How proud are you of being a member of CALLERLAB? I know it’s not as easy as it once was to be a member of CALLERLAB.

I sat back and asked myself that same question: “how proud am I of being a MEMBER of CALLERLAB”, and after a very short period of time, I came to the firm answer “WILDLY PROUD”! Now, I know that is exactly what you would expect to hear from the Chairman of an organization, but, for me, the Chairmanship of CL is really just a post that I’ve been asked to fill. Another job within my organization that needs to be done. I have never really aspired to be Chairman, and really never expected to be elected chairman. My pride does not come from the job or the position I’ve been elected to, but rather the organization itself.

“I” may not turn out to be a great leader, but I know this “ORGANIZATION” will be a great leader! Our past performance demands it. My job (driving the bus really) is simply to manage that greatness and be sure it leads our dance form in a positive, inspired and open way. I want to drive this bus that is CALLERLAB exactly where we decide it should go.

As Dance organizations go, this is no ordinary bus though. This is a super-liner of busses! The Shania Twain tour-bus of busses!! Our home office is the finely tuned engine that purrs along on a daily basis under the direction of Jerry Reed who I believe does not sleep. His staff of engineers keep those on the bus informed and makes sure we never run out of gas. You, the member, sit firmly on this bus fearlessly making decisions in committee with the intent of not only making our craft of calling better, but really making the activity as a whole better. Other organizations applaud our organizational situation, and acknowledge our leadership activities and contributions. Our bus marches forward. The people on the bus, you and every other member, continue to contribute in a deep heartfelt way, and we do it not for glory or position but to ensure that our bus always has a road to go down. We have been road builders not just drivers, and we continue to desperately seek a way to build the road into a super highway or an autobahn!

(Continued on page 2)
I can be proud to be the driver of an organization that leads in its quest to build a better road for all organizations to drive on. I can be proud to be the driver of an organization that was instrumental in the formation of the ARTS, in Standardization, in our Home Office, in our Educational initiatives, in our code of ethics, in our seemingly endless list of publications, in our committees’ work, in our past conventions, in each and every member who has taken time out of their lives to be a CALLERLAB member. I can be proud to be the driver of an organization like this, but I am not.

I am proud of the “Organization that is CALLERLAB”, and I am humbled to be it’s driver for a while. Consider what the square dance world would be without CALLERLAB, and ask yourself how proud you are to be a CALLERLAB member!

POST-CONVENTION VOTE RESULT

Following the 2004 CALLERLAB convention, 922 ballots were mailed to eligible members. The ballots asked whether or not the actions taken at the convention (change the program Policy to extend the time between program reviews from two years to three years) should be rescinded (overturned).

The bylaws specify that a minimum of one-third of the mailed ballots (308) must be returned in order to constitute a quorum and that two-thirds of those responding must vote to rescind the vote taken at the convention.

Only 291 valid ballots were returned by the July 15, 2004 deadline. Therefore, the number of ballots returned is not sufficient to constitute a quorum, the convention decisions stand as voted and reported in the minutes of the Annual Meeting which were mailed to members with the Flash (May 2004) issue of DIRECTION.

A copy of the revised Program Policy is included with this issue of DIRECTION. The revised document will be posted on the CALLERLAB Website and available to all members.

(Editors Note: We would like to thank all the members who took the time and effort to vote. It is a sad commentary when an issue as important as this could not generate enough valid ballots to meet the quorum requirements.)

CORRECTIONS

In the 2004 FLASH issue of DIRECTION we listed CALLERLAB members who received Appreciation Awards in Reno, for their assistance in the vendor booth at the 52nd National Square Dance Convention in Oklahoma City, OK. Unfortunately, we inadvertently omitted two volunteers. Our sincere apologies and thanks go to Vernon and Kayla Jones.

In the Foundation News section of the 2004 FLASH issue of DIRECTION we listed a donation from Vernon and Kayla Jones as “In Memory of Danny and Debi Blagg.” This listing should have read “in honor and admiration of Danny and Debi Blagg”.

BOARD OF GOVERNORS ELECTION

The Ballot for the 2004 BOG election is enclosed with this issue of DIRECTION to all voting members. Voting members who receive Electronic DIRECTION will receive their ballots via regular mail. Members eligible to vote will be electing nine members to be seated on the Board following the 2005 CALLERLAB Convention in Louisville, KY. Board Members serve a term of three years.

Clark Baker, Tim Crawford, Larry Davenport, Bill Harrison, Jerry Jestin, Tom Miller, Dana Schirmer and Nasser Shukayr will complete their current terms on the Board at the 2005 convention and are seeking re-election. Doug Bennett, has chosen not to seek reelection.

Valid petitions were submitted for the following 14 candidates:


The results of this important election will be announced in the next issue of DIRECTION. Press releases will be mailed to publications and callers associations announcing the results.

CALLERLAB CONVENTION
MARCH 21-23, 2005
GALT HOUSE
LOUISVILLE, KY

DIRECTION is the official newsletter of CALLERLAB, The International Association of Square Dance Callers, with offices located at 467 Forrest Ave., Suite 118 Cocoa, FL 32922; Phone: (321)639-0039; Email: CALLERLAB@aol.com. DIRECTION is published and mailed first class to all members and affiliates of CALLERLAB. DIRECTION is edited by Jerry Reed, Executive Director.

DIRECTION is computerized, therefore, it would be most helpful to have articles, reports or letters to the editor submitted on computer diskettes whenever possible. DIRECTION uses Corel Word Perfect 8.0 on a Windows based computer. Computer diskettes or CD’s containing articles, reports or letters to be published should be submitted in Word Perfect. Windows based Micro Soft Word or ASCII text files are also acceptable. Please enclose a printout of the article, report or letter. Unsigned submissions will not be accepted.

