MILESTONE AWARD WINNER 2012

Bob Brundage
March 26, 2018

The Following is Bob’s Obituary that Bob wrote himself. It was presented to the Home Office by Richard Stewart.

Robert 'Bob' Brundage was born on March 8, 1922 in Danbury, Connecticut, the son of Harold Arthur and Mabel Gene Griswold Brundage. He attended Danbury High School and earned an MS Degree at the University of Maine in 1948. He served in the Army Air Corps as a Second Lieutenant flying the Republic Thunderbolt, P-47. His group was assigned to patrol and guard the beaches at Normandy on D-Day. He shuttled three times from England that day and landed in France six days later ferrying an L-4 Piper Cub at the first airstrip opened near Cherbourg.

He started calling in 1934 as part of a 4-H music club which converted an old chicken coop into a dance hall/club house. He worked at the University of Massachusetts following graduation as a Research Instructor. During that time he worked with Lawrence Loy, Massachusetts Recreation Director, promoting huge summer dance festivals on the football field with as many as 2000 dancers. Also while at the University of Massachusetts he served on the Board of Directors of the New England Folk Festival Association. He was one of the founders of the Connecticut Square Dance Callers and Teachers Association and served as the second President and later as Treasurer. He also belonged to the Western Massachusetts Callers Association. During his career he helped organize eight square dance clubs in Massachusetts, Connecticut and New York State in addition to being the permanent caller for a club in Massachusetts and another in Connecticut whose callers moved out-of-area. He also organized the first round dance club in Connecticut. He is a Life member of the Square Dance Foundation of New England serving on the History
Committee. He was also an Honorary Life Member of the Connecticut Callers Association and The Central New Mexico Square and Round Dance Association. In 2012 he was presented with the CALLERLAB Milestone Award. He was a member of the New England Hall of Fame and received the Yankee Clipper Award. He is the author of his book, *This Is My Square Dancing Life*. He also recorded square dance calls on the Folkcraft and MacGregor labels. He enjoyed nearly 49 years with his wife, Fran, who passed away in 1992. They had no children. Bob retired after moving to New Mexico to play golf. He served in many offices of the Northeast Seniors Golf League as well as the Niners Golf League in Albuquerque. He also initiated an oral history project in 1996 to interview callers, cuers and square dance leaders all over the world to be preserved at the Square Dance Foundation of New England, SDFNE.org. Nearly 150 interviews were completed.

CONVENTION FLASH

This 'FLASH' issue of *DIRECTION* is published as soon as possible after the Annual Convention in order to inform all CALLERLAB Members of significant actions taken at the Annual Meeting. This issue includes the results of any voting during the 2018 Annual Meeting of the Members, information about award presentations, and reports from certain committees. Additional committee reports are included with the minutes of the 2018 Annual Meeting.

RESULTS OF CONVENTION VOTE

The 2018 CALLERLAB Call to Convention, published in the January/February 2018 issue of *DIRECTION*, informed all Members that a proposed resolution requiring action by the membership had been submitted and would be presented at the 2018 Annual Membership Meeting. This resolution was presented to the membership during the 2018 Annual Meeting on Wednesday, March 28, 2018.

The resolution was discussed and motion was approved by the membership at the meeting.

The resolution will be submitted to all voting Members by U. S. mail for vote.

The resolution reads as follows:

Whereas CALLERLAB, The International Association of Square Dance Callers, has a one-half page advertisement in *American Square Dance Magazine* every month; and

Whereas this ad has been placed in said magazine for many years; and

Whereas this is a very good way to keep the image of the organization before both callers and dancers; and

Whereas subscriptions outside the United States are very limited:

Now therefore be it resolved that the membership recommends that the Executive Committee and the Board of Governors diligently look into the possibility of placing a similar advertisement in other recognized publications across the United States and especially in countries outside the United States. These ads could be placed once or twice a year to get information about our great association to a lot more callers and dancers. Of course, these ads must have available funding, or it cannot be done.
CHAIRMAN'S SPEECH
PRESENTED AT 45TH CALLERLAB CONVENTION
By Patty Greene

Good evening. I’ve been writing this speech for a couple of months now. Frankly, I wasn’t sure what I could possibly share with you that hasn’t been talked about yet. We are always talking about mechanics and recruitment and how to get hired, the lists, the dress code, how to teach or run a group.

Those are all important discussions, but more and more I am convinced that while what may draw people into the activity is the dancing, what keeps them coming back is how they are treated, the sense of community, the “Friendship Set to Music” piece. The majority of dancers don’t really care what level they are dancing or what calls are or are not called. They don’t really mind different music. They just want to have fun in an environment where they can be accepted, dance and work together, fellowship, laugh, support each other, and break bread together.

And the big problem that I see is that we have forgotten how to get along with people. We as a community have forgotten how to be respectful, kind, engaging, honorable. Our slogan, that we proudly advertise, is “Friendship Set to Music”. But are we truly “Friendship Set to Music”? I believe it’s what happens when we get them in the door that we don’t do such a good job with.

Don't get me wrong; there are a ton of great people in this activity who are welcoming, kind, considerate, and understand that it’s not just about the dance. These are the groups that are growing and retaining their dancers. But many of us have become invested in our own opinions, and our own way of doing things. The focus is on ME. How will it affect ME. How can I build MYSELF up and convince everyone that I am more important than anyone else. It makes me sad. I shake my head at some of the conversations that I have witnessed. I have cringed at some of the stories that I have heard from callers and dancers. And I am embarrassed at the actions by some of my peers. Some days, I don’t wonder why people don’t stay in the activity.

To someone, YOU are a Rockstar; every single one of you! It doesn’t matter if you call to a thousand dancers at a festival, or to one square in your hometown. Someone looks up to you, admires you, is a fan of yours; every single one of you.

They are observing, emulating, modeling their behavior off of yours. Do NOT underestimate the influence that each and every one of you have within your groups and your square dance family. With that Rockstar status comes great responsibility.

We have a responsibility to the people in our groups to act with integrity and treat people with kindness and respect. We have a responsibility to model good behavior and be an example to our officers and our members. It is just as important as what level we are calling, the music, and all the other mechanics.

