A Special Invitation to the

37th Annual Convention
March 29-31, 2010

Crowne Plaza Hotel
Niagara Falls, NY
Welcome to

CALLERLAB Convention,
March 29-31, 2010

Don’t forget to add Niagara Falls, New York to your list of “must-visit places” this year. Even if you have traveled to Niagara Falls before, there are a multitude of new attractions to experience and enjoy. In Niagara, there’s more to experience than just the Falls. Niagara is a premier destination for square dance callers and outdoor travelers alike. Niagara is one of the premier bird-watching locations in the world, with dozens of parks, islands, and scenic driving tours.

Niagara Falls is a most enjoyable place, as well as a resort. The hotels are excellent, and costs are reasonable. The opportunities for fishing are not surpassed in the country; in fact, as Mark Twain once said, “They are not even equaled elsewhere.”

If you are interested in more information about Niagara Falls, please contact the Niagara Tourism and Convention Corporation by phone at 1-877-FALLS-US, via the Internet at www.niagara-usa.com, or obtain a free Visitor’s Guide by using this link Visitors Guide.pdf. For more information about the convention contact the CALLERLAB Home Office by phone (#) or by e-mail at (CALLERLAB@aol.com).

37th CALLERLAB Convention
Niagara Falls Conference and Convention Center
Crowne Plaza Hotel
Niagara Falls, NY
The Convention Planning Committee has chosen “Explore the Roar” as the theme for the 2010 CALLERLAB Convention in Niagara Falls, NY, March 29-31, 2010.

This is your opportunity to share ideas, successes, and even failures in our goal of increasing the numbers of dancers. This is a chance for leaders from around the world to engage in face-to-face discussions. The tentative convention schedule is posted on the CALLERLAB website at www.callerlab.org. We will be sharing new ideas for recruiting, and asking you to provide input on the successes you have had.

Doctor Arden Hopkin from Provo Utah will be with us again this year. Dr. Hopkin is a professional voice coach who has been a regular at CALLERLAB conventions since 1988. He is extremely aware of our unique vocal requirements and has developed a set of presentations which are created especially for square dance callers. Individual voice sessions will be available again this year.

We have planned various special sessions this year which we know you will enjoy! The convention program also includes sessions covering the technical side of calling, as well as sessions and information to deal effectively with the recruiting and retention challenges facing square dancing.

The dates of the 2010 Convention are March 29-31, 2010. We will be meeting in the Niagara Falls Convention Center. Our host hotel is the Crowne Plaza Hotel. We have negotiated a great room rate of $95 per night, and the hotel is excited about our convention. We hope you will make plans to be there.
CALLERLAB is you! The annual convention is your opportunity to meet and talk with others who share your interest. We encourage you to invite dancers to attend the convention, so they too may also enjoy the inner workings of our organization. It is an opportunity to sit in on committee meetings and become acquainted with others involved in the “hands-on” work of CALLERLAB. Check our web site www.callerlab.org for more information about the Convention, the hotel, and Niagara Falls.

YOUR CONVENTION HOSTS
The membership of CALLERLAB, The International Association of Square Dance Callers, represents a “Who's Who” of square dance caller leadership.

Currently directing the actions of CALLERLAB are these members of the Board of Governors: *Clark Baker, Skip Brown, Scot Byars, Cal Campbell, Deborah Carroll-Jones, Barry Clasper, Larry Cole, *Tim Crawford, Betsy Gotta, Patty Greene, *Bill Harrison, Robert Hurst, Mike Jacobs, Jerry Jestin, Vernon Jones, *Tim Marriner (Vice Chairman), *John Marshall (Chairman), Jim Mayo, Bear Miller, Tom Miller, Tom Rudebock, *Jerry Reed (Assistant Executive Director), Elmer Sheffield, Jerry Story, Norm Wilcox, and *Dana Schirmer (Executive Director).

*Designates members of the Executive Committee and Convention Planning Committee.

ACT NOW! MAKE YOUR RESERVATIONS!
While the convention does not "officially" begin until 9:00 a.m., Monday, March 29, 2010, several activities have been planned for Saturday, March 27 and Sunday, March 28, 2010 for callers and partners arriving early. Activities on Saturday include a Beginner Dance Party Leaders Seminar. Activities scheduled for Sunday include a fun filled dance sponsored by the Committee for Community and Traditional Dance, Board of Governors Reception, Social Hour, Orientation Session and a dance called by Recording Artists. Convention registration will be open on Saturday afternoon from 1:00 to 5:00 p.m. and on Sunday from 10:00 a.m. to 5:00 p.m.
The return of the enclosed registration card acknowledges your desire to be a part of the 2010 CALLERLAB Convention. Please register by completing and returning the card today along with your check, money order, or credit card number for the full payment of $230 for caller; $220 for all others or $100.00 per person deposit (U.S. funds, please) to reserve your spot at this dynamic three-day convention. Thank you.