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.
CALL FOR PAPERS
(Suggestions For Convention Sessions)
Have you ever wondered why a subject you have thought of has never been selected as an interest session at a CALLERLAB Convention? Well, now is your chance to submit your ideas to the Convention Planning Committee for consideration for the 2005 CALLERLAB Convention. Submission of ideas should be on a single page and include brief information on what your idea is and who would be good panelists. Your idea will be reviewed by the Convention Planning Committee. If it is selected, you will be asked to submit a more detailed description of the session and you may be asked to moderate the session. Ideas for the 2005 convention in Louisville are due in the Home Office not later than September 30, 2004.

CALLERLAB & THE ARTS
The Alliance for Round, Traditional, and Square (ARTS) Dance is a gathering of related dance organizations which have joined forces to achieve a common goal of increasing the number of dancers. The ARTS mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions. The ARTS held its Summer 2004 meeting in Denver, CO following the 53rd National Square Dance Convention (NSDC) on June 27, 2004. During the meeting Pat Demerath provided an informative presentation on how we might enhance the image of square dancing. The group also discussed the need to attract corporate sponsorship. Projects to help in this effort include the dancer demographic survey conducted by CALLERLAB and the CALLERLAB Foundation and a dancer survey conducted by The ARTS at the 53rd NSDC in Denver. The ARTS has applied to the IRS to obtain Tax-Exempt 501(c)(3) status to provide for tax deductible donations to the ARTS. For more details about the ARTS, please see the Press Release with this issue of DIRECTION and visit The ARTS web site at: www.ARTS-DANCE.org

PLUS EMPHASIS CALL
Skip Brown, Plus Committee Chairman, is pleased to announce SPIN CHAIN THRU has been selected as the Plus Emphasis call for the period of August thru December 2004. Please see the attached Press Release for details and choreography.

THE WINNER$ CIRCLE
Your convention Planning Committee has chosen “The Winner $ Circle” as the theme for the 2005 CALLERLAB Convention in Louisville, KY March 21 - 23, 2005. Tom Miller of Chest Springs, PA will receive a one year CALLERLAB Membership for his submission of the theme for the 2005 Convention. This theme idea will be reflected in the major panel discussions during the convention. There will be interest sessions, demonstrations, and discussions on ways to win the recruiting and retention challenges facing square dancing. We will be posting the convention interest session schedule on the CALLERLAB web site (www.callerlab.org); please check it out.

This year, in Reno, we continued the spirit of cooperation and optimism as we met and discussed ways we can increase the participation in square dancing. We heard several reports from The Alliance for Round, Traditional, and Square (ARTS) Dance. Next year there will be even more to report and discuss.

There has been a reorganization of the CALLERLAB committee structure tasked with recruiting and marketing issues. At the convention in 2005, we expect to hear reports of the progress of this new committee on several aspects of recruiting and retention. If you are interested in this aspect of our ongoing efforts, be sure to attend the convention.

The sixth convention of the new millennium will build on our desire to not only recruit more dancers, but to retain them and bring them into THE WINNER$ CIRCLE$ of square dancing. The convention program will focus on innovative ways of recruiting and marketing. There will be sessions focusing on many of the aspects of successful recruiting and retention experiences. We will again provide a session specifically designed for the newer caller. This session will help members who have been calling less than 6 - 8 years with information of special interest for the new caller. Other sessions will discuss effective marketing techniques and how to do the best job with new dancer groups and dances. The range of interest sessions will include technical sessions as well, including Showmanship, Multi-cycle Programming, How To Prompt Contra Dances, and several sessions related to Choreography. We will also offer sessions of special interest to Advanced and Challenge callers. Of course, many of the most popular past sessions will be repeated.

(Continued on page 4)
Louisville to match the fun and entertainment. Plan to attend the auction and have some fun while you help us raise money for the Foundation.

CD JOURNAL

The CD Journal is published approximately four times a year. It is available electronically in .PDF format either by E-mail subscription or on the CALLERLAB web site under “Documents.” The CD Journal is a publication of CALLERLAB and contains news about the Committee for Community Dance (CCD) activities, articles about the Community Dance Program, Beginner Dance Parties and other material.

If you would like to receive the CD Journal, you must notify the Home Office by, phone, fax, mail or E-mail. If you would like to contribute to the CD Journal please contact Kit Galvin or Dottie Welch or the CALLERLAB Office at: CALLERLAB@aol.com.

PROGRAM POLICY REVISED

As reported earlier in this issue of DIRECTION, the MOTION to revise the CALLERLAB Program Policy was approved at the 2004 CALLERLAB Convention and the membership DID NOT vote to rescind that vote. Therefore, the CALLERLAB Program Policy has been revised. The revision changed paragraph 7 to read “7. Dance programs shall be reviewed for content at least every 3 years. Changes shall be slow and deliberate.” A copy of the revised Program Policy is included with this issue of DIRECTION and it is posted on the CALLERLAB web site (www.callerlab.org) under “Programs.”

ADVANCED DEFINITIONS REVISED

The Advanced Program Definitions have been revised to remove reference to “Galaxy” formations. The rationale is that Galaxies are not part of the Advanced Program and therefore should not be referred to in the Advanced Definitions. Paper copies of the definitions are available through the Home Office at a cost of $4.00 or they are available on the CALLERLAB web site (www.callerlab.org) under “Programs.”

CALLERLAB
PROGRAM POLICY
WHITE POSITION PAPER

Dick Mazziotti, Chairman of the Program Policy Committee, is pleased to announce completion of the CALLERLAB Program Policy White Paper Position Paper. This document provides information intended to explain the current CALLERLAB Program Policy Statement. There have been questions about the Program Policy and it is hoped this position paper will help answer several of these questions.

It is just as important to sing about beautiful mornings as it is to mourn about rainy days.
C-1 & C-2 LISTS REVISED

The C-1 list has been revised to include “CROSS EXTEND” which has been added to the C-1 Program. The C2 list in HTML format on the CALLERLAB web site has been revised to change: “Reverse Cut/Flip the Diamond” to read “Reverse Cut/Flip the Diamond” the existing PDF format C-2 list on the web site was correct. A copy of the revised C1 list is included with this issue of DIRECTION and it is posted on the CALLERLAB web site (www.callerlab.org) under “Programs.”