Our job, as I see it, is to make sure that we provide the attendees a positive, enjoyable few hours, that we entertain to the best of our ability and send them out the door feeling a bit better than when they walked in.

I recently read an article about the “11 Habits of Ridiculously Likeable People” by Dr. Travis Bradberry. In this article, he outlines some traits that successful and likable people exhibit. Many of the things he talks about are relevant to our activity. I would like to share a couple highlights with you.

“Being genuine and honest is essential to being likeable. No one likes a fake. People gravitate toward those who are genuine because they know they can trust them. It is difficult to like someone when you don’t know who they really are and how they really feel.”

We all have a public persona and a private persona. The best advice that I have ever given new callers is that they need to be themselves. Authenticity is the best way to live. Give the activity the best version of yourself that you can possibly be. If you are not a joke teller, don’t tell jokes. If you aren’t flashy, there is no need to put on the flash. Don’t imitate the caller you look up to. People know when someone is putting on an act. I would much rather know authentic YOU than a fake version of you. Earn trust and respect by being yourself.
“The biggest mistake people make when it comes to listening is they're so focused on what they're going to say next or how what the other person is saying is going to affect them that they fail to hear what's being said. The words come through loud and clear, but the meaning is lost.”

Do you know anything about any of your dancers, aside from whether they can Dosado or do a Relay the Deucey? Do your groups allow time to talk to each other and make connections? Are you able to read the mood of your group to be able to adjust your calling? Listen to your dancers. Listen to your visitors. Don’t be so convinced that you alone know how a night should go. Some nights your dancers will dance any and everything you can throw at them. Some nights, you’ll be lucky to get a successful Right & Left Grand. Learn to listen to the floor, and be willing to adjust your plan to provide the best event you can.

“If you want to be likeable you must be open-minded. Being open-minded makes you approachable and interesting to others. No one wants to have a conversation with someone who has already formed an opinion and is not willing to listen.”

How many times have you heard or responded to new ideas with “we tried that and it didn’t work”? I have heard too many stories about the sparkplugs in our groups who have the energy and the time to try something new only to be told it can’t or shouldn’t be done. Many club leaders and callers aren’t willing to entertain anything other than their own agenda. You don’t know everything, no matter how big your ego is. Don’t be dismissive or ridicule to talk down to people with new ideas. If you are graceful and humble and open-minded, it might just be the next big thing for your group. And if not, who cares? At least you tried. The path to success is different for every group. Effective leaders are always willing to listen to other ideas and are open to change.

“How people are averse to those who are desperate for attention. You don’t need to develop a big, extroverted personality to be likeable. Simply being friendly and considerate is all you need to win people over.”

We all love to be up on stage holding that mic and performing for the dancers. It’s what we do. But do you always need to be the center of attention? When working with others, does it become a game of one-upmanship? Do you always have to prove to your dancers or callers that you are working with that you know all? Take it down a notch. Seriously! It is in the best interest of the activity to not deliberately make someone else look incompetent, or prove that you can break everyone down with your out-of-this-world choreography. They are not going to remember how good you THINK you are. What they will remember is how you treated them. There is a time and a place for showboating.

“To be consistent you must be reliable, and you must ensure that even when your mood goes up and down it doesn’t affect how you treat other people.”

“Becoming cognizant of your gestures, expressions, and tone of voice (and making certain they’re positive) will draw people to you like ants to a picnic.”

I have a confession to make. I don’t like everyone in this activity. I am sure each of you have people that are challenges. We all do. But as a leader, when I am front and center and on that microphone, I must be kind; to everyone. Kill them with kindness. Even on the days when they get on your last nerve. The same goes for you and your groups. How you treat new newcomers, both new dancers and visitors will say a lot for your group. It is your responsibility to treat them with respect and courtesy. Dance with everyone, greet everyone, welcome everyone. You can gripe and complain with your inner circle FAR away from the dance hall or the after party. Don’t do it in public. Remember you are a Rockstar? I can guarantee you someone is watching.

“People gravitate toward those who are passionate. That said, it’s easy for passionate people to come across as too serious or uninterested because they tend to get absorbed in their work. Likeable people balance their passion with the ability to have fun.”
Be enthusiastic and confident. Be passionate about what you do. But remember to not take yourself so seriously. There is a fine line between passion and arrogance. There is a fine line between being passionate and being a bully. Your way is not the right way for everyone.

Our theme this year is “Change Your Perspective”. I would challenge you to take some time and think about how you treat those around you. What kind of energy are YOU, as a leader, putting out there. If you don’t like the way you are treated by others, consider how you treat others. A general rule is that when you treat others well, people will treat you well. If you are generous towards others, people will tend to be generous towards you. If you are compassionate towards others, people will tend to be compassionate towards you. If you are harsh towards others, people will tend to be harsh towards you. The way you perceive others will go a long way towards the way they perceive you.

Do you look to build others up and encourage them? Or do you look to use people to your advantage? My wish? That we could stop acting like it's us against them; old against new, hobby/occasional dancers vs. diehards; local callers vs. the traveling callers; intricate vs. simple choreograph. That we would treat the people who walk through our door with dignity and kindness and respect. That we would work to build each other up and celebrate all of our different personalities. That we could realize that together we could be a force to reckon with. That we would find a way that each of us could build community in our groups. Maybe then we will find our numbers start to grow.

Thank you for your time – you are all Rockstars in my book!

CALLERLAB Convention Brainstorming Session
On Facebook, if you wish to be participate, just search on Facebook CALLERLAB Convention Brainstorming Session Group and ask to join. www.facebook.com/groups/382322628617750

JIM MAYO RECEIVES CALLERLAB'S LIFETIME ACHIEVEMENT AWARD
Presented by Patty Greene

I look around this room today and see the future of our activity. Leaders, trailblazers, teachers, local callers, regional callers, international callers. As I look around, I also see that we don’t seem to have very many of “legend” callers left who have been around the activity long enough to have been and participated in CALLERLAB since before it’s inception to now. And the number of callers who have remained involved with continuous active service to our organization are fewer still. Today, I have the honor and privilege of awarding a LIFETIME ACHIEVEMENT AWARD to one of these legends. I am sure that it won’t take long before you figure out who, but indulge me for a few minutes as I briefly tell their story.

