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FROM THE CHAIR

By Ken Ritucci
Chairman

I hope you are enjoying your summer. It's usually a time to re-charge your batteries before the traditional fall season of beginner lessons. Remember, fall does not have to be the only time to start lessons. Many clubs around the country and the world have lessons starting at different and multiple times during the year. Have you tried this? How about starting a new "Easy Entry" Program for new beginners—maybe stop at about 50 calls? How about stopping at the Basic Program and letting them dance for a while? That doesn't work very well in the United States, but it's successful in Europe and Canada. Has anyone tried the Sustainable Square Dance (SSD) Program yet? There is success with this program in parts of the country and it is growing. Bottom line, we need to do something different; the "same ole same ole" isn't as successful as it can be. There is an old saying; "If you always do what you've always done, you'll always get what you always got."

Switching subjects, CALLERLAB has a new incentive program called "**The Drive for Five.**" This program rewards CALLERLAB Members who can recruit other Members to attend the Reno Convention next year. The only stipulation is that they have not attended a Convention in the past three years. For every Member you sign up, you will get 10% off your next year's dues (up to 5—or 50%). This is a great way to invite our Members to the Convention and save some money on your dues. I urge all of you to participate. I have placed responsibility on the Board of Governors, leaders of our organization, to take the lead in this exciting program. Think of Members in your area that you know, approach them, and ask them to go with you to Reno; it's going to be a fantastic Convention!

SEE YOU THERE!

FUTURE CONVENTIONS

APR 6-8, 2020	Sparks (Reno), NV
MAR 29-31, 2021	Grapevine, TX
APR 11-13, 2022	East Region

CALLERLAB OFFICE HOURS:

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Monday - Friday
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1-800-331-2577 (Business Only)
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INSURANCE QUESTIONS & CERTIFICATES

Jenny@NorthWestBrokers.com

1-208-322-8300

POST-CONVENTION

VOTE RESULT

Following the 2019 CALLERLAB Convention, 701 ballots were mailed to eligible Voting Members, asking whether or not the actions taken at the 2019 CALLERLAB Convention should be rescinded (overturned). The results of the Convention action were reported in the minutes of the Annual Meeting which were mailed to all Members with the Flash 2019 issue of *DIRECTION*.

The Bylaws specify that a minimum of one-third of the mailed ballots (this year 234) must be returned in order to constitute a quorum. Additionally, two-thirds of those responding must vote to rescind the vote or it stands as taken.

Two Resolutions were presented, as published in the Convention Flash *DIRECTION*, to the Membership during the 2019 Annual Meeting on Wednesday, April 17, 2019. The Resolutions were approved by the membership at the Meeting and submitted to the Voting Members by mail ballot. Of the 701 ballots mailed, 243 valid ballots were returned by the June 15, 2019 deadline.

Returned ballots have been counted and the Resolutions were approved as presented.

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, 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.

BOARD OF GOVERNORS

ELECTION

The 2020 BOG election is in process. All Voting Members will receive their ballot via U.S. mail. Members eligible to vote will be electing nine Members to be seated on the Board following the 2020 CALLERLAB Convention in Sparks (Reno), NV. Board Members serve a term of three years. **Please vote!**

Clark Baker, Ed Foote, Patty Greene, Bill Harrison, Vernon Jones, Tom Miller, Charlie Robertson, Buddy Weaver and Dottie Welch will complete their current terms on the Board at the 2019 Convention.

Valid petitions have been received nominating the following: **Walt Burr; Ed Foote; Al Frazier; Bill Harrison; Paul Henze; Barry Johnson; Vernon Jones; Tom Miller; Jack Pladdys; Charlie Robertson; Buddy Weaver; and Dottie Welch.** **Clark Baker and Patty Greene** have chosen not to seek re-election to the Board this year.

The results of this important election will be announced in the next issue of *DIRECTION*.

