FROM THE CHAIR
By Elmer Sheffield

As we approach the holiday season with Christmas, Hanukkah then New Years, Margie and I want to wish each of you joy and happiness. Find time to spend with your families and friends, and realize that life can change abruptly never to be the same.

I hope that each of you has had much success with your class(es) this year and that your clubs are growing. I hope you and your clubs are revitalized and ready to go for the New Year. We were quite successful this year in growing our club from 2 squares to 13. I know it can be done, just takes a little extra work and effort. I have found that both the club and the caller have to make a sincere effort. We have to sell our great activity to the non-dancing public. It has been said that 75% of our new dancers were "sold" by a friend, a relative, an acquaintance, or a neighbor who is already a happy dancer. Have you done your share of "selling"? Once we have them sold, are we doing our part to keep them? It's not a bad idea to check your own behavior once in a while and see if you are the type of person that you would enjoy dancing to or with. Maybe your attitude needs a little polishing or adjusting; not a bad thing to do.

As my term of serving as your Chairman of the Board winds down, I again want to thank you for your support and patience. I have considered it an honor to serve in this capacity for such a great organization. It has been quite an experience for me and quite a learning process. I have certainly found that you cannot please everyone, but you do the best you can and move on. Any decisions that I have made I felt were in the best interest of CALLERLAB. Barry Clasper will be coming in next year as your new Chairman and, having worked with him on the Executive Committee, I assure you that CALLERLAB will be in good hands. I wish him well.

FROM A PAST CHAIRMAN
HENRY FORD AND BENJAMIN LOVETT
by Dave Taylor
SQUARE DANCING Magazine, June 1980

This is a story many of you have never heard. We hope that after you have read this you will always remember this caller and point with pride to the historical landmark that bears his name.

To start, we need to go back to the year 1923 when Henry Ford visited the Wayside Inn in Sudbury, Massachusetts. This famous resort offered people who vacationed here dance instruction in the gavotte, the schottische, mazurkas, minuets, the Virginia Reel and square dancing. The teaching was under the leadership of Benjamin B. Lovett.
Mr. Henry Ford enjoyed this program so much that he asked Benjamin Lovett to teach dancing and train dance instructors in Dearborn, Michigan. He offered Lovett a handsome salary and a two-month contract. Benjamin Lovett reluctantly turned down the offer, explaining that he was under contract to the Wayside Inn. It should be noted here that at that time Henry Ford’s personal wealth, exclusive of his automobile business and all other holdings, was in excess of twenty billion dollars. Therefore, Benjamin Lovett’s obligations to the Wayside Inn posed no major problem to Mr. Ford. He simply purchased the Wayside Inn, met the terms of Benjamin Lovett’s contract and renegotiated a new contract to bring him to Dearborn for two months.

Benjamin Lovett stayed in Dearborn, Michigan, for 26 years. At a time when the country was in the midst of a depression, Lovett was paid $12,000 per year plus a new Lincoln every year, a home, most of his meals, and all of his travel expenses. He had substantial pay raises as the square dance program increased. Once Benjamin Lovett was in Michigan, he and Mr. Ford began to publicize and promote early American square dancing. Two hundred dancing instructors from Ohio and Michigan were invited to Dearborn to learn how to dance and to call the Virginia Reel. Mr. Ford also directed Benjamin Lovett to begin a program for the Dearborn public school children.

Dances that Benjamin Lovett taught and called began to appear in newspapers around the country and included detailed instructions on how to execute these maneuvers. Mr. Ford also sponsored a radio program. Lovett would travel to Chicago every Sunday and call dances on the radio which had been printed in the newspapers during the previous week. This one-hour program was broadcast from Chicago to the East Coast and after an hour wait to compensate for the time differential, the same broadcast was sent to the West Coast.

