *CD Journal*: Look for the next issue of the *CD Journal*. If you are not a subscriber, contact the CALLERLAB Home Office and request to be added to the subscriber list. CALLERLAB Members can access the *CD Journal* Index to review the content included in the many years of this publication.

Dances Callerlab.org: This sub-site of the CALLERLAB website has been set-up to provide anyone with access to dance material that can be used for these limited basic events. Currently, there are square dances (Quadrilles, Traditional Squares, visiting couple), Contra dances, Circle dances (couple dances, mixers), Trios and other formations suited to the dance events. This collection of dance material will continue to grow with contributions from you, from material presented at the CDLS and from the worldwide activities of community dance practitioners. Contact **Dottie Welch** or myself at (bob@SquareDanceEtc.com).

ADVANCED COMMITTEE

By Bill Harrison, Chairman

The Advanced Committee has been busy for the past eight years working on definition clean-up, diagram corrections, preface clarification and rewrites to make the definitions document the best it can be in the name of CALLERLAB. This Committee has a great bunch of callers from all over the world that are committed to maintaining the program. If any member is actively calling the Advanced program and wishes to be a part of a working committee, please contact the Home Office and request to be a member of the Advanced Committee. On behalf of **Bill Harrison**, Chairman and **Skip Cleland**, Vice Chairman, we say "thank you" to the members of this Committee for their dedication in maintaining this Program.

**"CREATIVITY IS INTELLIGENCE
HAVING FUN."**

ALBERT EINSTEIN

MAINSTREAM COMMITTEE

By Harlan Kerr, Chairman and

Jeff Palmer, Vice Chairman

2017 has been an amazingly productive year for the Mainstream Committee, thanks to the hard work put in by Committee members.

At the onset of the year, the Committee faced an extensive backlog of work including a lengthy list of definition rewrites that were awaiting discussion and adoption. Committee members rose to this challenge, and have reviewed and approved 11 definition revisions. We plan to complete this project by the 2018 CALLERLAB Convention.

The following is the updated summary of our progress on the Definition Rewrite Project:

Completed and Approved:

- o Run/Cross Run
- o Ocean Wave Family
- o Flutterwheel/
Reverse Flutterwheel
- o Swing Thru
- o Eight Chain Thru
- o Tag the Line
- o ½ Tag
- o Hinge
- o Trade Family
- o Extend
- o Wheel and Deal

Double Pass Thru is currently being discussed, and will soon be voted on.

Calls revised by the Definitions Committee that still need to be reviewed and voted on include:

- o Touch ¼
- o Trade By
- o Sweep ¼
- o Walk and Dodge
- o Spin Chain Thru
- o Dixie Style To A Wave

Please note that the Definitions Committee instituted a moratorium on revising Basic and Mainstream calls until our Committee demonstrated progress in this area. We are pleased to report that they are very happy with our progress, and are now moving forward on revisions of others calls. As mentioned above, we are now on track with this project, and hope to finish it before the 2018 Convention!

Emphasis Calls:

It has been many years since the Mainstream Committee put out quarterly Emphasis Calls. That time is over. Two subcommittees (one for the Basic Program and one for the Mainstream Program) have been set up to select and put forth quarterly Emphasis Calls for the Basic and Mainstream Programs. The first Emphasis Calls will come out in October 2017.

Pending Proposals for Future HO LOG Discussion

Several proposals have been submitted to the Mainstream Committee in the past few months. Some were presented at the Mainstream Committee meeting at Convention. Others were submitted to the Committee by Members. These proposals, will be interspersed with the consideration of definition rewrites in the order they were received. The proposals, in the order they were received, are:

A resolution to change the Committee name to "Basic and Mainstream Committee".

Add Partner Tag to the Mainstream Program. (submitted by a Committee Member)

- Add ¾ Tag to Mainstream Program, since it relates to ½ Tag and Tag the Line. (submitted by a Committee Member)
- Add Partner Hinge to Mainstream Program (submitted by a Committee Member)

Committee Members are reminded that they have the right to propose issues, questions and suggestions for the entire Committee to consider.

Basic and Mainstream Lists and Definitions:

The Basic and Mainstream lists have been divided into two separate documents and posted on the CALLERLAB Website as a result of the

Mainstream Committee action.

The Basic and Mainstream Definitions have also been divided into two separate documents and posted on the CALLERLAB website, a result of a collaborative effort between the leadership of the Mainstream and Definitions Committees.

We are planning to work to see similar divisions completed in the Timing Documents and Checklist documents in the near future.

In closing, we would like to once again acknowledge the hard work that members of the Mainstream Committee have put in this year, and thank them all for their contribution in moving the work of the Committee forward.