COMMITTEE NEWS

The Executive Committee has approved **Tom Rainer** as the new Chairman of the International Advisory Committee

The Executive Committee has also approved **Doren McBroom** as the new Vice Chairman of the Choreographic Applications Committee, succeeding **Elmer Claycomb**. Thanks to Elmer for serving in this position and to Doren for agreeing to serve.

CALLERLAB AT THE

68th NSDC

CALLERLAB made its annual appearance at the 68th National Square Dance Convention in Atlanta, Georgia. CALLERLAB also participated in the Showcase of Ideas. The CALLERLAB booth provided a positive presence before the dancing public and elicited a great response from everyone who stopped by to visit.

Thanks to the following CALLERLAB Members who volunteered to help staff the booth: **Walt Burr; Bob Asp; Jack Pladdys; Betsy & Roy Gotta; Paul Henze; Lanny & Carol Weaklend; Ron & Judy Giuliana; Barry Johnson; Charlie Petrea; Ken Jordan; Justin Russell; Vernon Jones; Scot & Erin Byars; Ken Ritucci; Tom Miller; Bob & Ann Poyner; and Donna Schirmer.** Please let the Home Office know if we missed your name.

Attend the 47th Annual CALLERLAB CONVENTION

April 6-8, 2020,

Sparks (Reno), NV

Nugget Casino and Resort

The 2020 CALLERLAB Convention will be held at the Nugget Casino and Resort in Sparks, NV beginning on April 6, 2020. 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 "early bird" registration fee is \$220 for callers and \$210 for non-callers until September 30, 2019. 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.

A dedicated booking website has been created for this event at:

<http://bookings.ihotelier.com/bookings.jsp?groupID=2453036&hotelID=96145>

Here is the code to be used when calling the group reservations department: **GCLAB20**. The phone numbers are: 1-800-648-1177 or 1-775-356-3300.

The room rate at the Nugget Casino and Resort in Sparks, NV is \$69 per night for reservations on Sundays through Thursdays. Friday and Saturday night rates are \$99 per night. The hotel does charge an additional \$18 per night resort fee.

“FOCUS ON SOCIAL CONNECTIONS”

Plan to attend the 47th CALLERLAB Convention in Sparks, Nevada at the Nugget Casino and Resort. There will be lots of interesting sessions and exciting events planned for this Convention. “**Focus on Social Connection**” has been chosen as the theme for the Convention, which promises to be one of the best ever. Plan to attend the 47th CALLERLAB Convention in Sparks, Nevada at the Nugget Casino and Resort. There will be lots of interesting sessions and exciting events planned for this Convention

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.

CALLER-COACHES AT 68th NSDC

CALLERLAB made its annual appearance at the 68th National Square Dance Convention in Atlanta, Georgia. CALLERLAB participated in caller education by staffing six seminars. CALLERLAB would like to thank those Accredited Caller-Coaches who donated their time during the Convention to staff these sessions. Thanks to: **Scot Byars; Betsy Gotta; Paul Henze; Tom Miller; Tony Oxendine; Jack Pladdys; Ken Ritucci** and **Mike Sikorsky**. Numerous other CALLERLAB Members also assisted the NSDC by participating in educational clinics, seminars and workshops, as well as calling.

INVITE NON-MEMBERS AND DANCE LEADERS TO ATTEND CALLERLAB CONVENTION

Are you aware that CALLERLAB encourages you to invite dancers and non-CALLERLAB Members to attend the Annual CALLERLAB Convention? One of the most common comments we hear from first time attendees is that they wished they had attended earlier. During our formative years, we were discussing some complex programming, choreography and styling issues. Much of this discussion would not have been of interest to many dancers. Currently, the topics available to our attendees range from some complex technical issues to marketing, recruiting, and retention discussions, and other issues of interest to club and association leadership. We ask that you invite dancers and callers to attend. Contact the Home Office to arrange a special invitation to your friends.