C-3A DEFINITIONS APPROVED

Ed Foote, Chairman of the Challenge Committee is pleased to announce the approval of the C3A definitions. Paper copies of the definitions are available through the Home Office at a cost of $4.00 or they are available on the CALLERLAB web site (www.callerlab.org) under “Programs.”

TRADITIONAL/CONTRA DANCES

Included with this issue of DIRECTION are two dances from the Traditional/Contra Committee. Please take a look at these interesting and entertaining dances. If you have questions about this or any Traditional or Contra dances, contact Committee Chairman Stew Shacklett at Email Stews@bbtel.com or (270) 422-2421.

THE CALLERLAB JOKE BOOK

This Joke Book, complied by John Swindle is made up of jokes and words of wisdom from Square Dance Publications and was a big hit at this year’s CALLERLAB convention. There are 126 spiral bound pages containing more than 400 jokes. This book sells for $15.00.

The joke book has been added to the CALLERLAB sales item’s list included with this issue of DIRECTION. For the caller who likes to have a fresh joke, this joke book is a must. So, be one of the first to have one of these great books. Place your order today. (Be watching for volume two. It is currently on the drawing board.)

CALLERLAB AT THE 53rd NSDC

CALLERLAB and the Foundation had a vendor booth at the Denver National Square Dance Convention again this year. We also participated in the Showcase of Ideas. CALLERLAB information, handouts, and sales items were available at the booth. The booth gave CALLERLAB and the Foundation a positive presence before the dancing public and elicited a good response from everyone who stopped by to visit.

Thanks to the following members of CALLERLAB who volunteered to help staff the booth: Scot and Erin Byars, Ron Counts and Kit Galvin, Tim Crawford, Betsy and Roy Gotta, Patty and Steve Greene, Mike and Michelle Jacobs, Frank Lescrinier, Mike and Janet Olivier, Norm Poisson, Bob Rollins, Dana Schirmer, Mike Seastrom, and Jim and Ann Wass.

Several CALLERLAB members participated in various training seminars, panels, and discussion groups during the convention. THANK YOU to all CALLERLAB members who participated in the convention.

CALLERLAB SCHOLARSHIPS AWARDED

The following George White Scholarships were recently approved by the Executive Committee: John H. Burke, Ruth Riegelhaupt-Herzig, Alice Wahle, and Larry Williams. The following scholarships from the Grand Square, Inc. Education Fund were approved by the CALLERLAB Foundation Executive Directors: Leo (Stony) Holcroft, Wesley Mohler, John Ryan, and Mike Senita. The following Jerry Schatzer Scholarship was recently approved by the Executive Committee: Jimmy Johnson. The following Tex Hencerling Scholarships were recently approved by the Executive Committee: Cynthia Rouse and Stan Sullivan. The following Heyman Scholarship was recently approved by the Executive Committee: Sarah Riegelhaupt-Herzig. Our congratulations to each of these deserving callers and we wish them the best of luck in their calling career.

HANHURST'S TAPE & RECORD SERVICE CALLER EDUCATION SCHOLARSHIP FUND AWARDS

The Hanhurst’s Tape Service Scholarship Fund for caller education was established by Bill and Peggy Heyman to enable both new and experienced callers to further their professional caller education by attending a Caller’s College providing a full CALLERLAB curriculum.

It is with particular pleasure that Hanhurst’s Tape & Record Service announces that the following individuals are the recipients of partial scholarships for 2004: Matt Barnes, Bryan, TX, Gavin Smith, Ephrata, WA, John Shanks, Lancaster, CA and Sarah Riegelhaupt-Herzig, Sunnyvale, CA.

(Continued on page 6)
These callers will all be attending Caller’s Colleges taught by highly-qualified caller coaches during the summer and fall of 2004. To date, 60 partial scholarships have been awarded to new and experienced callers attending caller’s colleges in the U.S.A. and overseas.

DEMOGRAPHIC SURVEY COMPLETED

Terry Wheeler, Chairman of the Research & Development Committee, is pleased to announce completion of the demographic survey conducted last year by CALLERLAB and the CALLERLAB Foundation. This survey collected demographic information from a statistically valid random sample of square dancers and callers from all over the USA. The survey includes data from a very wide range of demographic information as well as dance related questions. The results of this survey are available from the Home Office. Paper copies are available for a nominal charge of $5.00 to help cover the cost of printing, handling, & shipping. PDF versions of the report are available at no cost; please contact the Home Office (CALLERLAB@aol.com) and request a copy.

NEED PROOF OF INSURANCE?

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility, are reminded that the necessary certificates must be obtained directly from the insurance company. Do NOT call the Home Office for certificates. They must be obtained by calling the Marsh Affinity Group at 1-800-503-9227. Identify yourself as a member of CALLERLAB and they will issue the certificate after verifying your membership. The insurance company MAY ask you to submit a “Request For Certificate Of Insurance” form. We have enclosed a copy of the form for your convenience. Certificates are mailed no later than the next business day.

Questions regarding insurance coverage or information regarding the filing of claims should also be directed to the insurance company, 1-800-900-9772 Extension 258. This insurance program is only available to U.S. members.

AMERICAN SQUARE DANCE MAGAZINE
(Idea submitted by Paul & Nita Walker)

We have been dancing 30 years and have been subscribing to the American Square Dance Magazine for 28 of those years. It is the "only" national square dance magazine in the nation.

As we all are aware, the number of dancers has been declining over the past several years. The American Square Dance Magazine is published monthly and covers "every" aspect of our recreation. Round Dance, Contra, Traditional, Sewing, Trends, etc, many articles are written by the giants of our hobby. National organizations such as, USDA, The ARTS, CALLERLAB, CONTRALAB, ROUNDALAB, and many others contribute articles of interest.

We have learned that this magazine has experienced a decline in subscriptions. The magazine has nowhere to advertise their services except through us....the people. This is why we are writing to ask you to seriously consider providing support to the magazine, to help it survive. You have the opportunity to keep up with what is going on. Take our word for it, you will be happy that you subscribed to this magazine. Let's all get behind this great publication and keep it in print for years to come.