WHAT IS COVERED IN THE CONVENTION PRICE?
The convention fees will cover your convention package; convention badges, convention program, handouts, and six meals, beginning with the noon meal on Monday (two lunches, two breakfasts, and two dinners), four beverage breaks, and the Welcome Reception.

WHAT WILL THE CONVENTION COST?
We encourage you to stay at the convention hotel and make your hotel reservations early. The 2010 CALLERLAB Convention fees for callers staying a minimum of two (2) nights in the Niagara Falls Crowne Plaza Hotel (must be paid in full before March 15, 2010 to avoid a $30 late fee) is as follows:

If paid in full on or before March 15 2010:
- $230 per caller
- $220 for all other attendees

If paid after March 15, 2010:
- $260 per caller
- $250 for all other attendees

2010 convention fees for callers not staying a minimum of 2 nights in the convention hotel OR not registered through the CALLERLAB room block: add $50.00 to the above prices, as your share of the cost of the meeting room space we use. Sorry, we cannot accept partial registrations.

CONVENTION FEE PAYMENT
Full payment of $230.00 for caller, $220.00 for other attendees or a
deposit of $100.00 per person, payable to CALLERLAB (U.S. funds, please) is due with the return of the convention registration card enclosed with this invitation. You may pay by check, money order, or charge to your MasterCard, Discover or Visa. Please do not send cash. We will send a reminder regarding your balance due.

If you choose to send a deposit instead of the full payment, the balance due must be paid by March 15, 2010 to avoid the late fee of $30.00 per person.

REFUNDS/CANCELLATIONS
A refund of the full amount paid will be made for cancellations received prior to March 15, 2010. Cancellations after March 15, 2010 will incur a $50.00 per person cancellation charge. Cancellations on or after March 22, 2010 and any "no shows" will forfeit a $100.00 deposit per person. Once meal counts are given, CALLERLAB must pay for the meals even though they are not eaten. If you are registered and find that you will be unable to attend, please notify the CALLERLAB Home Office in writing, as soon as possible. If you notify us by phone, please follow-up with the cancellation in writing for your refund to be processed. The CALLERLAB Office will close on Tuesday, March 23, 2010, and will be closed until Monday, April 5, 2010 while the staff attends the convention.

HOTEL INFORMATION
The Niagara Falls Crowne Plaza Hotel is designated as the Convention Headquarters Hotel. Your hotel room cost and other incidental expenses are not included in the convention fee. The room rate is $95.00 for single and double room. Rates do not include taxes, which are approximately 13%. The room rate is available three days before and three days after the convention block (Mar 26-Apr 3, 2010), based on availability. A one-night’s room deposit is required to guarantee your reservation. The deposit may be in the form of a credit card at the time of reservation. You must call the “Event Reservation Desk” at 1-888-233-9527 to make your reservation. Their hours are 7:00 a.m. – 11:00 p.m. EST seven days a week. When making your hotel reservation, please identify yourself as a member
of CALLERLAB, (Tell them “it is one word no spaces”), The International Association of Square Dance Callers to obtain the Convention rate and avoid a $50 surcharge.

If you are sharing a room, please provide the hotel representative the name(s) of the person(s) with whom you are sharing. Please retain your confirmation number until your check-in at the hotel. We urge you to make your reservations early for optimum rate confirmation and room availability.

Note: The Hotel advises that reservations requested on/after March 15, 2010, or after the room block has been filled, are subject to availability and may not be available at the convention rate. Please make your hotel reservations NOW.

DRESS
For those who are attending the convention for the first time, we offer the following suggestions regarding attire:

**Gentlemen**: Casual attire is suitable at all sessions. Some prefer a coat and/or tie for the banquets, but this is not a requirement. Square dance attire is certainly appropriate but not required. In the past, several people have been offended by those who wear hats at convention meals. We request men to observe the courtesy of removing your hat at convention meals.

**Ladies**: Casual attire is suitable at all sessions. Most women wear casual clothing during the day and prefer business casual to formal wear for the banquets, especially Tuesday evening. Two dances are scheduled; however, square dance attire is optional. A light wrap is also suggested due to the changing temperature of the rooms.

**CONVENTION CD's INC.**
Convention CD's Inc. (CCD) will again be audio recording our interest sessions using digital recording technology. Each session will be offered in audio CD and mp3 formats only. CD's will be offered individually. MP3's will only be offered as a complete set. CD's and mp3's will not be available onsite; however will be processed within
48 hours upon completion of the conference ending on March 21, 2010. Please pick up an order form from their representative, or you may place your order directly with him at any time during the convention. You may also place your order toll free at (877) 92-CDMP3 or (877-922-3673) or mail it to Convention CD's, Inc. You should receive your set of convention CD's or mp3 in about two weeks.