IN REMEMBRANCE

Jim Compton, Washington
Ben Goldberg, California
Barbara Lane, Colorado (Partner of
Frank Lane)
Evelyn Yeagle, Tennessee

47th CALLERLAB CONVENTION INCENTIVE PROGRAM

“Drive For Five”

Interested in attending the 2020 CALLERLAB Convention? Do you know of Members who you would like to invite? Here’s your chance to participate in the “Drive for Five Program”.

For every Member you sign up to attend the 47th CALLERLAB Convention, you will receive 10% off your next year’s dues (up to a maximum of 50%). Those Members you sign up must not have attended Convention in the past three years (2017, 2018 and 2019).

Invite as many as you wish. The referral name shown on their registration will receive the 10% discount.

For more information contact the Home Office or e-mail Callerlab@aol.com. **JOIN THE DRIVE!**

DONATIONS TO CALLERLAB FOUNDATION

Nelson Jarvis

Ron Black

In Remembrance of Judy Campbell,

Mike & Deborah Preskitt

DONATIONS TO CALLERLAB FOUNDATION SCHOLARSHIPS

Nelson Jarvis

Dave Taylor

BALLOTS ARE IN THE MAIL

Voting Members should be receiving BOG election ballots in the mail soon. **Ballots MUST be returned before September 15, 2019.** If you do not receive a ballot and you believe you qualify to be a Voting Member, please contact the Home Office to verify your membership status.



NEW CALLERLAB CALLER-COACH

The Caller-Coach Committee proudly announces **Dottie Welch** as CALLERLAB's newest Accredited Caller-Coach. Please join all of us in recognizing Dottie's attainment of this outstanding and inspiring achievement.

Congratulations, Dottie!



THE FOUNDATION

For the Preservation and Promotion of Square Dancing

Check out the new CALLERLAB Foundation website at callerlabfoundation.com. The site includes more information about the Foundation, scholarships, lesson grants, equipment grant applications and more! We will continue updating the website with Foundation news, so be sure to check back often!

The purpose of the Foundation for the Preservation and Promotion of Square Dancing is to support the funding of projects which will preserve and promote square dancing. These projects help protect the activity and contribute to its growth. We emphasize the social, physical and mental benefits of square dancing.

Your donations to the Foundation are much appreciated. Visit the website at: callerlabfoundation.com/make-a-donation for more information on how to donate. Please do not hesitate to let the Home Office know if you have any questions!

DONATIONS TO CALLERLAB

Nelson Jarvis
Jim Sax

CALLERLAB FOUNDATION

Donations for Marketing Projects

During the past several years, the Ways and Means Committee has worked hard to help solicit funds for the CALLERLAB Foundation. Projects include dances, live auctions, silent auctions, "Pin a Dollar", fun ribbons sales, signatures on various items (guitars, baseball bats, Yak Stacks), a cruise raffle, and much more. Also, many individuals and organizations have also contributed to the Foundation to help with our goals to preserve and promote square dancing. These funds have assisted the Foundation in many ways including scholarships and grants.

This year the CALLERLAB Foundation Board of Directors has approved moving forward with developing marketing materials such as professional videos and a unique marketing website. We encourage callers and dancers to contribute to the Foundation to assist with this project. The Foundation is a 501-c-3 organization, so donations may be tax deductible. Donate today and encourage others to donate also!

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.

OUR CUSTOMERS

By Jim Mayo

We have forgotten our customers—and they have left us. Modern square dancing became hugely popular because it provided a reasonably attainable activity that brought people together. Our classes, although they lasted for most of a school year, let people enjoy each other's company doing something

that most could do successfully. A huge share of MWSD dancers danced only with their club. Their callers used material that most of those attending could make it through with only a few mistakes. Choreography was not primarily challenging. Singing calls routinely used the same figure four times through.

By the end of the 20th Century we had changed all that. We were catering to the interests of the most active dancers with choreography that was increasingly difficult. Callers became fascinated with constantly changing routines. They read many of these, first from paper and then from computer screens. They could no longer be concerned with dancer success. They catered to the most eager dancers at the front of the hall—if they watched the dancers at all. Even singing calls had changing routines for each chorus. New dancers no longer had full evenings devoted to material they could dance. They shared the time with the experienced dancers watching what they feared they would never learn.