PARTNER'S COMMITTEE
Bev Sutter, Chair

A few years ago, I volunteered to chair the Partner’s Committee for CALLERLAB. My first year I made a statement at the general membership meeting, I just couldn’t let the opportunity of addressing the entire assemblage pass without my comments about the untapped talent of the partners of this association. As of today’s writing the proposal to use those talents is in the hands of the EC. Thanks to ALL who have made this proposal a reality and the overall acceptance of the idea. We would like to see all partners join our committee and keep up on the news. If you would like to join this committee please contact Gail Swindle, at the CALLERLAB office. Our committee has only two requirements: 1) your partnership with an active CALLERLAB Caller and 2) an interest in Square Dancing.

I look forward to the Convention in Louisville KY, March 21-23, 2005. I would appreciate your ideas, comments, suggestions and volunteers for the partner’s sessions. We welcome any caller, cuer or partner who would like to be a presenter at one of the partners sessions. Please get contact me and let's work on your ideas and suggestion and how we make you a “star” of our convention sessions. Partners, if you have something you’d like to see presented or have something to present, again contact me, or Gail.

(Continued on page 7)
When I started attending the conventions I thought the partner’s sessions were for wives to get together for sharing recipes, patterns, stories, problems and solutions. Just some things to keep us occupied while the MEN attended the meetings, making decisions that affected us, and our activity. Yes, even tea parties. Just so we know what a tea party is, let’s have one! Gloves, hats, a tiny tea cup and saucer, Manners the butler waiting on us, tea cookies, gossip and bragging sessions about anything and anyone.

And yes, we did share recipes and patterns for square dance clothes, shawls and everything else involved in Square dance attire. We did brag about our husbands and their talents as choreographers and singers. We hopefully have solved lots of problems with dancers, dance halls, clubs, lessons and demonstrations. We listened to those partners who have “been there done that.” We took it all home and applied it to our lives.

With liberation catching up to CALLERLAB, the role of Women In Calling has become more recognizable (Thank you ladies!) and we are now partners of callers, not just husbands and wives. We can still share all the above, but we have loftier thoughts being expressed now. Hopefully, we partners, those sharing in more of the activity with our caller, have something to say that can now be heard. Not all ideas are good or bad, they are ideas and imagination. And, those ideas and imaginations are what helps us decide which ones are good or not so good. We all have and are entitled to an opinion.

The convention and partners sessions is a great place to air our opinions and suggestions and see where and how best to express those thoughts, put them together and passed on to the next generation of Partners. Join us!

As a partner, do you know what these stand for? EC, BOG, WIC, RPM, CDP, R&D, WAM (Answers next issue.)

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.

WANT TO INCREASE CLASS SIZE?

GO BOWLING!!

by Nick Martellacci

In January 2003, I called four dances in northern New Jersey over the course of ten days. Four different towns; four different clubs. Along with the members of the clubs sponsoring each event, I noticed one couple who had attended all four dances. Were they charter members of my personal fan club? Not really. Septuagenarian stalkers? I sincerely doubt it. Did this couple belong to all four clubs? Possibly but not necessarily. Why mention them at all? Thank you for asking!

Square dancing has developed its own culture - emphasis on "cult". We have our own language, dress, and rituals. While we don’t live in a commune, we certainly socialize in something very akin to one!! We attend classes and dances and weekends, festivals and annual conventions. When we’re not taking a class, we angel! Occasionally we venture beyond the dance hall - but we do so in the company of other dancers. The three most common topics of conversation at any event are (in no particular order) the decreasing number of square dancers, the square dance event we’re planning on hosting or attending or have just attended, or square dancing in general (choreography, callers, politics, etc.)

I need to stop here and remind you all that I really love square dancing! Except for the politics of getting hired as a caller, I love pretty much every aspect of the activity. After fourteen and one-half years I still enjoy dancing. I love the challenge of smoothly flowing choreography. I love teaching new dancers. I love planning and calling dances. I like cooking up my contribution to the monthly potluck supper. I love traveling to festivals and conventions.

As with any "fringe element," the public-at-large knows about us and where we gather, but choose for the most part to maintain a respectful distance. The exception to this rule is the annual church/scout troop/father and daughter/elementary school Square Dance Night. Just like St. Patrick’s Day when everyone is an honorary Irishman, so too on Square Dance Night everyone acts like they think square dancers act. They try to dress like us (overalls, straw hats, etc), eat like us (fried chicken and corn-on-the-cob), and in as many ways as possible to BE us. For exactly three hours. Then they go back to "normal" life.

Let’s go back to my sweet little white-haired couple. Based on what I saw, their whole social life revolves around square dancing. And while square dancing is a wonderful thing, too much of any wonderful thing has the potential to throw one’s life out of balance. Yes, there’s something very comforting about basking in the warm greetings of friends met over years on the dance floor. But by dancing five nights a week this little white-haired couple is not in a position to bring new dancers into the activity. Why? Because all their social contacts are already square dancers!!

As we get drawn further and further into the square dance culture we lose contact with the "real" world. In so doing, we lose touch with the source of potential new dancers. No matter how many outreach events we do at my club during the year, the highest percentage of mainstream class members comes to us from personal referrals - friends referring friends. And our recent graduates are the biggest source of those referrals - dancers who have not yet been swept up into the all-consuming vortex that is square dancing.

(Note continued on page 8)
More of us need to reestablish ties with the real world in order to reach potential new dancers. To do so we need to spend time outside the dance hall. And, no, I'm not talking about Square Dance Night at the Bowling Alley - dozens of people descending on the lanes dressed in petticoats and bolo ties handing out flyers for upcoming lessons in between frames! I'm talking about participating in activities that you find personally interesting and fulfilling. Meeting and spending time with non-square dancers. Letting them realize that we're not The Stepford Dancers - a of bunch crazed zombies awaiting word from the mother ship to take over the world and dress it in polyester, crinolines, and faux Native American jewelry.