Old fashioned square dancing became the rage. At a convention of the Dance Masters of America held at the Waldorf-Astoria Hotel in New York City, the chairman of the convention announced, "Ballroom dancing has problems. The Black Bottom is out; the Charleston is gone; attendance is dropping at dance halls." "Meanwhile he complained, "Through the efforts of Benjamin Lovett and the financial backing of Henry

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.
Ford, square dancing is on the increase and is more popular than it has ever been."

Benjamin Lovett became so busy that he had to train additional dance instructors. He developed a minimum staff of 12 to 14 dance instructors to help him with his ever-increasing workload. The program kept expanding due to the generosity of Mr. Henry Ford. Any school district that wanted a dance program merely had to contact Benjamin Lovett and Mr. Ford would write a check from his personal account and Lovett or one of his instructors would be sent to that school.

Mr. Dick Moore began taking square dancing lessons from Benjamin Lovett at the age of seven and eventually he became Lovett's assistant. Mr. Moore is a musician and is one of the few men in the history of square dancing who can teach, call, and play for the dance movement. Dick Moore provided most of the history of the Benjamin Lovett story. As he talked to me he smiled broadly and said, "You must know, those were glorious days for him."

Mr. Lovett, assisted by Mr. Moore and again sponsored by Henry Ford, was responsible for bringing square dancing and ballroom dancing to 34 institutions of higher learning, among them Radcliffe College, Stevens College, Temple University, University of Michigan, University of North Carolina and the University of Georgia. Again, there was no charge to these universities. If Lovett approved, Mr. Ford would write a check.

The expansion of square dancing in the Dearborn area created a problem. Square dancing requires more room than ballroom dancing, and soon the halls were not large enough to handle the increased number of dancers so Mr. Ford decided to build a hall. This hall is located in Greenfield Village, site of the Henry Ford museum. It was beautifully decorated with chandeliers and had a hardwood floor that would hold approximately 40 squares of dancers. A man was hired 6 days a week to polish the floor, whether it had been used or not. The building was named Lovett Hall.

As square dancing kept increasing, Mr. Lovett suggested that perhaps records would be another way of promoting the activity. Mr. Ford immediately contacted his good friend, Thomas Edison, and soon 78 rpm square dance records appeared on the Edison label. They were unlike the 78 records you might be familiar with for they were at least a quarter of an inch thick. Later, records were put out on another label and they corresponded with the more familiar size of 78-rpm records.

Mr. Ford purchased several Stradivarius instruments dating from 1739 and 1754, as well as an Irish dulcimer. These instruments were used for these recordings as well as for some others for Mr. Ford's private listening enjoyment. These extremely valuable instruments are now on display in Greenfield Village at the Henry Ford Museum.

In 1926 Henry Ford published an excellent book on early American square dancing entitled Good Morning. Mr. Ford then sent Benjamin Lovett to the Engleside Club and to the Yacht Club with the net result that these 2 square dance clubs lasted some 25 years. Back in the mid-fifties, I had the pleasure of calling for each one of these groups. Mr. Ford had his own square dance club every Friday night at Benjamin Lovett Hall.

In the archives of the Henry Ford Museum, several written accounts of former executives report that Mr. Ford invited all of his executives to take lessons in early American square dancing. He was quick to tell them that he wanted them to take these lessons of their own free will, and not under any pressure. In my interview with Dick Moore, he assured me that an invitation from Mr. Ford, however, was tantamount to a command from royalty. Therefore, Benjamin Lovett never lacked for a large crowd.