Our recipient started dancing in 1947 and started calling in 1949 with the traditional New England style of dancing. During the 1950s, he made the transition to our current form of dancing with its contemporary figures and styling.

He started teaching callers in 1959. In 1966 he wrote a book entitled Calling For Modern Square Dancing. In 1972 he started writing a series of booklets on various aspects of our trade. The first was called “Timing” then “Leadership and Club Administration” followed in 1974 by “Your Voice” and in 1977 by “Smoothness in Square Dancing”. Many of these articles are still used in our CALLERLAB training curriculum today.

He helped found the Tri-State Callers Association and the New England Council of Callers Association, serving in just about every office available. Two organizations are still in existence today.

He became a Charter Member of CALLERLAB. He was our first Chairman in 1975 and has served on the Board of Governors ever since. He served for many years on our Executive Committee and was Chairman several additional times during his ten-
ure on the board. He was inducted into the Sets in Order Hall of Fame in 1979. In 1992 he and his wife were inducted into the Square Dance Foundation of New England’s Hall of Fame, and in 1993 they received the New England Yankee Clipper award. He received the CALLERLAB Milestone Award in 1984, and a Gold Card in 2006. In fact, I believe that he and his bride have received just about every award that the activity can bestow upon them, both in New England and around the world.

Figured it out yet?

Back when I started calling, this caller seemed like a hard nut to crack to me. Reserved, observant, unreadable. But me being me, I was determined to work hard to earn both his and his wife’s respect. I remember one snowy afternoon at the Mill-A-Round we were looking out the window wondering if any dancers would show up for a dance, and he quietly said something to the effect of “If you ever need anything, know that I am available to you.” I felt like I finally belonged. It made me work harder to do my best to live up to their expectations of me. I would not be here today, in part, without the support, guidance, and friendship I have received from Jim and JoAnn Mayo. I know, even today, that if I approached him with a question or for guidance, he would answer honestly and directly with the activity’s and my best interest at heart. Others have said it better than I:

From John Wedge: “Jim Mayo is an amazing man. At his current age, he is still the one person I would go to for information about modern western square dancing. No matter what is asked of him, Jim is always there to help. JoAnn is his backbone. She is the most amazing and generous hostess that I have ever encountered.”

From Ted Lizotte: “The most important interaction I had as a young caller was with Jim. He saw something in me that I didn't see, and made me aware of it. His willingness to help, honest feedback, and unwavering support for what he believed I could achieve, put me on the path to be the caller I am today. I'm forever grateful that he took the time to take a young kid and point him in the right direction.”

From Jerry Junck: “Jim and JoAnn Mayo have been tireless in their support of square dancing and CALLERLAB. Jim has left a legacy of the history of square dancing through his writings, and his historical perspective of CALLERLAB is without equal. He and JoAnn are the definition of a friend to me.”

From Masaru Wada: “His book is a very important book for the square dance society to understand American history and culture. Japanese square dance history was stated in this book. This is contributed to know Japanese square dance society as well. I respect him that he has lots of activity for CALLERLAB association and development into the square dance society.”

From Don Beck: “I’m so lucky that Jim and I lived in the same area. Jim was my mentor. In my early days of calling, I learned so much from him. In my later days of calling, I learned so much from being able to brainstorm with him. I also value his and JoAnn’s friendship.”

And from Don’s milestone presentation to Jim: “He is willing to keep changing when changes will be beneficial yet will strongly stick by his decisions when that seems to be best. Jim is an innovator, not a renegade.”

And from Tony O: “It would be very difficult for me to put what Jim and JoAnn Mayo have meant to me in just a few sentences. Jim was and in many ways still is a mentor. Jim was always the first one I came to for advice when I was Chairman of the Board. I was honored to serve several terms on the BOG and the EC with Jim, and I cannot think of a more dedicated couple to the CALLERLAB organization than the two of them. Jim’s unselshful dedication to CALLERLAB is unparalleled, and if there ever was a couple who bled “CALLERLAB blue”, it would be the Mayos.”

You have called with them, laughed with them, cried with them, gotten mad at them, argued with them, learned from them. We consider ourselves lucky to be able to call them friends.

On behalf of CALLERLAB, it is with great honor that I award this Lifetime Achievement Award to
Jim Mayo, and equally recognize with great love and appreciation his wife, JoAnn Mayo.

From Jim Mayo:

I want to thank CALLERLAB for the Lifetime Achievement Award that I was given at this year’s Convention. As Patty mentioned in her presentation, I have been involved with this organization throughout its existence. Square dancing has been a huge part of my life. A major share of our friends are Members of CALLERLAB, and JoAnn and I look forward each year to seeing them at the Convention. We were very surprised and we deeply appreciate this honor.

CHAIRMAN’S AWARD

GRAND SQUARE, INC. INTERNATIONAL

Presented by

Patty Greene

Recipients of the Chairman’s Award are chosen by the Chairman of the Board to recognize outstanding contributions to CALLERLAB, square dancing, or to the Chairman. This year, I would like to recognize an organization that has provided opportunities for caller training around the world.

I believe that caller education is one of the most important activities we can participate in. Attending clinics and schools, participating in workshops, and sharing ideas and information strengthens our skills and gives us the tools to entertain, teach, and call to our dancers. There are many caller schools available, sponsored by our caller-coaches. Each one offers something different depending upon the staff of the particular school. A lot of time, energy and resources go into putting on a successful event.

Since 2005, callers from all over the world have had the opportunity to attend a fully staffed, CALLERLAB curriculum-based school for free; all they had to do was show up and pay for their lodging. These schools have been held both stateside, in conjunction with the National Square Dance Convention, and in Sweden, England, and Japan.

What sets these education opportunities apart is that coaches volunteer their time and talents to staff these schools. Expenses for the venue and supplies are funded by GSI. Attending callers are treated to top notch education. Opportunities are also provided for callers working toward their caller-coach certification to get teaching time and experience towards their accreditation.

If you have attended a GSI caller’s school in the past, either as a student or a coach or a coach-in-training, would you please stand? This is the legacy of GSI and their caller training program.

GSI’s commitment to caller education has always been an important part of their mission. It is evident in the personal time and resources that they invest in sponsoring, funding, staffing, and running caller schools, and additionally through donated funds to provide caller scholarships for callers to attend other schools.