PUBLIC RELATIONS COMMITTEE

**By Wendy VanderMeulen, Chair and
Tom Rainer, Vice Chair**

The Public Relations Committee continues to collect positive stories from all CALLERLAB Members. As a reminder, the point of the stories is to *promote CALLERLAB's image* to callers all around the world in two ways: First, by showing the positive things that the organization does for callers (bursaries, Lesson Grant Program, written materials, Caller-Coach Certification, etc.), and Second, by showing how great an experience the Annual Convention is, and to encourage all callers to attend. These stories are being published on the PR Committee Facebook page (<https://www.facebook.com/groups/CALLERLAB.PR.Committee/>), in *DIRECTION*, and are being sent to the PR Committee members. The whole point of each of these is to get the stories distributed as widely as possible, particularly to non-CALLERLAB Members. So if you get one, "Like it, Share it, Copy it", do whatever you need to do to PASS IT ON!

The PR Committee also continues to work on preparing flyers to promote the upcoming Convention in Albuquerque, New Mexico. Once again, these will also be distributed in the same way as the positive stories, so we depend on all callers to help

spread the word by "Liking, Sharing," and whatever other means you can to pass it on!

Finally, the Committee is currently preparing a document that outlines the concerns raised by callers all around the world in the "What is CALLERLAB?" survey that was completed in early 2017. The final document will be presented to the Board of Governors for their study and input as to how to best address the concerns raised. We hope to have a report on that ready for Convention 2018.

CONVENTION WAIVER PROGRAM NOW INCLUDES OVERSEAS MEMBERS

The Executive Committee has approved expanding the Youth Convention Waiver Program to include overseas Members attending their first CALLERLAB Convention. Those wishing to take advantage of this offer may complete and submit the Waiver Application Form to the Home Office for the Executive Committee review and approval. This waiver provides Convention registration fee only. Contact the Home Office if you wish additional information.

MEMBERSHIP NUMBERS

As of October 1, 2017, the total CALLERLAB Membership is 1,461 callers with a few new and renewing Members each week. This compares to 1,470 Members on October 1, 2016. Current membership is broken down as follows:

<u>Category</u>	<u>Total</u>
Active Members	702
Associate Members	389
Apprentice Member	99
Life Members	11
Retired Members	22
Licensees	<u>238</u>
Total	1,461

As information, CALLERLAB ended the 2016-2017 membership year on March 31, 2017 with 1,499 Members.

DONATIONS TO THE CALLERLAB FOUNDATION

65th National Square Dance Convention

Kerry and Ulli Wallace Lee Schroeder

In Memory of Marjorie Le Claire

Jon Jones and Deborah Carroll-Jones

CALLERLAB FOUNDATION

In 1992, the CALLERLAB Foundation was incorporated in Georgia and is an Internal Revenue Service 501 (c) (3) corporation. The Board of Governors, Executive Committee, and Home Office staff of CALLERLAB also administers the functions of the CALLERLAB Foundation.

1) Our Mission

The mission of the CALLERLAB Foundation is to preserve and promote square dancing by providing grants and endowments to support projects that further that mission.

2) What is its purpose?

The CALLERLAB Foundation's purpose is to support the funding of projects that serve to accomplish our Mission. The CALLERLAB Foundation operates through private contributions, public grants, and endowments. Goals and objectives can be met only if funds are made available. In order to ensure that the American folk art of square dancing will continue to flourish, the CALLERLAB Foundation needs your support through your contributions.

3) Our Goals

Goals are: To develop and maintain a national advertising campaign to promote square dancing; develop and encourage educational programs directed toward the mission of the CALLERLAB Foundation; and provide funding through grants and loans to support the mission.

4) Past Accomplishments

Over the past several years, the CALLERLAB Foundation has: funded marketing plans; done demographic surveys; educational grants; callers' scholarships; and provided various educational materials to international countries.

5) Most Recent Accomplishments

During the past two years, the CALLERLAB Foundation has: provided almost \$10,000 in callers' scholarships to attend caller schools; \$3,000 to assist in promoting square dancing in colleges; \$2,000 in square dance lesson grants; \$500 grants to assist in educating callers and dance leaders in Puerto Rico; \$1,000 grant to the San Diego Square Dance Association requesting a marketing research project and consulting report from the San Diego State University (SDSU); and a \$750 grant to assist in expenses incurred in archiving historical materials.

INVITE NON-MEMBERS TO CONVENTION

CALLERLAB would like to encourage you to invite dancers and non-member callers to attend the upcoming 45th 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 (callerlab@aol.com) for further information or to obtain Convention invitations.