A typical evening of square dancing at Lovett Hall would find the Ford Orchestra playing gavottes, schottisches, mazurkas, minuets, as well as square and round dancing. The square dances and round dances included such all-time favorites as the Canadian Barn Dance, Red River Valley, Captain Jinks, Oh Susanna, Billy Boy, Gunnings Quadrille, and Nelly Bly. Among the rounds were the Heel and Toe Polka and the Blue Danube Waltz. The dance would end only when Mr. Ford made that decision, at which time he would inform Benjamin Lovett. Benjamin Lovett would then take the stage, get everyone's attention and say, "Mr. and Mrs. Henry Ford bid you good evening." Everyone sang America The Beautiful and danced a final waltz.
Benjamin Lovett was a strong leader in early American square dancing. He was the personification of a gentleman. Regardless of the fact that most of his dancers were people of great wealth and position, he told them what they were to wear and what they were not to wear. He insisted that the ladies wear formal dresses and corsages. Men were told that they were to wear dark suits. The ladies were instructed that they were never to cross their legs at the knees, but only at the ankles. No one was allowed to walk across the ballroom floor. If one wished to get to the other side, he was instructed to walk around the perimeter. The only person who violated this rule was Henry himself, who might occasionally stroll straight across the hall and smile at Benjamin just to let him know who was really the boss. Benjamin would neither smile back nor comment, but the redness of his face showed his displeasure.

In the early 1940s square dancing was still doing rather well at Benjamin Lovett Hall even though Mr. Ford was getting up in years. However, upon his death and the loss of his financial backing, Benjamin Lovett could no longer sustain the great promotion of the activity.

In 1949 an early American square dance was held at the Dearborn Country Club to honor Lovett. Clara Ford, Henry's widow, made one of her rare public appearances and sat in the balcony as a spectator. Mr. Dick Moore was asked to call the dance. He invited Benjamin Lovett to call one set of dances. Upon taking the microphone, Mr. Lovett announced his retirement, effective immediately, and informed the people that his car was outside and his suitcases were packed. He and his wife were going back to Massachusetts. He was never seen again in the Michigan area. In 1951, Benjamin Lovett passed away.

**COACHES CORNER**

**WHERE WAS THE LEFT ALLEMANDE?**

By Steve Turner

Do you use, or have you used, a GRAND RIGHT (R) and LEFT (L) for get-outs without the prior movement being a LEFT ALLEMANDE? Do you use them enough? From a dancer’s point of view, it’s a pleasant change to go straight into a Grand R & L without first doing a Left Allemande. It also gives dancers exposure in dancing Grand R & Ls from other formations rather than from the standard CIRCLE, GRAND RIGHT & LEFT. If your answer is “Yes”, then that’s great. If your answer is, “Not enough” or “Rarely used”, then let’s explore how to use it and to make it easy to use.

**HOW MANY WAYS CAN ONE SAY IT?**

Grand R & L, R & L Grand, Go R & L Grand, it’s a Grand Ole’ R & L, stick out a hand, go R & L Grand. Remember—when using it as a get out call say it with excitement and enthusiasm. How many preceding calls prior to Grand R & L can you come up with? If your list contains between 40 and 50, you have done well. Another suggestion is to list the formations from where you are able to call a Grand R & L then find the movement that fits to the formation, For example; Ocean Wave is the formation and a Swing Thru is a movement from which a Grand R & L can be called.

**From a ZERO BOX**

SWING THRU, GIRLS CIRCULATE, BOYS TRADE, GRAND R & L

R & L THRU, HALF SASHAY, PASS THRU, GRAND R & L.

SPIN CHAIN THRU, ALL 8 CIRCULATE, GRAND R & L

**From a ZERO LINE**

PASS THE OCEAN, SWING THRU, RECYCLE, GRAND R & L

TOUCH 1/4, GIRLS RUN, GRAND R & L.

PASS THE OCEAN, GIRLS TRADE, SWING THRU, GRAND R & L

**DID YOU KNOW?**

Over 110 people have already pre-registered for the 2013 Convention in Raleigh, NC.
**TROUBLE SPOT**
Dancers may want to “turn back” when a Grand R & L is called from an Ocean Wave formation. If you notice this happening, you could consider calling “Rare Back” (step back) before the call in order to see the situation clearer.