Join a bowling league. Take an adult-ed class. Learn gourmet cooking. Do any of a number of fun and exciting things that will enrich your life and demonstrate to the public at large that square dancers really CAN be moved by something other than the plinking of a banjo and thumping of a double bass.

Um... but whatever you choose to do, just make sure it's not on club night!!

A NEW IDEA??

(Continued from page 7)

See two separate and distinct problems in square dancing today, although they are interrelated. The first is how to attract new dancers to the sport. With all the alternatives in the world today, it is difficult to attract new people to any sport or activity. We have found in our area that if we advertise lessons, starting with one, two or three "free" lessons, that we get a reason- able turnout - especially for the "free" ones. If we tell people on the first or second night that it will take them nine months to a year to become "square dancers," many leave right then and there. But are we lying to them if we don't tell them? We sell the lessons in ten week blocks, and many people take only the first ten weeks and quit when they realize they are just getting started and have another eight months to go. Our club has changed its program so that a newer dancer can become a full club member after learning the first 52 "basic" calls. That generally takes about twenty weeks. He or she can even continue to dance at that level for as long as he likes. We then have a Mainstream level of dancing which is where many of the newer and "more experienced" (you can interpret that as meaning old) dancers are comfortable. Then we have the Plus level where we have people who are brand new at Plus and those who dance APD/DBD. So, after twenty weeks, the newer people can consider themselves "square dancers," but it will still take up to a year or more before they can go to dances at other clubs. Which brings us to the bigger problem. What do you do with people who want to dance at the beginner or Mainstream level when all the club dances are either for brand new beginner dancers or Plus level dancers? I don't consider a red light/green light dance true Mainstream dance. At a club board meeting two nights ago, I heard board members say that they only have fun dancing Plus level. And yet I watched those same people last night at a dance called by Nasser "it's all in the $2.00 coat" Shukayr have a great time and applaud Nasser wildly (I don't know if he really deserved it :-)) after dancing two tips of challenging Mainstream. What I see is people who are so ingrained with the idea that you have to be a Plus dancer to enjoy square dancing that they really can't see the forest for the trees. They forget that square dancing is first and foremost a social activity. There are no professional square dancers, as there are in other forms of dance. (I am not talking about callers, just dancers.) The primary reason 99% of the people get involved and stay involved is for the socialization. If all we did was show up at the hall, dance, and leave with no opportunity to interact with one another, it would be pretty dull. I know that square dancing is good for us from a medical standpoint, that we get physical and mental exercise, but that is only an offshoot from the social benefits. Perhaps what we need to look at is revising our entire program. Instead of the "rush to Plus" syndrome that we generally see today, what could we accomplish if we brought in new people and made them feel that they were square dancers after three lessons? What if one night a month we had a dance only at their level and invited everyone to come to a great party? Another night a month we could have a party with Mainstream level dancing, and another at Plus and another at Advanced. Would the Advanced dancers show up for the entry level or Mainstream dances. If we made them community parties with square dancing, probably yes. Tony Oxendine started his new square dance social club at the beginning of the year. When I last spoke to him, he had fifty-some members who dance calls 1-32. When they put on a dance, people from all over come to dance calls 1-32 so that they can socialize and enjoy themselves. I am not saying that it would work everywhere, but, and I have to say that initially I was critical of the idea, we can at least give it a chance. The advantages are that it gets people involved with the entire sport more quickly, it gives everyone a place to go to have fun, and, with a caller who is not afraid to call some challenging stuff at the beginner level, it makes for a good evening of dancing for everyone. Times have changed and we need to recognize that. We need to look at dress codes, couples only rules, age requirements, and dance levels. When our grandparents went to barn dances, I don't think that they were concerned with who danced at what level. This is a fairly recent phenomenon that needs to be addressed. Personally, I think it is strangling the sport.

Temper is what gets most of us in trouble.

Pride is what keeps us there.
It is CALLERLAB’s objective to establish and maintain modern western square dance programs. This policy is established in order to achieve that objective.

1. CALLERLAB identifies, names, populates and manages modern western square dance programs.

2. Dance programs are listed in the order dancers learn them. The first dance program is the entry program designed for dancers who first enter into modern western square dancing. Currently, the CALLERLAB dance programs and their respective abbreviations are:

   a. Mainstream                         MS
   b. Plus                                       PL
   c. Advanced 1                           A1
   d. Advanced 2                          A2
   e. Challenge 1                          C1
   f. Challenge 2                           C2
   g. Challenge 3A                      C3A

3. Dance program content includes a list of calls, respective call definitions, usage rules, concepts, and glossary terms.

4. Each dance program contains calls and other content from all prior programs.

5. Callers are required to teach dance programs completely and thoroughly. Dancers are expected to learn the dance programs in the listed order.

6. A CALLERLAB Standing Committee manages one or more dance programs. Currently, the dance programs are managed by the following committees:

   a. Mainstream Committee                   MS
   b. Plus Committee                                  PL
   c. Advanced Committee                        A1 and A2
   d. Challenge Committee                      C1, C2 and C3A

7. Dance programs shall be reviewed for content every 3 years. Changes shall be slow and deliberate.

8. Each dance program through Advanced shall have a suggested teaching order developed by the respective dance program committee.

9. Each dance program shall contain only as many calls as can be comfortably taught to dancers in a single teaching season. Dance programs shall be neither too large, nor too small in this regard. The definition of a teaching season for a given dance program shall be determined by that dance program’s committee.
INTRODUCTION

The following information explains the current CALLERLAB Program Policy Statement. This Program Policy Statement was approved by the CALLERLAB membership in 2000 and revised July 15, 2004. This Position Paper was approved by the Board on April 4, 2004. It was revised on July 17, 2004 to reflect the change to paragraph seven of the Program Policy, as approved by the membership on July 17, 2004, that dance programs will be reviewed once every three years.

INFORMATION

On April 19, 2000 the members of CALLERLAB passed a resolution directing the BOG to implement the Program Policy Statement. The Program Policy Committee created the statement.

The following explains how the Program Policy will encourage all callers to actively support CALLERLAB’s efforts for stability.