RESOLUTION PROCEDURES

The Board of Governors has approved a process whereby any CALLERLAB Member (Active, Life, Associate, or Apprentice) in good standing may submit a proposal (resolution) to the Membership for consideration, discussion, and vote. The resolution must be in writing, signed by the author, and seconded by a CALLERLAB Member (Active, Life, Associate, or Apprentice) in good standing. Written resolutions must be submitted to the

Executive Director at the Home Office either in person, by e-mail, by U.S. mail or fax. The resolution must include the reason that the author feels the proposal is necessary.

Resolutions must be submitted by January 1st of the Convention year in order to 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.

**45th Annual
CALLERLAB Convention
March 25-28, 2018,
Albuquerque, NM
Embassy Suites Hotel**

The 2018 CALLERLAB Convention will be held at the Embassy Suites Hotel in Albuquerque, NM beginning on March 25, 2018. There's plenty to do and see for those who decide to arrive early or stay a few days following the Convention.

The CALLERLAB Convention provides tremendous amounts of educational training and materials, as well as great social time and networking with callers from around the world. Come be a part of an unbelievable experience of callers sharing and working together. Inject your thoughts and experiences. Visit with members of the Board and spend time with some of the legends of the activity. This Convention has something for everyone in square dancing. All callers, dancers, and dance leaders are invited to attend.

The Convention fee has been established at \$220 for callers and \$210 for non-callers. If you have any questions, please contact us at the Home Office by phone at: [1-785-783-3665](tel:1-785-783-3665) or by e-mail at: callerlab@aol.com, and we will do our best to assist you.

A dedicated booking website has been created for this event so you may be able to make, modify, and cancel your hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel. To access the website, please click the following link: <http://embassysuites.hilton.com/en/es/groups/>

personalized/A/ABQEMES-IAS-20180322/index.jhtml?WT.mc_id=POG

**MAKE YOUR ROOM
RESERVATIONS EARLY!**

The room rate at the Embassy Suites is \$105 per night, so be sure to ask for the **Convention group code "IAS"**. If you wish to call the hotel to make your reservations, **call 1-505-245-7100**.

Rooms are filling up fast and the Home Office has asked the hotel to add a few more rooms to our block. Unfortunately the additional rooms will be a slightly higher rate of \$125 per night.

SETS IN ORDER
1948 - 1985

The Lloyd Shaw Foundation has obtained permission to copy all of the *Sets In Order Magazines* from 1948 through 1985 and distribute as a two disc set. This includes 444 Issues, in PDF format, on two discs included in one set.

The CALLERLAB Home Office has several of these sets available at a cost of \$20.

Contact the Home Office today to purchase your set—a great idea for Christmas gifts. Phone: 1-800-331-257 or e-mail callerlab@aol.com. Paypal to callerlab@aol.com

HISTORICAL QUILT ON DISPLAY

For those attending the 67th NSDC in Kansas City, MO, be sure to check out the Education Archive Room. Recently discovered is a quilt made around 1983/1984 with various callers' signatures embroidered on the quilt. Many of CALLERLAB's founding fathers' signatures are there as well as many other legendary callers.

**67th National Square Dance
Convention® 2018**

**Register Today & Volunteer
to Help!**

www.67nsdc.com

25 and 50 YEAR CERTIFICATES

Will 2018 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 2018 (started calling in 1993 (25) or 1968 (50), please contact the Home Office to verify we have the correct information within our files.

Those callers/cuers planning to call or cue at the 67th NSDC must have your profiles completed by December 31, 2017!



Martin Kromer receives his Caller-Coach Accreditation certificate from his brother **Joe Kromer**.

Congratulations Martin!

SCHOLARSHIPS AWARDED

The following scholarships were recently approved by the Foundation Executive Directors:

Scholarships

Jeffrey Carsten

Dan Grimes

Congratulations Everyone!

I SCREAM, YOU SCREAM! SQUARE DANCERS SCREAM FOR ICE CREAM!

Ice Cream Bicycle Comes to 67th NSDC

You don't have to look for the Ice Cream Bicycle, just listen. You'll hear the bell ringing for you and your pal in the Kansas City Convention Center. No need to chase after this ice cream truck, it'll come to you! With a variety of novelties aboard, we are sure this sweet treat will meet with the approval of the dancers attending the 67th NSDC.

YOUTH AT CONVENTION

By **Marleigh Alexander**

Youth Member

Hello, I am Marleigh Alexander and I belong to the Tualatin Timber Squares in Tualatin, Oregon. I recently received a scholarship to attend the 2017 CALLERLAB Convention in Mesa, Arizona.