It gives me great pleasure to present the Chairman’s Award this year to GSI International in recognition of their contributions to the education of square dance callers worldwide. I especially would like to recognize the people who make all this happen: Everett and Virginia Curlee and Tony Oxendine and Kim Curlee. I am personally grateful for your support and your commitment to quality caller education.

PUBLIC RELATIONS COMMITTEE

Wendy VanderMuelen, Chairman

Tom Rainer, Vice Chairman

The Public Relations Committee (PRC) had a productive meeting at the 45th Annual CALLERLAB Convention. We had discussions on the past year’s activities, which summarized the major initiatives taken by the PRC. Two major successes included: more activity on the Committee’s Facebook page (https://www.facebook.com/groups/CALLERLAB.PR.Committee/ - check it out!), and planning the offsite experience during the Convention at the Lloyd Shaw Foundation. One not so successful project was the Positive Stories Initiative which has been dropped due to lack of response to requests for same.

In the upcoming year, the Committee will be very busy indeed. Identified projects include:

- Work on exploring a new initiative to get the word to more international callers of the benefits of membership in CALLERLAB.
• Work with the International Committee to identify what can be done to improve CALLERLAB document translations.
• Identify a plan for improved publicity and advertisement for upcoming CALLERLAB Conventions.
• Pursue the concept of mentorship for new callers, especially in regard to caller fee negotiations.

The PRC is looking for more members. If you are a caller who understands that what matters is what you can do for CALLERLAB, not just what CALLERLAB can do for you, we would like you to join the Committee. Contact the Home Office if this fits your description.

In closing, you give instruction, but how good are you at following instructions? Plan now to attend CALLERLAB in 2019 and put together a team to participate in an “Urban Adventure Quest” in downtown Richmond, Virginia. Check the flyer elsewhere in this DIRECTION, contact the Home Office for more information, or check the PRC Facebook page!

WINNING WAYS COMMITTEE
Mike Olivieri, Chairman
Barry Clasper, Vice Chairman

The Winning Ways Committee met for a few minutes at the Convention. Winning Ways is proud to present our main project which is the CALLERLAB KnowledgeBase. Barry Clasper has put a lot of work into this project.

The CALLERLAB KnowledgeBase collects information useful to Modern Western Square Dance (MWSD) leaders and callers. If you're trying to recruit new dancers, train callers, or promote MWSD in general, you will find valuable information here. Articles are gleaned from a wide array of sources and do not represent any particular organization or point of view.

Perhaps the easiest way to understand what is in the KnowledgeBase is to think of it as a collection of newspaper clippings, stories, and scrapbook items. Each item is called an “article”. Some articles contain all the information within their body, while others will provide a description and links to complete information elsewhere. Each article bears on some aspect of MWSD but they come from all over the world. They may contain thoughts, opinions, ideas, anecdotes, histories, references, insights, resources, and much more. They all represent something somebody somewhere thought was

WOMEN IN CALLING COMMITTEE
Susan Morris, Chairman
Kris Jensen, Vice Chairman

The Women In Calling Committee had a great meeting. We had some new women callers in attendance. Welcome!

The Committee has a couple of projects to tackle in the coming year. One is to review and update “Stages.” If you, as a woman caller, do not know about this document, it is available on the CALLERLAB website (Members page; General Documents). Check it out!

The other topic is harassment and other inappropriate behavior between many constituencies in the square dance community. We will be working with the Partners Committee and Board of Governors on these topics.

A highlight of our Committee meetings is to hear the story of one of our women callers. This year Betsy Gotta shared her story or more accurately, part of her story. She has been very active in all parts of the square dance community for many years. Thanks, Betsy, for all you do and for sharing with us!

The first woman caller to share her story in 2016 was Jane Carlson who passed away last week. We send our condolences to her family.

This Committee is for all women callers. At one point in time, if you were a woman caller you were automatically a member of the Committee. Now you have to request to join. There will be a communication in a few weeks to give you that opportunity.
valuable enough to write down, record, present, or otherwise share.

The KnowledgeBase is divided into five main categories:

The Promoting Square Dancing category contains articles pertaining to the promotion of the square dance activity in general, as opposed to promotion of a specific event or club.

The Developing Dancers category contains articles pertaining to the recruiting, training, and retention of dancers. This includes information such as how to start and operate clubs, how to hold specific square dance events, lesson plans, teaching methods, social activities, etc.

The Developing Callers category contains articles pertaining to the education and professional development of callers.

The CALLERLAB Convention category contains articles with information drawn from CALLERLAB Conventions. Each Convention presents 40 or more hours of education, much of which has been recorded and/or has handout documents associated with it. Since there are now hundreds of session recordings available, index articles have been placed in this category to make specific material easier to find.

The Winning Ways Stories category collects stories shared by callers and dancers who have tried something out and are willing to share their experience for the benefit of others. When a story contains an especially outstanding idea, we highlight it separately as an “idea” article, but reading the complete story gives you the context in which the idea was tried.

Articles for any of the above categories are always being accepted and encouraged as an ongoing project to expand the KnowledgeBase. Please contact Barry Clasper (barry@clasper.ca), Mike Olivieri (sdcallerco@earthlink.net), or the CALLERLAB Home Office to submit ideas.

**MAINSTREAM COMMITTEE**

Harlan Kerr, Chairman

Jeff Palmer, Vice Chairman

Correction: January, 2018 Mainstream Emphasis Call– Cast Off 3/4

In the earlier distributed Mainstream Emphasis Call for January 1, 2018, a small correction needs to be made to Extended Usage Figure 5. This change is needed to clarify a hand usage. The wording “(start with the right hand)” needs to be added before the first Cast Off 3/4. The change is shown in bold in the sequence below:


**CALLERLAB KNOWLEDGEBASE**

By Barry Clasper

The CALLERLAB Square Dance KnowledgeBase has been quietly unfurling for a couple of years now. When the first prototype was put on the air it had only a few articles and we were concerned whether people would be able to navigate the site in a way they found intuitive. Since that first unveiling, we've made many tweaks and twiddles and the amount of collected material has expanded many times over.