**SINGING CALL FIGURES**

**HEADS (HDS) SQUARE THRU, TOUCH 1/4, SCOOT BACK, SINGLE HINGE, SCOOT BACK, GRAND R & L, SWING, PROMENADE.**

**HDS PROMENADE ONE HALF, SIDES (SDS) R & L THRU, TOUCH 1/4, BOYS RUN, SWING THRU, BOYS TRADE, GRAND R & L, SWING, PROMENADE.**

**SCOOT BACK**
HDS R & L THRU, PASS THE OCEAN, SCOOT BACK, GRAND R & L.

**SINGING CALL FIGURES**

**HDS SQUARE THRU, 8 CHAIN 4, BOX THE GNAT, GRAND R & L, SWING, PROMENADE.**

**OTHER WAYS TO CALL GRAND R & L.**

**PASS THE OCEAN**
From a ZERO LINE R & L THRU, HALF SASHAY, PASS THE OCEAN, GRAND R & L

**FLUTTERWHEEL**
HDS LEAD LEFT, SLIDE THRU, LEFT TOUCH 1/4, BOYS RUN, FLUTTERWHEEL, GRAND R & L

**REVERSE THE FLUTTER**
HDS LEAD RIGHT, PASS THE OCEAN, GIRLS RUN, BEND THE LINE, REVERSE FLUTTER, GRAND R & L

**SEPARATE**
FOUR LADIES CHAIN, SDS ROLLAWAY, CIRCLE LEFT, HDS R & L THRU, PASS THRU, SEPARATE, EVERYBODY GRAND R & L

**SQUARE THRU**
From a ZERO BOX R & L THRU, BOX THE GNAT, CHANGE HANDS & LEFT SQUARE THRU 3, GRAND R & L

**ZOOM**
From a ZERO BOX SWING THRU, BOYS RUN, FERRIS WHEEL, R & L THRU, HALF SASHAY, ZOOM TWICE, GRAND R & L

**SPIN THE TOP**
From a ZERO LINE CIRCLE FOUR 1/4, PASS

**THE OCEAN, SPIN THE TOP, GRAND R & L**

**WALK & DODGE**
From a ZERO BOX CIRCLE TO A LINE, R & L THRU, PASS THRU, BEND THE LINE, R & L THRU, HALF SASHAY, TOUCH 1/4, WALK & DODGE, GRAND R & L

**SCOOT BACK**
HDS R & L THRU, PASS THE OCEAN, SCOOT BACK, GRAND R & L.

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**HOME OFFICE HOLIDAY SCHEDULE**

The CALLERLAB Home Office will be closed December 25, 2012 and January 1, 2013 in observance of the seasonal holidays.

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**CALLERLAB MISSION STATEMENT**

As a professional organization, drawn together by our love of the activity, we work to serve square dancing and associated dance forms by providing professional leadership, educational materials, and a common means for exchanging communications through a central office and a yearly international convention.

We do this by fostering:

1. Open communication among callers, dancers and leaders of the activity.
2. High standards of dance practice, responsibility, and ethics among all leaders of dancing.
3. Continuing education and training of callers and associated dance leaders; by establishing standard curricula, training materials, and accreditation standards.
4. Increased awareness of the fun and benefits of square dancing and associated dance forms.
5. Cooperation with other organizations promoting recreational dancing.

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**DONATIONS TO THE FOUNDATION**

In Memory of
Ray Wheelington .......... Texarkana, AR
Jon Jones and Deborah Carroll-Jones
EQUIPMENT NEEDED FOR YOUTH AND NEWER CALLERS

The CALLERLAB Foundation Board recognizes the importance of supporting youth and newer callers (less than three years experience) as a way to lend support to the square dance activity. The Board also recognizes that some of these individuals may need assistance obtaining calling equipment. Therefore, the Board has established a grant program as a way to provide assistance to these callers.

The goal of this grant program is to provide useable equipment at little or no cost. To make this grant program feasible, we ask callers and cuers to assist by donating equipment to the Foundation. Let’s “Pay it Forward”. Contact the Home Office and notify us what equipment you may have available. Donations may be tax deductible. Please check with your tax advisor.