While at the CALLERLAB Convention, I got to experience many exciting things. For example, as an introduction to the Convention, the Jones family put on a big dance which was full of high energy and there were so many fun people to dance with while the Jones "killed it" on stage. Another event I got to attend was a bumper car dance. A large group of people visited a nearby amusement water park where we set up a sound system and put on a square dance at the bumper car station. It seemed impossible to Weave the Ring but somehow, we managed!

I was able to witness my mother, **Janienne Alexander**, win an award for helping raise \$10,000 for the CALLERLAB Foundation. Being proud of her is an understatement! She's a hard-working woman and I'm pleased others have acknowledged that. I was rewarded with being able to witness so many women receive the awards they deserve. Many of the acceptance speeches brought tears to my eyes and I'm sure to many others as well.

I was given an inside look on how much work these wonderful ladies do to have a spot in a male dominated profession. They all work so hard so that they can provide the experience to not only themselves, but for people like me too.

One of the sessions I sat in on was called Women in Calling and it was a wonderful class. We covered topics like music for voices with a higher pitch, and we were even so lucky enough to have **Deborah Carroll-Jones** share with us her experience as a woman in calling. In addition to that class, there were many others that I enjoyed too. For example, there was a class dedicated to just fun squares. We talked about formations like "hashtag" where you could dance 16 people at once and all together in the form of a hashtag, or others may call it the pound sign. There were also classes on how to host your own square dance lessons as a caller and how to teach certain moves in different ways.

The people at CALLERLAB are wonderful! I saw so many people I had met before and there were still so many that I hadn't had the pleasure of becoming friends with yet. I got to sit down with many callers who were willing to share their experiences as teens in the calling/square dance world.

I learned many things during the 2017 CALLERLAB Convention, but there's a few things that really stuck with me. First, being a woman in calling may be difficult but it's not impossible. It's nowhere near impossible. Second, being a teen caller also may be hard but there's so many people wanting to support you, and those who don't only see you as a threat. Third and lastly, we all have to work together to maintain and keep this activity that we love going.

I would like to give a special thank you to all of those who have accepted me into the calling world with their arms wide open, I don't think I could ever find a more supportive group of people. Thank you, thank you, thank you!

"TO SEE WHAT IS RIGHT AND NOT DO IT IS A LACK OF COURAGE." - CONFUCIOUS

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.

Dancing Can Reverse the Signs of Aging in the Brain

By **Frontiers in Human Neuroscience** -
August 28, 2017, 08:23:54 AM

Presented by Paul Moore

As we grow older we suffer a decline in mental and physical fitness, which can be made worse by conditions like Alzheimer's disease. A new study, published in the open-access journal, *Frontiers in Human Neuroscience*, shows that older people who routinely partake in physical exercise can reverse the signs of aging in the brain, and dancing has the most profound effect.

"Exercise has the beneficial effect of slowing down or even counteracting age-related decline in mental and physical capacity," says Dr Kathrin Rehfeld, lead author of the study, based at the German center for Neurodegenerative Diseases, Magdeburg, Germany. "In this study, we show that two different types of physical exercise (dancing and endurance training) both increase the area of the brain that declines with age. In comparison, it was only dancing that led to noticeable behavioral changes in terms of improved balance."

Elderly volunteers, with an average age of 68, were recruited to the study and assigned either an 18 month, weekly course of learning dance routines, or endurance and flexibility training. Both groups showed an increase in the hippocampus region of the brain. This is important because this area can be prone to age-related decline and is affected by diseases like Alzheimer's. It also plays a key role in memory and learning, as well as keeping one's balance.

While previous research has shown that physical exercise can combat age-related brain decline, it is not known if one type of exercise can be better than another. To assess this, the exercise routines given to the volunteers differed. The traditional fitness training program conducted mainly repetitive exercises, such as cycling or Nordic walking, but the dance group were challenged with something new each week.

Dr. Rehfeld explains, “We tried to provide our seniors in the dance group with constantly changing dance routines of different genres (Jazz, Square, Latin-American and Line Dance). Steps, arm-patterns, formations, speed and rhythms were changed every second week to keep them in a constant learning process. The most challenging aspect for them was to recall the routines under the pressure of time and without any cues from the instructor.”

These extra challenges are thought to account for the noticeable difference in balance displayed by those participants in dancing group. Dr. Rehfeld and her colleagues are building on this research to trial new fitness programs that have the potential of maximizing anti-aging effects on the brain.

“Right now, we are evaluating a new system called “Jymmin” (jamming and gymnastic). This is a sensor-based system which generates sounds (melodies, rhythm) based on physical activity. We know that dementia patients react strongly when listening to music. We want to combine the promising aspects of physical activity and active music making in a feasibility study with dementia patients.”