Today there are 157 active articles in the KnowledgeBase, but that number actually carries limited information. It will be different tomorrow because new articles are frequently added, and articles with time sensitivities expire and are removed. It is also deceptive because some articles are “summaries”: meaning instead of describing one thing such as a book or website, they are a compilation of information about a larger topic area that includes pointers to many relevant sources of information. Similarly, some pages are lists of items with pointers to allow you to view them. An example would be the index of CALLERLAB Convention audio recordings, which lists 793 record-
ings of education sessions at past CALLERLAB Conventions. Each entry contains the link to the recording, the year of the Convention, the title of the presentation, and a description of the material and speakers. So the message here is that the number “157” is deceptively LOW. In actuality, the KnowledgeBase provides easily searchable and navigable access to thousands of items.

Most of these items are rich with information that can save you many hours of work, planning, and preparation. A good example is our latest Winning Ways story from Allan Hurst of the El Camino Reelers in the San Francisco area. Faced with the all too common problems of dwindling membership and problems recruiting dancers, they took a new approach. This involved:

1. Monthly “Drop-In/Fun Nights” with no experience required.
2. A series of “partitioned blast classes” gradually taking dancers to Plus.
3. Club nights with both blast level and full club level dancing.

So what does that mean and how does it work? Well, you can find out chapter and verse by going to the KnowledgeBase and getting their 16-page document describing what they did and how they did it: schedules, fees, lesson structures, advertising tactics – it’s all in there. How do you find it? Go to http://knowledge.callerlab.org then either:

Click on “Winning Ways” in the masthead, then click on “List of Articles (reverse date order)” and you should see “Restructuring El Camino Reelers Classes” right near the top.

Or, if that sounds too convoluted, put “El Camino Reelers” in the search box – guess what pops up? Of course, to do that without having read this article you would have to know the story is associated with the El Camino Reelers. But you might search on “blast” which would pop it up along with 4 others. Or you might search on “classes” where it appears along with 17 others. Or about “recruiting” which presents it along with 25 others?

Or, if none of that sounds like something you might do, there's this.

Click on something in the “Tag Cloud” on the right. It's a list of words describing the content of articles in the KnowledgeBase. The size of the word is a rough indicator of the number of articles dealing with that topic. “Recruiting Dancers” is pretty big, so you might try clicking on that. You'll see a list of 61 articles dealing with it. The El Camino Reeler article is near the top. Or you might try “Teaching Dancers” where it shows up near the top of 26 articles. “Publicity” will also show it in a list of 26 articles. “Club Organization” is another one that will display it as one of 20 articles. This one article bears all these tags because it has information relevant to them all.

So, many thanks to Allan Hurst for sharing this fantastic document. Do you have a story, or know of one? Have you tried something and are willing to share how it worked? Have you seen an article in the media, or a great promotional video, or found a book, or stumbled upon anything else that your square dance friends might find useful? If so, please contact us. Just go to http://knowledge.callerlab.org and click on “Contact Us”. Remember our motto “Sharing ideas and experiences for the betterment of square dancing”. We can only do that if YOU share.

THE GIVING AND TAKING OF OFFENSE
By Denise Ryan
(Keynote speaker at the 40th CALLERLAB Convention)

It seems that taking offense has become the national pastime. We can take offense at just about anything: someone’s political views, things done by their distant relatives, their religious beliefs, their success (or lack thereof), their hairstyle – you name it, it can offend us. Personally, I think being offended (or overly upset by other’s actions) is a huge waste of time. Let other people do what they do – don’t give them so much power over your emotions. Someone wants to give a political speech and you disagree with their crazy left-wing/right-wing views? Well, don’t go. It really has nothing to do with you. Why let it rile you up so much? I believe the vast majority of people don’t actually want to offend. They are just going about their lives believing what they believe. They don’t believe these
People also talk a lot about being disrespected. In a recent SHRM survey, the top contributor to job satisfaction was “respectful treatment of employees at all levels.” Well, that sounds great, but what does that even mean? In working with a wide variety of people, I have come to find respect can mean 40 different things to 40 different people. To some, respect means you listen to what they have to say when they want to say it. Being told someone is busy right now and can’t meet with them is disrespect. To other people, respect might mean you don’t interrupt or cut them off. And while we all agree in theory that we shouldn’t interrupt other people, isn’t it disrespectful to drone on and on and waste other people’s time? Do you see how difficult it is to make sure no one ever feels disrespected?

Here’s what I think. First of all, we should get the heck over it. If someone doesn’t listen to you, make your ideas so compelling, they want to listen. Or take your ideas someplace they will be heard. The only person you can control in any situation is you. Also, I don’t think it’s always about us. Maybe the other person is not disrespecting you, they’re just a poor communicator (to everyone). Or they are incredibly overworked and are doing the best they can, they just don’t have time to soothe your fragile ego. Sure, there are some mean, evil people out there. I believe they are the exception. Most of us are blundering through, doing the best we can, probably offending people daily and not even realizing it. I have short hair. A rushed stewardess once called me “Sir.” Did I get offended? Was I disrespected? Please. She didn’t do it on purpose — and even if she did, who cares?

Next time you find yourself offended or disrespected, ask if either of those emotions serve you. Could you be reading the situation wrong? Is it really about you? Do you treat yourself and others with what you consider respect? I often find people who are complaining the most about not being respected often behave in ways not worthy of respect.

Life is short. Travel joyfully. Assume others like you and respect you. If they don’t, let them go. Let others have their “wrong” beliefs, know that you have many of your own. And next time you find yourself offended, ask why you are giving the situation any power over you at all. Let it go. Everyone will respect you for it.

**BOARD OF GOVERNORS**

**SERVICE AWARD**

Presented by

**Patty Greene, Chairman**

The Board of Governors Service Award is presented to retiring Board Members in recognition of their commitment to CALLERLAB as demonstrated by the selfless sharing of their time, talent, and leadership skills. This year, we have two retiring Board members.

***Scott Bennett*** began calling in 1984. He joined CALLERLAB in 1991 and attended his first CALLERLAB Convention in 2008. He has attended 10 CALLERLAB Conventions. He has served on the Board of Governors since 2015, and has served on many CALLERLAB Committees. I’m pleased to present the Board of Governors Service Award to retiring Board member, **Scott Bennett**.