Board Of Governors Program Policy B (revised July 15, 2004)

It is the objective of CALLERLAB to establish and maintain modern western square dance programs. This policy is established in order to achieve that objective. While it is named Board of Governors Program Policy, it is the result of several years of work by the Program Policy Committee, under Bill Davis and then Kip Garvey. This includes the chairs and vicechairs of all Program Committees (MS, Plus, etc). For some time it has been recognized that Modern Western Square Dancing (MWSD) is in decline in many areas of the world. The future of this activity is in jeopardy. No one person, committee or group has the total solution. The Program Policy, as adopted by majority vote of CALLERLAB, is the plan for achieving that objective. Its scope is broad enough to include and encompass ideas from other areas and situations.

1. CALLERLAB identifies names, populates and manages modern western square dance programs.

(This first statement describes the place of CALLERLAB in the worldwide activity of square dancing. The members of CALLERLAB accept the responsibility for managing the dance programs, which includes naming the programs, deciding which calls belong in each program, and continuously evaluating the programs for continuity and dancer success.)

2. Dance programs are listed in the order dancers learn them. The first dance program is the entry program designed for dancers who enter into modern western square dancing. Currently, the CALLERLAB dance programs and their abbreviations are:

   Mainstream (MS)  
   Plus (PL)  
   Advanced 1 (A1)  
   Advanced 2 (A2)  
   Challenge 1 (C1)  
   Challenge 2 (C2)  
   Challenge 3A (C3A)

(This statement recognizes the fact that dance programs build upon previous programs, and that the current recommended entry program is Mainstream. It is still possible for regions to use only a portion of the Mainstream program as an entry program (for example using only MS 1-53) previously known as “Basic” - as a local dance program.)
3. Dance program content includes a list of calls, respective call definitions, usage rules, concepts and glossary terms.

(Each dance program is defined to include the following:
  - Discrete list of calls
  - Clearly worded and detailed definitions
  - Suggested minimum teaching time
  - Usage rules and other information to guide leaders in the use of each program

Each program committee manages this information. See #6 below.)

4. Each dance program contains calls and other content from all prior programs.

(This statement defines the progression of the dance programs. Anyone dancing or calling a particular dance program must be able to use all calls in the programs listed before that program. For example, Advanced 1 (A1) includes all of the calls in the Mainstream and Plus programs.)

5. Callers are required to teach dance programs completely and thoroughly. Dancers are expected to learn the dance programs in the listed order.

(This statement describes the place of callers and dancers in the worldwide activity of square dancing. Callers must teach programs completely and thoroughly so that dancers can derive maximum satisfaction and pleasure from a given dance program. Callers must encourage dancers to master a program before learning an additional program.)

6. A CALLERLAB Standing Committee manages one or more dance programs. Currently the following committees manage the dance programs:

   Mainstream Committee (MS);
   Plus Committee (Plus);
   Advanced Committee (A1 and A2);
   Challenge Committee (C1, C2 and C3A).

(Management of dance programs is a very visible and sometimes misunderstood activity of CALLERLAB. The Program Committees manage the program content as defined in Statement #3. Callers who use a program and are members of CALLERLAB are eligible to participate in that Program Committee. This allows all callers an opportunity to evaluate and develop the MWSD programs to meet the needs of dancers worldwide.)

7. Dance programs are updated every three years. Changes shall be slow and deliberate.

(This paragraph was changed by the membership at the 2004 Annual CALLERLAB meeting in Reno, NV. Every three years, each Program Committee, starting with Mainstream and followed in order by Plus, Advanced, and Challenge, reviews its program and content for changes that will improve the program and its usage worldwide. "Changes" can mean:
  - Adding or dropping calls
  - Changing call definitions or names
  - Selecting an appropriate teaching time
  - Anything else that is appropriate to that Program

All Program Committee decisions are made by a vote of those participating committee members. The "slow and deliberate" statement is used to recognize that change can cause problems for a program if it occurs too frequently or in a disorganized manner.)
8. Each dance program through Advanced shall have a suggested teaching order developed by the respective dance program committee.

(MWSD is a progressive learning activity, calls are developed from other calls. Call definitions build upon other call definitions. It makes sense to have a suggested teaching order for each program which recognizes this progressive learning. An accepted teaching order will help to ensure that dancers participating at events planned for those who are learning a dance program will have learned a common set of calls at that point in time.)

9. Each dance program shall contain only as many calls as can be comfortably taught to dancers in a single teaching season. Dance programs shall be neither too large, nor too small in this regard. The definition of a teaching season for a given dance program shall be determined by that dance program’s committee.

(Helpful advice for callers and club officers is one of the most valuable contributions CALLERLAB makes. Class length can vary depending on:

- Caller expertise and education
- Dancer commitment
- Ability
- Age
- Etc.

Program Committees are charged with managing program content. Program Committees emphasize the importance of adequate learning for dancers to succeed in square dancing.)
TRADITIONAL DANCE OF THE QUARTER
3rd Quarter 2004
MILITARY MARCH GRAND SQUARE

Type: American Mixer

Formation: Double circle, couples facing Counterclockwise, inside hands joined. Gents in center. This is a unique combination of the “All American Promenade” and the “Grand Square.”

Music: “Honor Your Partner” Album # 13 side 1. Also you can use any march available. Here are a few. RCA 41-6173, 47-9423, 45-6173, 20-6645, 25-4007-A, Windsor 7112-B, 7134-B, 7412-B, 3112-B, 7434-B

By: Ed Durlacher

Counts

1 - 8 Walk, 2, 3, 4; Turn and back up, 2, 3, stop, Starting gents left, ladies right, walk forward four steps and turn toward partner to face reverse direction while changing hands. Continue moving in the same direction by backing up four steps and stopping on the 8th count. You are now facing reverse direction. (like, All American Promenade).

9 - 16 Walk, 2, 3, 4; Turn and back up, 2, 3, stop; Repeat the walking figure by moving forward in reverse direction, turning on count four and backing up four steps and stop on the 8th count. (now facing original direction)

17 - 24 Walk forward, 2, 3, face away; Walk, 2, 3, turn; Starting on the outside foot all will make the outline of a square on their own side. All walk forward four steps, gents turn left, ladies turn right and walk four steps away from partner.