Dr. Rehfeld concludes with advice that could get us up out of our seats and dancing to our favorite beat. “I believe that everybody would like to live an independent and healthy life, for as long as possible. Physical activity is one of the lifestyle factors that can contribute to this, counteracting several risk factors and slowing down age-related decline. I think dancing is a powerful tool to set new challenges for body and mind, especially in older age.”

This study falls into a broader collection of research investigating the cognitive and neural effects of physical and cognitive activity across the lifespan.

Sustainable Square Dancing – What Is It? By Kip Garvey

As a full blown sustainability initiative, Sustainable Square Dancing is a revised approach to introducing new dancers to square dancing. The main emphasis is on the word ‘sustainable’. Sustainability ensures positive growth of our activity for years to come. Sustainability addresses the significant

negative growth situation we are facing today primarily due to current teaching modes that teach too many calls to new dancers over a much shorter time frame than CALLERLAB recommends. Though CALLERLAB program recommendations are appropriate, in practice, they are rarely adhered to. A significant result is a hugely unacceptable attrition rate.

The sustainability aspect is rooted in two factors: (1) dancers learn fewer and more contemporary calls taught from standard applications, and (2) a shorter learning window that not only makes learning easier, but introduces the prospect of running multiple successful beginner classes in a calendar year. With a primary focus on dancer retention, callers who are currently implementing Sustainable Square Dancing are experiencing unheard of success at attracting and retaining new dancers.

Sustainability is achieved by restructuring and limiting the calls in the entry program and presenting them initially in their most common usage form. New dancers learn the standard applications of the 50 Sustainable Square Dancing calls in 12 to 15 weekly sessions of 1 ½ hours each. The program leverages an overriding educational principle of teaching learners only what they need to know to be successful at the time, then refining the learning process as learners later gain more experience. New dancers who complete the learning series continue dancing the same 50 calls, but learn the more extended applications of those calls in their first year of dancing. They become proficient at recognizing their position in a formation, a very necessary concept for learning complex calls. Later learning of concepts like the Facing Couples and Ocean Wave rules enhance their understanding and enjoyment of their learned calls. Later learning can also include those calls beyond the 50 calls in Sustainable Square Dancing on a throw-away basis. They learn a new call or two but are not responsible for adding that call to their vocabulary. This exclusive part of Sustainable Square Dancing is what helps keep dancers entertained and not rushing to Plus. This important concept can equalize a floor of both new and experienced dancers and keeps the entry threshold easily attainable by not advancing the main level of the group. This is a big part of the "sustainability" factor built into Sustainable Square Dancing.

The benefits to new dancers are many. They become successful dancers early on. They are not constantly challenged to learn new calls. The anxiety

and depression often associated with being pushed too far, too fast is gone. Because they continue to dance close to the entry level, they are around to help promote subsequent new dancer classes and are more prone to invite their friends to join the fun.

The benefits to our activity are obvious. With a current drop-out rate in excess of 75% on a Country-wide basis, we are driving more new dancers out of our activity than we absorb into square dancing by a ratio of 3 to 1. The failing dancers often become cynics of square dancing and dampen the enthusiasm we need to get non-square dancers to give our activity a try. This negative advertising has snowballed over the decades to a point where today's new dancer classes are very poorly attended. When dancers complete these classes, very few new dancers actually become square dancing enthusiasts. This is a state of non-sustainability that threatens the future of our activity. It has reached critical mass.

Interfacing Sustainable Square Dancing Into Our Current Dancing Environment

This is not as difficult as it first seems. We first need callers to learn how to teach and call Sustainable Square Dancing. The SSD Committee has addressed this by compiling a highly detailed set of lesson plans. Since familiarity with the calls is not an issue, this aspect is easily achieved.

Most clubs need their dancers to enjoy all that square dancing has to offer, including dancing local weekend open dances and party nights, and special weekend festival-type events. If an area is conducting only Plus dances on weekends and festivals, the challenges can be more difficult. In this case, we may have to create weekend and special dances designed around Sustainable Square Dancing.

In primarily Plus dancing communities, many clubs accommodate newer dancers by conducting Red Light/Green Light dances where the tips alternate in level between Plus and Mainstream. The Green Light or Mainstream tips are actually designed for newer dancers and often use less than 50 of the 68 Mainstream calls. The figures are simplified and do not use extended applications. Rather, these Green Light tips entertain dancers who are newly exposed to square dancing. Using the Sustainable Square Dancing list of 50 calls as Green Light tips at these events accomplishes a similar goal. This is not a very big change at all and is easily adaptable in today's dancing environment.