***Mike Callahan*** began calling in 1960. He joined CALLERLAB in 1976 and attended his first CALLERLAB Convention that same year. He has attended 19 CALLERLAB Conventions. He has served on the Board of Governors since 2015, and has served on many CALLERLAB Committees. I’m pleased to present the Board of Governors Service Award to retiring Board member, **Mike Callahan**.

***Jim Mayo*** began calling in 1949. He joined CALLERLAB in 1974 and attended his first CALLERLAB Convention that same year. He has attended 45 CALLERLAB Conventions. He has served on the Board of Governors since 1974, and has served on many CALLERLAB Committees. Jim is a Milestone recipient and a Life Member. I’m pleased to present the Board of Governors Service Award to retiring Board member, **Jim Mayo**.
Jerry Reed began calling in 1978. He joined CALLERLAB in 1983 and attended his first Convention that same year. He has attended 36 CALLERLAB Conventions. He served on the Board of Governors from 2012 to 2018. He has served on many CALLERLAB committees and is a past Executive Director of CALLERLAB. Jerry is a Life Member. I'm pleased to present the Board of Governors Service Award to retiring Board member, Jerry Reed.

HALF CENTURY RECOGNITIONS
Presented by Betsy Gotta

Prior to 2018, a total of 227 CALLERLAB Members have received the Half Century Certificate. Of the 88 current CALLERLAB Members who have previously received this award, 23 attended the 2018 CALLERLAB Convention in Albuquerque, NM.

This year, seven callers attended the Convention and were recognized for their Half Century Award Certificate. They were: Tom Crisp, Arizona; Charlie Fagan, California; Doren McBroom, Maryland, and Mike Preskitt, Alaska. Also, Roger Putzler, Oregon received his Certificate in 2009; Jay Henderson, California received his Certificate in 2010, and John Hall, Nevada received his Certificate in 2011. This is the first Convention since they received their Certificate that we are able to acknowledge them at Convention.

In addition, there were six active CALLERLAB Members who earned their Half Century Award Certificate this year but were unable to attend the Convention. They are: Charlie Trapp, Massachusetts; Dale McRoberts, Illinois; George Knox, California; John Swindle, Florida; Tim Scholl, Kentucky; Wayne Weaver, Oregon. Congratulations!

QUARTER CENTURY RECOGNITIONS
Presented by Elmer Sheffield

Quarter Century Certificates are awarded to CALLERLAB Members who have been calling for 25 or more years. The first awards were made in Baltimore in 1986, and they have been awarded annually since then.

Since 1986, a total of 1,506 CALLERLAB Members have received the Quarter Century Certificate. Of those, 430 are still Active Members and 78 were at the 2018 CALLERLAB Convention in Albuquerque, NM.

This year, five callers attended the 45th CALLERLAB Convention and received their Quarter Century Award; Kenton Sullivan, Missouri; Lawrence Johnstone, California; Janet Shannon, Arizona; Dave Eno, New York; and Harue Swift, Arizona.

Six attended this Convention and received their 25 Year Certificate by mail in the year they reached this milestone. This is the first Convention that we have the opportunity to honor them by name. They were: Michael Wright, California; Tim Merino, California; Delbert Teeple, New Mexico; Greg Tillery, New Mexico; Clay Goss, Delaware; and John Geen, Texas.

Additionally, 18 Members who will celebrate their 25th anniversary of calling this year were unable to attend the 2018 CALLERLAB Convention. They are: Betsy Taylor, Maryland; Bob Avery, Pennsylvania; Bob Tomlinson, Ohio; Chuck Hardy, Vermont; Dennis Wiggins, Illinois; Gary Baker, Washington; Geo Jedlicka, New Jersey; Gloria Vivier, Massachusetts; Helen Richardson, New York; Joe Gonzalez, California; John Norris, Georgia; Kurt Rosenkranz, Germany;
Larry Butler, Missouri; Peter Laubach, Germany; Piet Walhout, New Zealand; Steve Edlund, Canada; Sue Curtis, Massachusetts; and Tom Reinhardt, Ohio. Congratulations!

CONVENTION VOLUNTEERS

Thank You!

We wish to take this opportunity to thank everyone who assisted in whatever capacity at this year’s Convention! This includes all of those who served as moderators or panelists, our registration and Ways and Means staff, those who served as emcees, presenters (invocation and award presentations), Committee Chairman and Vice Chairman, our exhibitors, the members of the Executive Committee and the Board of Governors, and especially, all of our attendees.

To all of you who attended and helped out in any way, please accept our sincere thanks for your contributions to a great Convention!

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.

Social Interaction

By Jim Mayo

At the BOG meeting in Albuquerque I read the following message. It generated a considerable discussion and most of the BOG agreed with what I wrote. I believe our activity can still be a valuable means of encouraging social interaction even in today’s changing society. I would welcome any reports of clubs that ARE successful so we can study them to find out why. Please send them to me at jmayo329@AOL.COM

JIM MAYO – MARCH 2018

I have a unique place in Modern Square Dancing. I have been involved throughout its existence. I participated in its growth into a hugely popular activity widely available in this country and many others. I have stayed involved as it has shrunk from that popularity, which peaked in the 1980s, to become very much less popular and a still shrinking activity. Since the turn of the century, at least, we have known that MWSD is in trouble.

We are trying many ways to fix our problems. I think we know that none of them have worked. I urge us to recognize a reality that we have been avoiding for at least a quarter century. For nearly 40 years we have been adding to the complexity of our choreography. Our interest in All Position Dancing (APD), even after we tried to change it a couple of years later to Dance By Definition (DBD), has reduced our use of repeating routines in both patter calling and in singing calls. The constantly changing choreography that callers strive for makes dancing substantially more challenging than it was when routines were repeated.

The more I try to understand why modern square dancing is in trouble the more I conclude that we have made a singular mistake. The error that I see with increasing clarity is our nearly universal focus on choreographic complexity. Our collective fascination with “management” of choreography has led us away from most of what might be thought of as dancing. It has also increased the difficulty of our activity. At a time when people have less time to devote to recreation we have made ours more demanding and less accessible.