BEGINNER DANCE PARTY LEADER’S SEMINAR
A Beginner Dance Party Leader's Seminar is planned for Saturday, March 27 and Sunday, March 28, 2010 prior to the start of the CALLERLAB Convention in Niagara Falls. The seminar will begin at 9:00 a.m. on Saturday, March 27 and end at 1:00 p.m. on Sunday, March 28. The location will be in the Niagara Falls Convention Center. Cost will be $50 per leader. Spouses and/or partners will be admitted free. Topics will include many of the items important to a successful dance party. Checks should be made payable to CALLERLAB, and sent to 200 SW 30th Street, Suite 104, Topeka, KS 66611. To charge by MasterCard, Discover or Visa, please call 1(785)783-3665 or e-mail WadeCALLERLAB@aol.com. For more information contact Bob Riggs at Bob@SquareDanceEtc.com or the CALLERLAB Office.

INDIVIDUAL VOICE SESSIONS
Doctor Arden Hopkin, has attended numerous CALLERLAB conventions to provide informative sessions on the function, care, and use of the voice. His experience with past CALLERLAB conventions has provided him a unique expertise to help square dance callers. The fee for these individual sessions will be $30.00 for a 20 minute session. If you would like to schedule a session with Doctor Hopkin, please call the office 1(785)783-3665 or e-mail Wade at WadeCALLERLAB@aol.com Individual sessions will be on a first come first served basis. To guarantee your session, payment must be made before the convention. There are a limited number of individual sessions, so if you are interested, please contact Wade immediately. Session times and locations will be provided in your convention package.
GENERAL TOURS

Niagara Falls looks even more spectacular after dark. Every night, white and colored spotlights illuminate the Horseshoe Falls and the American Falls, to create an ever-changing splash of color. **Illumination schedule:** March 8 to March 31, 8:30pm -10:00pm

**Adventure Theater** As seen in IMAX® Theaters, produced by Academy Award winning producer Keith Merrill, Niagara: Legends of Adventure immerses you in the history of Niagara on a new 45-foot screen with Dolby Digital surround sound technology. Located on the lower level of the Visitor Center, the recently upgraded Adventure Theater is proud to present the 40-minute show that has been viewed by more than 14 million people worldwide. Learn about the explorers and settlers that put Niagara on the map and the daredevils who have tried to tame her waters at this fun Niagara Falls attraction. Headsets are available for the Spanish, Mandarin, Japanese, Korean and German languages. For additional Niagara Adventure Theater information and schedule call (866) 750-4629 or learn more about this Niagara Falls attraction at [NiagaraMovie.com](http://NiagaraMovie.com)

**Niagara Falls Visitor Center** No trip to Niagara Falls State Park would be complete without first visiting the park’s Visitor Center to pick up a Niagara Falls souvenir. In addition to maps and information, the Visitor Center houses the Adventure Theater, a gift shop and a variety of Niagara Falls restaurants, including specialty coffees, ice cream, a patio grill and a deli snack bar. Venture through the Center and learn about Niagara Falls, New York, through interpretive displays and exhibits. (Then step outside to view the 1.5 acres of lush floral gardens that depict the Great Lakes region above the falls, including grassy areas in the shapes of Lakes Michigan, Superior, Huron and Erie, as well as a walkway that follows the course of the Niagara River.) The Niagara Falls Visitor Center is open daily from 7:15 a.m. until 9:00 p.m.
American Falls: Niagara Falls Observation Tower The most comprehensive and impressive views of the American Falls can be seen from the deck of the park’s Observation Tower. Extending out over the Niagara Gorge, the Tower allows you to look directly out into the cascading waters of the American Falls or down into the raging torrents below. Four elevators provide access to the base of the gorge and the boarding site of the Maid of the Mist boat ride. For a more intimate view of the American Falls, travel to the base of the gorge and climb a series of stairs to the Crow’s Nest and let the cool spray wash over you. The Observation Tower is open year round, weather permitting. Admission is FREE November 1 – April 1. For more information on the Observation Tower, call (716) 278-1796.

Niagara Falls Scenic Trolley Explore Niagara Falls State Park in the comfort of the Niagara Falls Scenic Trolley. Enjoy an overview of the park in half an hour as a knowledgeable guide shares the history of the park with you along the three-mile route, or get off at each of the six stops and explore the Niagara Falls attractions. The Niagara Falls Scenic Trolley is a favorite because they allow you to see the park while you relax and enjoy the ride. Each vintage-style trolley is equipped with modern conveniences and tickets are available at various locations throughout the park, so you can zip from one Niagara Falls attraction to the next. These state-of-the-art trolleys run on environmentally friendly natural gas and figure prominently in Niagara Falls State Park’s “Green Park Project,” a program that received the 2006 Clean Air Excellence Award. For Further Park Information, Please Call (716) 278-1796