Likewise, festival event planners eventually will want to integrate a dedicated Sustainable Square Dancing hall at their events, once the numbers are there to justify such an assignment of limited resources.

The bottom line is, migrating to a square dance environment that includes successful Sustainable Square Dancing is not at all unachievable, even in today's top heavy Plus environment. We need club and association leaders to realize the potential of Sustainable Square Dancing. We need callers to embrace it and dedicate themselves to delivering Sustainable Square Dancing as designed and push back on any inclination to drive these newer dancers into the next dance program before they are ready and willing to do so.

What Is The Next Step?

New dancers need at least one year of dancing before moving on. Their dancing skills will reach a point where learning the next 48 (remaining MS and Plus) calls becomes easier for them. They will have had plenty of time to develop the required formation and position awareness they need to learn the complex calls (complex calls usually contain combinations of more basic movements and include references to positions within formations as part of the definition.) If they continue to succeed in learning, they will be with us for a very long time.

What Is The Impact On Current CALLERLAB Dance Programs?

Before examining this aspect, we need heart to heart agreement on whether or not the current CALLERLAB Basic, Mainstream and Plus programs are designed correctly and are actually being implemented as designed. The answer from many of us, especially relating to the second part of the query, is a resounding 'NO'. But we need meaningful and calm dialogue to reach agreement on this and understand why. In order for us to agree that these existing programs are not currently working as designed, we have to agree that current implementations of these programs do not follow the prescribed CALLERLAB design. I don't see that they do. Not even close, if we merely consider the recommended teaching time for each program.

If new dancers are to join the Plus clubs that sponsor them, they must learn to be proficient with 97 calls. CALLERLAB recommends 97 hours of learning through Plus. This would require 39 dance sessions of 2 ½ hours each. If they are given two years

to accomplish this, things might be different. But, they don't get two years. They get less than nine months. And they don't get 2 ½ hour dance sessions. They're lucky to get 1 ½ hours a session. Nine months at 1 ½ hours per session equates to 58 ½ hours of learning, less than 60% of the CALLERLAB recommendation. Clubs and callers who go along with this regimen are requiring new dancers to learn 97 calls in nine months or less. The results are what we see in our Plus dancing community today; very poor and mixed dancing skills, lack of awareness of underlying Basic and Mainstream calls, failure to dance to the music, success only with a very limited application of the calls, a lack of formation and position awareness, and an extremely high attrition rate. A totally non-sustainable situation.

So, why don't we just get all caller Members to implement the current programs as designed? This has been a recurring theme and plea at CALLERLAB since the programs were designed in the late 1970s. We asked, we begged, we cajoled callers to apply the programs as designed. We have over 40 years of proof that this simply will not happen. So, either the programs don't reflect what callers actually teach and dancers learn, or the programs are not designed in a practical and acceptable manner. Or, both!

Development of square dancing in Europe is a case in point. This is not meant to denigrate the efforts of European callers and dance leaders, but rather to make a point concerning the applicability of current CALLERLAB dance program design. Europe enjoyed the availability of the CALLERLAB programs prior to the explosive growth of square dancing in Europe. Many of the callers and leaders at the time followed the CALLERLAB dance programs to the letter. The activity enjoyed explosive growth with hundreds even thousands of dancers enjoying one full year of dancing the Basic program before moving on to Mainstream. Then, another year of Mainstream before moving on to Plus. This seemed to prove that the dance programs were designed properly and worked as designed.

Then, something amazing, almost inexplicable happened. The dancers soon discovered there were only 17 calls that separated Basic from Mainstream. And a mere 29 Plus calls to complete that program. They could easily move through Mainstream and into Plus in one season. And, they did. Callers who chose to accommodate these dancers did so, abandoning the program design stipulations

recommended by CALLERLAB. The base of Basic and Mainstream dancers disintegrated. Those high energy dancers who at one point might have been available to bring their friends into a beginner class were far removed from the entry dance program. A large majority of them were eyeballing the Advanced program. And so, even in Europe, the dancing population began a long, slow decline while the more proficient dancers moved on, driven by an intrinsic upwardly motivated characteristic that results from rapid and constant learning.

The point is that the second dance program contains a design flaw. It isn't large enough. Sustainable Square Dancing design addresses this. Sustainable Square Dancing is the right size, as is the current Basic program. The second dance program design should be similar in size to the entry program. Once dancers learn the Sustainable Square Dancing calls, they then can learn the remaining Mainstream calls (and the omitted Basic calls if necessary) and the 29 Plus calls. This totals 48 calls, about the same size as the entry program. So, why not do this and create a Plus program of 48 calls? Dancers can learn 50 calls in their first year dancing, then another 48 calls in their second or third year dancing. This structure allows for a lot more flexibility in bringing new dancers into the activity without disenfranchising existing Plus dancers, or existing Mainstream dancers.