Over the past quarter century (at least) we have encouraged callers to present constantly changing choreography. We have belittled repetitive routines and have admired calling that provides non-repeating “different” dance patterns. Even in singing calls we seldom repeat the same figure even twice. We still, today, believe that the caller who provides variety, even at the expense of timing or smoothness of flow, is the one most worthy of admiration.

I believe that we have become so fascinated with choreography that we have stopped paying attention to a large share of the customers. I know there are callers who would rather call to two or three squares of skilled dancers than ten squares for whom the dancing would have to be simplified. Perhaps there are many of them. I know we say “That (simple) kind of dancing doesn’t sell!”, but have we ever tried to sell it? Have we ever looked to see what IS selling in MWSD. Perhaps a return to the less complicated, more rhythmical, and musical
kind of square dancing that we had at the peak of our success in 1980 would win us more participation even in today’s complex society. It certainly would be much more widely accessible.

I would urge us to consider one additional thought as we try to restore the popularity of MWSD. The most important appeal of our activity was never the dancing. It was the sociability. I spent the first 25 years of my calling believing that choreographic variety was what made square dancing so popular. I was wrong. I finally learned that clubs grew because of the social contact. Complicated choreography is the enemy of social interaction.

APPRECIATION AWARDS

The Appreciation Award is presented to recognize CALLERLAB Members who have given unselfishly of their time, energy, and knowledge in support of CALLERLAB committee work, Convention assistance, or significant CALLERLAB programs.

CALLERLAB and the Foundation had a vendor booth at the 66th National Square Dance Convention in Cincinnati, OH. The Home Office manned the booth with the help of the following who gave unselfishly of their time: Bob Asp; Bill Harrison; Pam Clasper; Jeff Palmer; Darryl & Decah Lipscomb; Vernon & Kayla Jones; Ashley Parker; Ron & Judy Giuliana; Tom Miller; Ken Ritucci; Mike & Denise Hogan; Bob & Allyn Riggs; Bob & Ann Poyner; Patty Greene; Lawrence Johnstone; Dottie Welch; “Bear” Miller; Dee Dee Dougherty-Lottie & Bob Lottie; Betsy & Roy Gotta; Lynn Webster; and Donna Schirmer.

Much of the work of CALLERLAB is done by our committees. Dedicated Committee Chairmen and Vice Chairmen are the people who make it happen within the committee structure. Your Executive Committee has approved presenting Appreciation Awards to outgoing Committee Chairmen and Vice Chairmen: Buddy Weaver, Chairman, Music Producers Committee; Mike Sikorsky, Vice Chairman, Music Producers Committee; Tony Oxendine, Vice Chairman, Caller-Coach Committee; Jeff Priest, Chairman of the International Advisory Committee and Janet Olivieri, Vice Chairman of the Caller Partners Committee.

DONATIONS TO THE CALLERLAB FOUNDATION

Elaine Mekenas
Donn Thomson
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Mavis McGaugh
Rod Bradish
Paul Moore
Brian Freed
Mike Seastrom
Lee Schroeder
Masaru Wada
Frank Anderson
Jeannette Staeuble

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Jerry Gorshorn
Susanne Jones
Vic & Shauna Kaaria
Vernon Jones
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Elaine Mekenas
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Shozo Nishimura
Jerry Gorshorn

Mike Mayeux
William Hinkley, Jr.
Ed Clafin
Lisa Schreiber
Sal Fanara
Minnetta Morgan
Frank Anderson
D. Dalton
Are you attending the 67th National Square Dance Convention? If so, please consider the following as optional support of CALLERLAB:

1) Wear your CALLERLAB badge.
2) Come by the CALLERLAB booth in the vendors' area to pick up a CALLERLAB ribbon.
3) Sign up to assist in the booth or just stop by and visit. We are always happy to see fellow Members during the Convention.
4) Friday, June 29th will be our “CALLERLAB Blue Shirt Day”. This is optional, but if you do have a CALLERLAB blue shirt, plan to wear it that day and join in on the fun!

CALLERLAB 45th CONVENTION HANDOUTS
Most of the handouts that were used during the 45th CALLERLAB Convention in Albuquerque, NM are now posted to website: callerlab.org in the “Members Only” area. You must click the Login button at the top of the front page. You will then be asked for your User ID which is your e-mail address that CALLERLAB has on file for you. If you have not already used it, you will need to ask to reset your password. Or you may order from the Home Office either on a USB memory stick or CD.

PATRON OF THE FOUNDATION AWARDS PRESENTED TO:

Paul & Ellen Cote
and
Tom Miller
Congratulations!

Patron Of The Foundation
1. Outstanding support for the Foundation or square dancing on a short term project, or
2. Continuing support to the Foundation or square dancing on a long term basis, or
3. A substantial donation ($1,000 to $4,999) in a calendar year to the Foundation.

BOARD OF GOVERNORS ELECTION
If you would like to be a candidate for the Board of Governors, petitions can be obtained from the Home Office. Your valid petition, a brief biography of 250 words or less, and a current photo must be in the Home Office no later than July 1, 2018!

Candidates must have been a full Member for no less than 3 years and must obtain the signatures of 25 Active (Voting) Members. Eight positions will be elected to 3-year terms on the Board, beginning with the Board of Governors meeting immediately following the 2019 Annual Meeting.

As of May 1st, 13 petitions have been received by the Home Office. Those petitions received are from Bob Asp, Bill Boyd, Ray Brendzy, Walt Burr, Eric Henerlau, Al Frazier, Paul Henze, Mike Hogan, Barry Johnson, Jim Mayo, Bob Riggs, Ken Ritucci and Lanny Weaklend. Please contact the Home Office if you have questions pertaining to completing or submitting a petition. Those interested in running may still complete petitions at the 67th NSDC.

FOUNDATION DIRECTORS AWARD PRESENTED TO:
Ray and Ilida Wiles
Congratulations!

Foundation Directors Award -
1. Very exceptional and extremely outstanding service to the Foundation, or
2. Very exceptional and extremely outstanding service to square dancing, or
3. A very substantial donation ($5,000 or more) in a calendar year to the Foundation.

YOU ARE CALLERLAB—JOIN A COMMITTEE TODAY!
SUMMATION OF THE 45TH CALLERLAB CONVENTION
By Dana Schirmer
Executive Director

The 45th CALLERLAB Convention was held in Albuquerque, New Mexico. Although the official dates of the Convention were March 25 through 28, many arrived early and some stayed late. We were at the Embassy Suites Hotel with over 30,000 square feet of convention space. Sleeping rooms were large and so were the meeting rooms.