Our customer pool started shrinking in about 1980. That year we invented All Position Dancing (APD), which the customers hated. We renamed it Dance By Definition (DBD), but the thing they hated didn't change. Our routines continued to become more varied—and more difficult. We also sacrificed dance ability (smoothness and timing) in our own fascination with complexity and variety.

We are today (2019) still chasing choreography with little concern for the quality of dancing. Could we possibly increase the popularity of MWSD if we returned to appreciation of smooth dancing and customer success?

Revised Bylaws are posted in the Members Only area of the CALLERLAB website. Or you may contact the Home Office and request a copy be sent to you.

YOU ARE CALLERLAB!

**Join a Committee and
Voice Your Opinions!**

SOCIAL CONNECTIONS COMMITTEE

During the 2018 Board of Governors meeting in Albuquerque, there was a round table discussion instigated by Jim Mayo that resulted in an increased focus on the social aspects of our square dance activity. As part of its 2019 spring meeting, the EC formed a new committee to provide structure for this focus. We are currently calling it the Social Connections Committee and have written the following draft for the Committee function:

Square dancing is a community of dancers as well as a recreational activity, and developing social relationships is important if a community is to survive and thrive. The Social Connections Committee provides the structure, guidance, education, and leadership necessary to give callers and square dance groups direction in developing an understanding of the critical role social interaction and relationships play in the success and growth of square dancing. The Committee fosters a wider understanding among callers of the leadership role and responsibility they have to strengthen sociability in clubs, and to sustain participation in square dancing by actively developing, supporting, encouraging, and participating in social interaction and relationships.

We encourage both Members and partners to join the Social Connections Committee and participate in the critical work it will undertake. If you are interested in becoming a member of the Social Connections Committee, please contact the Home Office. Also, please indicate if you would like to be considered for Committee chair or vice-chair. We look forward to the positive contribution this Committee will provide to the social dynamics and growth of square dancing.

As I Saw It

*The Home Office has a few copies of the **Bob Osgood** book, **As I Saw It**. The cost is \$15 plus shipping. Contact the Home Office to order yours or you can order from Amazon at:*

https://www.amazon.com/As-I-Saw-Bob-Osgood/dp/1539090981/ref=sr_1_1?s=books&ie=UTF8&qid=1500563928&sr=1-1&keywords=bob+osgood

BOG VOTING RESPONSE LOG

The Board of Governors (BOG) has established a policy that a report of the BOG and Executive Committee (EC) voting record responding to issues (LOGs) which require a response will be sent to the Membership at least once a year. The following is a report of the voting actions taken by the 2018/2019 BOG and the 2018/2019 EC.

BOG Response Log	Logs	Votes	Voting %
Bob Asp	7	7	100%
Clark Baker	7	7	100%
Bill Boyd	7	3	43%
Deborah Carroll-Jones	7	7	100%
Barry Clasper	7	7	100%
Ed Foote	7	7	100%
Patty Greene	7	7	100%
Bill Harrison	7	7	100%
Eric Henerlau	7	7	100%
Mike Hogan	7	7	100%
Vernon Jones	7	7	100%
Harlan Kerr	7	7	100%
Ted Lizotte	7	7	100%
John Marshall	7	2	29%
Bear Miller	7	7	100%
Tom Miller	7	7	100%
Susan Morris	7	7	100%
Bob Riggs	7	7	100%
Ken Ritucci	7	7	100%
Charlie Robertson	7	7	100%
Justin Russell	7	7	100%
Mike Sikorsky	7	7	100%
Al Stevens	7	7	100%
Buddy Weaver	7	7	100%
Dottie Welch	7	7	100%
TOTAL	175	166	95%
EC Response Log	Logs	Votes	Voting %
Patty Greene	18	18	100%
Ken Ritucci	18	18	100%
Mike Hogan	18	18	100%
Bob Riggs	18	18	100%
Dottie Welch	18	18	100%
TOTAL	35	35	100%

BOG ATTENDANCE REPORT

The Executive Committee has established a policy that a report of the BOG attendance at meetings will be sent to the Membership at least once a year. The following is an attendance report of the 2018/2019 BOG.