Other than Europe some 30 years ago, I have never seen a stand-alone Basic program anywhere. Some may exist, but not in my experience. Mainstream programs do exist and we see many of them in Canada and abroad, in our North Western states, and other areas of this Country on a scattered basis. However, they are rapidly disappearing. Plus dancing is the primary focus we see across the fruited plains!

We need to revisit our approach to our entry dance program. We need to take the characteristics of the current dance programs that are working as designed, and discard the many misuses we see in practice today. We need to beef up the second dance program by amalgamating Mainstream and Plus together into a single dance program.

Sustainable Square Dancing is a revitalized and updated 50 call version of the CALLERLAB Basic program with 9 of the current most popular Mainstream calls tossed in. Four of the lesser used Basic calls are postponed for later learning in the next dance program. Other calls and concepts are

consolidated to remove duplicate listings and generic vernacular that are currently listed as calls.

In Sustainable Square Dancing, decisions regarding which calls to include or exclude are based on independent frequency counts and not particularly on individual opinions or some vague and outdated historic reference. Some argue that additional cleanup can be done by consolidating duplicate moves, like Star Thru and Slide Thru, Dive Thru and Pass To The Center, and removing other calls that can be called directionally, like Do Paso. However, such cleanup will be left for a later date.

The power of Sustainable Square Dancing is how it addresses sustainability. The ability to run multiple entry dance programs in a year is vital to maximizing new dancer exposure. Stipulations regarding dancing the entry program for a full year before moving on, and making the decision to move to the next program strictly one the dancer chooses, ensure maximum dancer retention. Integration into the current dance environment is well thought out. Program design restructuring can be addressed, possibly changing the current dance program structure from three programs to two programs that are very nearly the same size. It is time for our members to take a long, hard look at it, to talk it up with club and regional dance leaders, and give it a try.

10TH EUROPEAN SQUARE DANCE CONVENTION, AMSTERDAM 2018!

July 20-22, 2018

EAASDC is very proud to be the hosting association of the European Convention 2018, and I'm sure that everybody will enjoy this event in the most possible way. One of the reasons for that opinion is the utmost commitment of our member clubs from the Netherlands to organize this "European get together", and therefore they have my greatest respect and a big "thank you"!

Even though this will have a big impact on a successful Convention it cannot replace the input you can give as dancers to make this an unforgettable event.

I invite you all to come to Amsterdam to dance with us, have lots of fun and joy, meet old friends and make lots of new friends, according to our motto: "Friendship is our greatest Reward".

Web Site: www.europeanconvention2018.nl

Wolfgang "Wuffi" Daiss - President, EAASDC

20th CANADIAN NATIONAL SQUARE & ROUND DANCE CONVENTION

July 13 to July 18, 2018

London, Ontario

The Canadian National Square and Round Dance Convention will bring together dancers from all over the world for three days of dancing in the forms supported by the CSRDS: round dancing, square dancing, contra, and clogging.

Web Site www.squaredance.ca/2018

USA WEST SQUARE DANCE CONVENTION

August 16-18, 2018

Wow! We are excited to be hosting the 2018 USA West Square Dance Convention in Reno, NV. In this idealist setting we will offer some of the best square and round dancing of the year. On this site you will find those things to make your trip to Reno a pleasure. First, if you have questions or comments, please click on one of the links below to talk to the expert that can help you. Of course if you are unsure who can best serve you, please contact the General Chair (that's ME) at the link below. We promise to get back to you as soon as possible. Now for the important stuff. What should you do first? Why, register of course! You can do that by downloading our Registration Form or use our Online Registration page. Either way, please be sure to include your name (s) clearly so we can have your own keepsake badge available when you get to Reno. Now the rest of the links should make sense and lead you to the heart of our dance. As always, this is a growing site so as we get closer to the dance the more we will have up here, so come

back often.

Web Site: <http://www.nevada.usawest.net>

Phil and Sue Harris, General Chair

INSURANCE INFORMATION

From time to time the Home Office receives inquiries as to what the membership liability insurance policy covers. There are various individuals who have misinterpreted this insurance to not only cover the caller but also believe it cover the clubs, officers and event the caller is calling. This simply is not true. Our liability insurance covers only the member caller who is calling the dance: not the event; not the club; not the club officers; not the facility, not the dancers, and not even the caller's partner (Coverage, however, is available for partners that cue round dances, line dances, or otherwise share responsibilities with the caller, by paying an additional premium). In short, the liability insurance covers just the caller while performing the responsibilities of being a caller.