Donna and I arrived the evening of Wednesday, March 21st and were able to unload the truck and trailer with all the Convention materials on Thursday morning. Later that afternoon, our staff arrived. As in the past four years, we had our four, very reliable and now very experienced, volunteers Tom and Cindy Hollinberger and Dennis and Judy Grossnickle. Royce Dent from the Home Office also joined us on Thursday.

Friday morning the staff started to arrange the Convention materials and Donna set up the office area. By Friday evening we were pretty well squared away and ready to start distributing Convention packets on Saturday.

On Saturday morning, Bob Riggs and Calvin Campbell began the Dance Party Leadership Seminar which was well attended and ran through Sunday around noon. On Sunday afternoon, Calvin and Allynn Riggs hosted a Welcome CDP Dance for early arrivals. The Board of Governors also began their meeting that afternoon.

On Sunday evening, the Ways and Means Committee, led by Shauna Kaaria, held a fund raising dance for the CALLERLAB Foundation. In conjunction with that event, they also did a “Pin a Dollar on a Caller.” We thank all those attending as well as the callers for this evening’s dance. Also, big “Thanks” to those participating in the “Pin a Dollar on a Caller” fun event. Juli Burr received the most donations with Courtney Sewell a close second.

Monday morning started with the Opening Session to recognize those attending this Convention as well as the Board of Governors taking the Oath of Office. During this session, the Executive Committee presented boutonnieres to Jon Jones, Melton Luttrell and Jim Mayo in recognition of their attendance at all 45 CALLERLAB Conventions. Mike Hogan provided an excellent introduction of the newly prepared Marketing Manual.

The rest of Monday morning and afternoon saw a plethora of interest sessions and committee meetings. All interest sessions were recorded and some were videoed. Recordings are available through the Home Office and can be purchased either on CD or thumb drive. Convention hand outs are also posted to the CALLERLAB Website in the Members Only area. Monday evening’s banquet was emceed by Courtney Sewell with the blessing presented by Janet Olivieri. Awards presented were for BOG Service awards, Small World Awards and CALLERLAB Foundation Awards. Following the banquet, Don Beck emceed a Mainstream dance called by invited callers and cuers. Following that dance, Bill Harrison emceed an Advanced dance.

Tuesday morning started with the continuation of more interest sessions and committee meetings. Whereas we were in Albuquerque, the site of the Lloyd Shaw Dance Center, the History Committee arranged a visit for those wishing to go. Tuesday night’s banquet had Kris Jensen as emcee and Toby Thomason gave the blessing. Patty Greene, Chairman of the Board presented the Chairman’s speech and awarded the Chairman’s Award and also a Lifetime Achievement Award. Following the banquet, Vernon Jones hosted a “Duet” Dance followed by Clark Baker emceeing a “Zesty” Contra dance.

Thanks to all who attended and assisted with the Convention in any way. We hope you enjoyed it as much as we did in bringing it to you.

This is a brief summation of activities at our Convention this year. If you really want to know more about your Convention, contact the Home Office or make plans to attend the 46th Convention in Richmond, VA! Remember, YOU are CALLERLAB!
FUTURE CONVENTIONS:
APR 15 - 17, 2019 Richmond, VA
APR 6 - 8, 2020 Reno, NV
MAR 29 - 31, 2021 Central Region

CALLERLAB OFFICE HOURS:
8:30 a.m. to 4:30 p.m. Central Time,
Monday - Friday
Phone: 1-785-783-3665
1-800-331-2577 (Business Only)
FAX: 1-785-783-3696

E-mail: CALLERLAB@aol.com.
Website: www.callerlab.org

INSURANCE QUESTIONS
& CERTIFICATES
Jenny@NorthWestBrokers.com

In Memory
Bob Brundage, New Mexico
Jane Carlson, Massachusetts
Paul “Foggy” Thompson, Illinois
Kerry Wallace, Kansas

THE 46TH CALLERLAB
CONVENTION WILL BE IN
RICHMOND, VA
APRIL 15 - 17, 2019!

We will be staying at the beautiful
Omni Hotel!

MAKE YOUR PLANS TO ATTEND!

COMMITTEE NEWS
The Executive Committee has approved Ken
Ritucci as the new Vice Chairman of the CallerCoach Committee. Thanks to Tony Oxendine for
serving as Vice Chairman for several years and to
Ken for agreeing to serve.

The Executive Committee has also approved Shuana Kaaria as the new Chairman of the
Music Producers Committee, succeeding Buddy
Weaver. Thanks to Buddy for serving in this position
the past several years and to Shauna for agreeing to serve.

The Executive Committee has also approved Ted
Lizotte as the new Vice Chairman of the Music
Producers Committee, succeeding Mike Sikorsky.
Thanks to Mike for serving in this position and to
Ted for agreeing to serve.

We also wish to thank Jeff Priest for serving as
the Chairman of the International Advisory
Committee for many years. He has asked to step
down and the Executive Committee is considering
candidates for a future Chairman.

CALLERLAB ON YOUTUBE
Recordings and Videos
During past several months, a project has been on-
going by the Home Office staff to post past Con-
ventions’ interest session recordings to the website.
There is quite a library now available for people to
listen to. Also, many videos have been posted
including those from the CALLERLAB 45th
Annual Convention held in Albuquerque, NM in
2018. Please peruse the files and listen to or view
as many as you wish. The link:
https://www.youtube.com/channel/UCxD2eoL1pxD
WyU4U_CyR_zw/videos. We hope you enjoy this
site.

BECOME A VOTING MEMBER!!
You do not have to attend a CALLERLAB
Convention to become a voting member.

CALLERLAB has an Alternative Involvement
Form that can be completed. If you meet the quali-
fications, you may become a Voting Member. Ask
the Home Office for more details.

The Home Office will be closed on
May 28 and July 4, 2018 observing U.S.A.
Holidays!
NEW Marketing Manual
The CALLERLAB Marketing Committee has completed the new Marketing Manual. Please share with clubs and other organizations. Contact the Home Office for a copy.