25 - 32 Walk, 2, 3, turn; Walk, 2, 3, 4; Again gents face left and ladies right walk four steps in Reverse direction. Again make the turn in the same direction and walk four steps to a new partner.

NOTE: - Prior to the start of the Military March Grand Square the gents should be instructed to look at the girl behind their own partner so that they will know who their next partner will be.
FOR IMMEDIATE RELEASE
CONTRA DANCE OF THE QUARTER
3rd Quarter 2004

EASY DOES IT

Type: American Contemporary Contra.
Formation: Duple Minor, Improper, 1, 3, 5, etc. Crossed and Active.
Music: Most any 32 Bar Reel, Jig, or Hornpipe.
By: Ralph Page

A1

1 - 8 Do-Sa-Do the one below (8 counts) Men face left and ladies face right to ladies face right to start.

9 - 16 Same Lady Swing (8 counts) Men finish the swing with the lady on the lady on their right facing into the center.

A2

17 - 24 Ladies Chain (8 counts) Ladies chain across the set with opposite couple. This lady will be your original partner.

25 - 32 Ladies Chain back (8 counts) Chain back will bring you back to the one you swung.

B1

33 - 40 Half Promenade (8 counts) With the lady you swung, promenade by passing left shoulders with the opposite couple, exchanging places.

41 - 48 Right and Left Thru (8 counts) Right and left thru will bring you back to place.

B2

49 - 56 Left-Hand Star (8 counts) With the same couple star left once around.

57 - 64 Right-Hand Star (8 counts) Change hands and star right in opposite direction back to place. Then turn to face below to start the dance with new corner

This is an easy contra to prompt. This is a good contra to start with. If you have wanted to start using contra in your programs but didn’t know where to start, now you have one to start with.

REMEMBER- use the music properly. Do not call like you do a square.

******************** END ********************

We thank you for the coverage you have given us in the past and for your continued support in the future.
Skip Brown, Plus Committee Chairman, is pleased to announce SPIN CHAIN THRU has been selected as the Plus Emphasis call for the period of August thru December 2004.

**STARTING FORMATION:** Right Hand Waves

**ARRANGEMENT:** "0" (Boy, Girl, Girl, Boy)

*NOTE From Plus Standard Applications book: When used from #1/2 W - “Most often preceded by a Spin Chain Thru from "0" right hand Ocean Waves”*

**DEFINITION:** Each end and the adjacent center dancer turn one half (180). The new centers of each ocean wave turn three quarters (270) to make a new ocean wave across the set. The two centers of this wave turn one half (180) to reform the wave across the set. The two outside pairs of dancers of the center wave now turn three quarters (270) to join the waiting ends and form parallel ocean waves.

**STYLING:** Hands up as in Swing Thru. It is important that the waiting ends remain in static position with hands ready to assume appropriate position for the next call.

**TIMING:** 16.

**ENDING FORMATION:** Right Hand Waves

**DANCE EXAMPLES:**

Zero Line - Pass The Ocean - Spin Chain Thru - Boys Run - Bend The Line - Square Thru 2 - Trade By - Left Allemande

Zero Box - Touch 1/4 - Follow Your Neighbor & Spread - Spin Chain Thru - Girls Circulate Twice - Spin Chain Thru - Boys Circulate Twice - Swing Thru - Boys Run - Wheel & Deal B Left Allemande


Conversion Modules:

(From Zero Box To Zero Line) Zero Box - Spin Chain Thru - Girls Circulate Double - Boys Run - Bend The Line - Zero Line

(From Zero Box To Zero Line) Zero Box - Spin Chain Thru - Scoot Back - All Eight Circulate - Slide Thru - Zero Line

(From Zero Line To Zero Box) Zero Line - Pass The Ocean - Spin Chain Thru - Girls Circulate Double - Swing Thru - Recycle B Zero Box

(From Zero Line To Zero Box) Zero Line - Pass The Ocean - Girls Trade - Spin Chain Thru - Girls Circulate Double - Boys Run - Ferris Wheel - Centers Thru - Zero Box

Right & Left Grand Get Out Modules:

Zero Box - Spin Chain Thru - Girls Circulate Double - Right & Left Grand

Zero Box - Spin Chain Thru - All Eight Circulate - Right & Left Grand

Singing Call Example:

(From Static Square) - Four Ladies Chain - Heads (Sides) Half Sashay - Slide Thru - Right & Left Thru - Spin Chain Thru - Girls Circulate Once - Turn Thru - Allemande Left - Promenade

************ END ************

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS
ATTENTION ALL CALLERLAB AFFILIATES

Our insurance company has ruled that they include non-CALLERLAB members who are members of an affiliate association in the USA, in CALLERLAB's group liability insurance program if the affiliate has purchased the $3,000,000 liability coverage which is available to them for a premium of $40.00 per year.

The following provides details about this program.

CALLERLAB AFFILIATES INSURANCE PROGRAM

Does your association sponsor dances, fund-raising events, festivals, meetings or other similar events?

Have you ever been refused the use of a dance hall, church, recreation hall, civic center or other facility because you did not have insurance?

If so, CALLERLAB has an answer to your insurance needs.

CALLERLAB has negotiated a group liability policy which allows us to include our affiliated callers' associations. For the modest fee of $40 per year, your association can have $3,000,000 of liability coverage.

This policy will protect your association and the association officers in the event of a bodily injury or personal injury claim filed against you as a result of your sponsorship of any square dance related activity.

You can also obtain, at no additional cost, a Certificate of Additional Insured if required by facilities that you rent for your association activities.

To begin your coverage, please send a check for $40.00 in addition to your association affiliation dues of $70.00. Your insurance will be activated upon receipt. The policy period is from April 1, to March 31, of the following year. Sorry, we cannot prorate insurance coverage.