Liability Insurance

The general liability, bodily injury and property damage portion of the policy provides liability coverage in the amount of \$1,000,000 per occurrence, with an aggregate limit of \$3,000,000 per event. It protects CALLERLAB and *you*, the caller, for any acts, or omissions of acts, that result in bodily injury or property damage while you are calling square dances or related activities. You may obtain a certificate of insurance by contacting Jenny at Jenny@northwestbrokers.com or call 1-208-322-8300.

Medical Coverage

The accidental medical portion of the policy provides supplemental insurance for you (the caller) while you are conducting square-dance-related activities. Maximum coverage is \$10,000. This coverage is effective only after your primary carrier, Medicare or other health insurance company has settled a claim.

This policy may also cover dancers attending an event that you are conducting individually (not a club operated event).

Accidental Death/Dismemberment

The AD&D portion of the policy covers you (the caller) while traveling to or from a square dance. Coverage for accidental death is \$5,000. Coverage for accidental dismemberment may be as high as \$5,000 depending on the loss.

Policy Conditions

These policies do *not* cover the dancers. Dancers may have their own accident and medical insurance, either through their homeowner's policy or through their club in the U.S.D.A. (United Square Dancers of America).

"Related activities" include regular dances, workshops, classes, one night stands, contra, traditional, round dancing and line dancing. Coverage is available for partners that cue round dances, line dances, or otherwise share responsibilities with the caller, by paying an additional premium. Contact the **CALLERLAB Home Office** *by phone* for details. If a caller is dropped from membership, then the insurance for *both* the caller *and* the partner is null and void as of the date the caller dropped from the membership rolls.

The policy year is April 1st through March 31st of the following year. If dues are not paid by April 1st, the insurance is *not effective* until full payment received. The insurance cost is *not* prorated for members joining mid-year.



**“YOU ARE NEVER TOO OLD TO SET
ANOTHER GOAL OR TO DREAM A NEW
DREAM.”**
- C.S. LEWIS



For Immediate Release October 2017 ARTS Donation Opportunities



Background Information

The Alliance of Round, Traditional, and Square Dance (ARTS) is an IRS 501 (c)(3) tax exempt corporation. The alliance is a Non-Profit Charitable Education Organization created and operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, Traditional, Contra , Clog, Line, and Folk Dancing by encouraging and assisting a coalition of allied dance groups. The ARTS will provide the leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

The ARTS has accomplished much to help promote and increase participation in the dance activity:

- 1) Established an Education Grant fund to provide financial assistance to groups which sponsor and host educational meetings or gatherings; obtain application on our web site: www.arts-dance.org
- 2) Helped fund Square Dancing 101 and Contra 101
- 3) Funded creation of the You2CanDance web site at <http://www.you2candance.com/>
The You2CanDance web site provides video and other information to help inform non dancers of the benefits of the activity, including club, caller, and cuer contact information.
- 4) Funded & promoted the "Live Lively" logo and slogan to help promote the activity through marketing efforts and web site: <http://jimt1.wixsite.com/re-image>
The Re-Image web site provides Documents, News, Articles, What's Next, Contacts, and Pins & Promos

Donation Opportunities

The ARTS is supported entirely by donations and Membership Dues. We do not have any other sources to fund our goals and mission. There are several ways you can help support The ARTS:

- 1) Membership Dues of \$25.00/person per year
- 2) Direct donations to The ARTS
- 3) Participate in the "Add A Buck" project
- 4) Use the Amazon Smile web site for you Amazon purchases
- 5) Join the \$100.00 Club to help fund a major fund raising project
Initial plans for the \$100 club include several possible projects including: major regional marketing & promotion campaigns, major financial assistance programs to train new callers/cuers, and other projects requiring major financial assistance

Additional information about donation opportunities may be requested from Jerry Reed, Executive Director at: ExecutiveDirector@arts-dance.org

Please visit our web site for more information: www.arts-dance.org

The ARTS Governing Board appreciates the support, publicity, and help you can provide in helping to publicize our activities.



67th National Square Dance Convention

Kansas City, Missouri

June 27 – 30, 2018

Directions for subscribing to the National Executive Committee (NEC) Publications, National Squares Online or also referred to as *E-Magazine*:

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Click on the box that says “Subscribe to NEC Mailings”

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You may always go to the NEC website and view the *E-Magazine(s)* under the tab “NEC Publications – National Squares Online.”

Why should you subscribe? The *E-Magazine* provides you with information regarding the upcoming convention. National Squares Online is published each month from August through May. The *E-Magazine* offers information for the attendee regarding tours, seminars, workshop, clinics, housing, programming, entertainment, etc.