F= Attended Full Meeting

P=Absent Partial Meeting

A=Absent Entire Meeting

n/a=not applicable—not on BOG

NAME	2019	2018	2017
Bob Asp	F	F	F
Clark Baker	F	F	F
Bill Boyd	F	F	F
Deborah Carroll-Jones	F	F	F
Barry Clasper	F	F	F
Ed Foote	F	F	F
Patty Greene	F	F	F
Bill Harrison	P	F	F
Eric Henerlau	F	F	F
Mike Hogan	F	F	F
Vernon Jones	P	F	F
Harlan Kerr	F	F	N/A
Ted Lizotte	F	F	N/A
John Marshall	P	F	F
Bear Miller	A	F	F
Tom Miller	F	F	F
Susan Morris	F	F	N/A
Bob Riggs	F	F	F
Ken Ritucci	F	F	F
Charlie Robertson	A	F	N/A
Justin Russell	F	F	F
Mike Sikorsky	P	F	F
Al Stevens	F	F	F
Buddy Weaver	F	F	F
Dottie Welch	F	F	F

CALLERLAB FOUNDATION

*Please Donate to the
CALLERLAB Foundation!*

CALLER SCHOOLS CONDUCTED BY CALLERLAB MEMBERS

I. PURPOSE: The purpose of this document is to provide information regarding the criteria for listing the information for caller schools conducted by CALLERLAB Members in *DIRECTION*.

The procedures below have been approved by the CALLERLAB Executive Committee and take effect immediately. These procedures provide the guidelines and criteria for caller schools conducted by CALLERLAB Members.

II. PROCEDURES

To be listed in *DIRECTION*, the CALLERLAB Member must provide the information to the Home Office. The list will include caller schools sponsored by CALLERLAB Members. The list will be available to any CALLERLAB Member conducting a caller school. There will be no charge for the listing.

The listing will include the date, the name of the school, the staff members, and their contact information.

The following criteria must be met:

- 1) Consist of 20 hours or of instruction.
- 2) Use CALLERLAB caller school curriculum, and
- 3) At least one CALLERLAB Member in good standing on the staff.

The following are the guidelines:

- 1) The Home Office will notify ALL CALLERLAB Members of this service and request input.
- 2) Any CALLERLAB Member in good standing may ask that a school listing be published.
- 3) The school to be listed must meet the following criteria:
 - A) Must use the CALLERLAB caller school curriculum.

B) Must be at least 20 hours of class time.

C) School staff MUST include at least one CALLERLAB Member in good standing at the time the listing is printed.

4) Schools meeting these requirements and sponsored by affiliated associations or organizations may be listed.

5) Listing will include ONLY: name of school; staff name (s); location; date; and contact information.

6) Listing will include a disclaimer stating: "CALLERLAB provides the list for information only."

Any CALLERLAB Member wishing to have their school listed and meets the above procedures may contact the Home Office and request that their school be added to those due for printing in the issue of *DIRECTION* that includes the school date (s).

HOME OFFICE HOLIDAY

The Home Office will be closed on Monday, September 2, 2019 to observe the U.S.A.'s Labor Day Holiday!

CALLERLAB FOUNDATION SCHOLARSHIPS AWARDED

The following scholarship was recently approved by the Foundation Executive Directors.

Cindy Boring Jackson

Congratulations !

CALLERLAB FOUNDATION EQUIPMENT GRANTS AWARDED

The following received equipment grants from the CALLERLAB Foundation Equipment Grant Program.

Donna Bones

Melissa James

Henna Yauger

68th NSDC

Thanks to everyone who participated in the annual blue shirt tradition on Friday at the National Convention in Atlanta.

It was great having a sea of blue representing our organization!