Discovery Center, Niagara Falls Hiking Showcasing the natural and local history of Niagara Falls and the surrounding area, the Niagara Gorge Discovery Center is a hands-on learning experience for all ages. In this amazing Niagara Falls tour, you can enjoy interactive displays, take a virtual elevator trip into the gorge, experience 12,000 years of the Niagara River in the 180° multi-screen theater, or climb a 26-foot rock wall that resembles the walls of the gorge, complete with fossils and geological formations. For additional Niagara Gorge Discovery Center information, call (716) 278-1070.
Niagara Falls Aquarium Though it sits just outside the Niagara Falls State Park, the Aquarium of Niagara is still an essential stop during your trip to the falls. More than 1,500 aquatic animals are on display at the Niagara Falls aquarium, representing ecosystems ranging from the Great Lakes to coral reefs. Every 90 minutes you can watch sea lions perform and penguin and shark feeds happen regularly. Other crowd favorites include the piranha, seal and eel exhibits. Outside of the aquarium is a sight to behold – the Whaling Wall by famed environmental marine life artist “Wyland”, which will take you into the magical dreamland the animals inside the Niagara Falls aquarium experience every day. The Aquarium of Niagara is open year-round with the exception of Thanksgiving Day and Christmas. Please Call (800) 500-4609 or Visit aquariumofniagara.org for more information about the Niagara Falls Aquarium.

Niagara Falls Nature Lovers Guide Niagara Falls State Park was designed to let visitors interact with nature. In addition to magnificent views of the falls, the park offers spectacular sights along the Niagara Gorge Trail System. Meandering through the Niagara River Gorge, the trail system extends from Niagara Falls, New York, north to Lewiston, New York. The popular rim path within the park extends from Horseshoe Falls and connects to the Upper Great Gorge Trail that leads to the Whirlpool Rapids. Parts of the trail are near the water’s edge and allow close-up views of the gorge’s sedimentary rock walls. The Trail System offers about 14.5 miles of trails.

Tentative Schedule
Pre-Convention Activities

Saturday, March 27, 2010
9:00 AM Beginner Dance Party Leader Seminar

Sunday, March 28, 2010
9:00 AM Beginner Dance Party Leader Seminar
3:00 PM Committee - Community & Traditional Dance
6:00 PM   Welcome Reception
7:30 PM   Orientation
8:00 PM   Recording Artist Callers Dance

Monday, March 29, 2010
General Interest Sessions
9:00 AM   Opening Session
10:15 AM  Beverage Break
10:45 AM  Programming Festivals and Conventions
10:45 AM  Sussing the Floor
10:45 AM  Games
10:45 PM  Don't Share the Music
1:00 PM   Tech Marketing
1:00 PM   3,5,6 Couples Dancing
1:00 PM   Basic/Mainstream Teaching Tips
1:00 PM   Voice I
2:15 PM   Beverage Break
2:45 PM   Retention Attention
2:45 PM   Modular Calling
2:45 PM   Plus Teaching Tips
2:45 PM   Voice II
4:15 PM   Dance Group Management
4:15 PM   Different Not Difficult
4:15 PM   Steal-A-Peak
4:45 PM   BOF - Chant Calling
4:45 PM   BOF - (TBD)
6:30 PM   Social Time
7:00 PM   Banquet
9:00 PM   Dance (TBD)

Tuesday, March 30, 2010
General Interest Sessions
9:00 AM   Something from Nothing
9:00 AM   Calling Extended Applications
9:00 AM   Alternative Music
9:00 AM   Voice III
10:15 AM  Beverage Break
10:45 AM  Making Your Business Grow
10:45 AM  Advance Choreography
10:45 AM  Newer Caller Tips
10:45 AM  Singing Call Adaptations
1:00 PM   History Heritage & Tradition
1:00 PM   Intro to Challenge
1:00 PM   Showmanship
1:00 PM   Social Scene
2:15 PM   Beverage Break
2:45 PM   Image Make Over
2:45 PM   Digital Music
2:45 PM   Phrase Craze
2:45 PM   Smooth Winds
4:15 PM   Fun Lessons
4:15 PM   How We Use Our Music
4:15 PM   Laptop Lane
4:45 PM   BOF - ‘60's Dancing
5:30 PM   (TBD)
6:00 PM   Social Hour
6:30 PM   Banquet
9:00 PM   Dance Featuring Canadian Callers
10:00 PM  Dance - Zesty Contra

**Wednesday, March 31, 2010**
9:00 AM  Closing Session (Annual Meeting)
BOF = Birds of a Feather
(TBD) = To Be Determined

PLEASE RETURN YOUR CONVENTION REGISTRATION CARD TO:

CALLERLAB
200 SW 30TH Street, Suite 104
Topeka, KS 66611

Or fax to 1(785)-783-3696