For complete details, contact:

CALLERLAB
467 Forrest Ave., Suite 118
Cocoa, FL 329221
(321)639-0069
FAX: (321) 639-0851
Email: CALLERLAB@aol.com
WWW.CALLERLAB.ORG
Request for Certificate of Insurance
Chapter/Club Liability Insurance Plan

Name of Association: ____________________________________________________________

Name of Chapter, Club, Team or Region: ________________________________________

Policy Number: __________________________________________________________________

Name and Address of Officer/Member Requesting Certificate: ______________

   Address: __________________________________________________

   City/State/Zip: _____________________________________________

   Telephone Number: ____________ Fax Number:_____________________

Is the event sponsored by your group? ?Yes ?No

   Name of Event and your groups function for the event:

   _____________________________________________________________

Location of the Event/: __________________________________________________________

Date of the Event/Function: ______________________________________________________

Facility (including mailing address) Requesting Proof of Liability Coverage:

   _____________________________________________________________

   _____________________________________________________________

Is the facility requesting to be named as an additional insured? ?Yes ?No

Is the facility the property owner where the event is being held? ?Yes ?No

If no, please explain: _________________________________________________________

   _____________________________________________________________

Signature: ________________________________  Date: ________________________

Please fax or mail to:

   Marsh Affinity Group Services
   P.O. Box 14575
   Des Moines, IA 50306
   Toll Free 800/503-9227
   Fax 515/365-3005
Ah So
Alter the Wave
Beaus and Belles Naming Convention
(from all appropriate formations)
Block Formation, such as:
Partner Trade, Partner Tag, Pass Thru, Touch 1/4,
Star Thru, Walk & Dodge, Square Thru, Wheel Thru
Butterfly Formation/Concept, such as:
Circulate, Split Circulate, Walk & Dodge
Cast Back/Cross Cast Back
Chain Reaction (from various formations)
Checkover
Circle By (with fractions)
Concentric Concept, such as:
From starting DPT: Star Thru, Slide Thru,
Pass In/Out, Touch 1/4
From completed DPT: Chase Right, Shakedown
From tidal wave: Recycle, Ah So
From tidal line: Wheel & Deal, Turn & Deal, 1/2 Tag
Counter Rotate
Cross and Turn
 Reverse Cross and Turn
Cross By
Cross Chain Thru/Cross Chain and Roll
Cross Extend
Cross Roll to a Wave/Line
Diamond Chain Thru variations:
(Anything) Chain Thru, such as:
Inpoint Triangle Chain Thru
Interlocked Diamond Chain Thru
Dixie Diamond
Dixie Sashay
Flip the Line 1/4, 1/2, 3/4, Full
Follow Thru
Follow Your Neighbor variations:
Chase Your Neighbor, Cross Your Neighbor,

Galaxy Formation/Galaxy Circulate
Interlocked Diamond Formation:
Interlocked Diamond Circulate
Cut/Flip the Interlocked Diamond
Jaywalk
Linear Action
Magic Column Formation/Concept, such as: Circulate,
Split Circulate, Walk & Dodge, Transfer the Column
At C-1, right or left-hand Magic Columns Only
Make Magic
O Formation/Concept, such as:
Circulate, Split Circulate, Walk & Dodge
Pass the Axle/(Anything) the Axe
Percolate
Phantom Formation/Concept, such as:
Couples Circulate, Cross Over Circulate,
Tag the Line, Turn & Deal, Wheel & Deal,
Ferris Wheel, Acce Deuce, Trade the Wave,
Recycle, Ah So, Circulate, Trade Circulate
Press Ahead
(Limited to establishing & resolving Blocks, Butterfly
& O’s)
Recycle variations:
All 8 Recycle, 2/3 Recycle, Split/Box Recycle
Regroup

Relay the Shadow
Relay the Top
Reverse Explode (from waves)
Rotary Spin
Rotate/Single Rotate
Reverse Rotate/Reverse Single Rotate
(All Rotates at C-1 from squared set only)
Scatter Scoot
Scatter Scoot Chain Thru
Scoot and Little/(Anything) and Little
Scoot and Plenty/(Anything) and Plenty
Scoot and Ramble/(Anything) and Ramble
Shakedown
Siamese Concept
Split Square Thru variations:
Split Square Chain the Top, Split Dixie Style to a Wave
Split Dixie Diamond
Square Chain the Top
Square the Bases
Squeeze
Squeeze the Galaxy/Hourglass
Step and Flip
Step and Fold
Stretch Concept
Such as: Recycle, Ah So, Turn & Deal
Substitute
Swing and Circle 1/4, 1/2, 3/4, Full
Swing the Fractions
Switch the Line
Switch to an Interlocked Diamond
T-Bone Formation, such as: Circulate/Split Circulate,
Scoot Back
(any) Tagging Call Back to a Wave
Flip Back, Tag Back to a Wave, Vertical Tag Back to a Wave
Tally Ho
Tandem Concept, such as: Touch 1/4, Hinge, Scoot Back,
Swing Thru, Walk & Dodge
3 by 2 Acey Deucey
Triangle Formation/Triangle Circulate
Inpoint/Inside/Outpoint/Outside Triangles
Tandem-Based/Wave-Based Triangles
Triple Box Concept, such as:
Circulate, Counter Rotate, Right & Left Thru,
Scoot Back, Shakedown, Touch 1/4, Walk & Dodge,
Wheel Thru
Triple Cross
Twist the Line
Twist and (Anything)
Vertical Tag 1/4, 1/2, 3/4, Full
(Anything) to a Wave, such as:
Square Chain Thru to a Wave
Square Chain the Top to a Wave
(Anything) and Weave
Wheel and (Anything)
Reverse Wheel and (Anything)
Wheel Fan Thru
(Anything) the Windmill, such as: Mix the Windmill In
Zing.

Dancers at C-1 are expected to be familiar with the Glossary of Modifying Terms, found in the C-1 Definitions. These terms are: Start, Finish, Replace, But, Ignore, Interrupt, Skip, Delete, Prefer, and Left.
The calls on this list were selected by vote of the members of the CALLERLAB Challenge Committee.