STARTER KIT FOR NEWER CALLERS

Looking for that great holiday gift for a newer caller? CALLERLAB offers a “Starter Kit for Newer Callers”, produced by the Caller Training Committee which is available from the Home Office. The Kit contains information important to new and relatively new callers. If you are involved in the training of new callers, please strongly encourage them to purchase their own copy of this manual. Those of you who are involved with local caller association training programs may also wish to add this informative manual to your library.

The manual includes the Formations and Arrangement Charts as well as common definitions currently in use by most callers. It also includes many CALLERLAB publications on such topics as Music, Smooth Body Flow, Helper Words for Callers, Timing, Modules, Mental Image, Sight Calling, Code of Ethics, Degree of Difficulty, Reference Sources and the Mainstream, and Plus Standard Application booklets.

A list of the current Accredited Caller-Coaches is included as well as information on available scholarships. The manual is arranged and published in a loose leaf notebook format so that additional material may be inserted as updates are available.

Order the Kit from the Home Office. The cost is only $25, which includes the cost of shipping.

MEMBERSHIP RENEWALS

The 2013/2014 Membership renewal information will be mailed in the very near future. We are happy to announce that CALLERLAB dues will not increase for the 2013/2014 membership year, and will remain at $105. However, the real good news is those receiving DIRECTION electronically will receive a $10 discount of their dues amount ($95 instead of $105) for agreeing to receive it electronically. This discount is provided to Members who have assisted the Home Office in reducing labor, printing, and postage expenses associated with publishing DIRECTION. Thanks for “thinking green” and helping CALLERLAB save money!

BMI/ASCAP will not be able to provide the 2013/2014 licensing rates until early December, so membership renewals will be sent sometime later in December. Insurance renewals will remain at $25. The Home Office continues to search for ways to reduce expenses. Maintaining our membership numbers has also helped generate cash savings, which in turn helps to prevent membership dues from increasing.

If you are only calling a few dances a year, and are finding it difficult to pay the full CALLERLAB membership fee, contact the Home Office to see what alternatives may be available for your particular situation. We are here to assist you in anyway that we can.

Visit our Winning Ways
http://tinyurl.com/CALLERLAB-WinningWays
CALLERLAB CONVENTION 2014

Reno Tahoe has always been a little different, a little wilder, a little woollier, and about as far as you can get from the expected. When you get the chance to “get away”, it should feel like you are actually getting away. Far from the same old stress, crowds, traffic—far from what your typical get away destination offers.

What you can expect is the ability to hit the slopes in the morning, fairways in the afternoon, and the craps table at night. There is something for everyone, whether you’re into hot stone massages, stand-up paddleboards, or screaming P51 Mustang planes.

Entertainment is defined differently for every individual and Reno Tahoe USA knows this. From watching Shakespeare’s greatest plays on the beaches of Lake Tahoe at sunset, to the rocking concerts in the state-of-the-art Reno Events Center, to the poolside nightclubs, variety would be an understatement. Let’s not forget about the 24-hour gaming action. Slots, video poker, keno, bingo, roulette, blackjack, craps… you can bet on it being in Reno Tahoe.

You know those idyllic postcards you see in the souvenir shows, the ones that are so jaw-dropping beautiful that you think to yourself, “There’s no way that shot is real.” Well, it’s real, and you’ll see it every day in Reno Tahoe USA. You’ll experience Mother Nature’s finest work through skiing or boarding our 18 world-class resorts, golfing our 50 acclaimed courses, river rafting down the Truckee, hiking the Tahoe Rim Trail, or riding a mountain gondola.

We all know food is a high priority when visiting any destination and Reno Tahoe’s award-winning dining will have you talking, between bites, of course. You’ll find gourmet steak houses, romantic bistros, authentic delis, and more sushi bars than you can shake a chopstick at.

In Reno Tahoe you’ll feel right at home. Assuming home has a casino, showroom, spa and ultra lounge. So dig in and get ready to check out a real getaway in Reno Tahoe USA.

Learn more about Reno Tahoe by visiting our website at www.VisitRenoTahoe.com or call us at 1-800-FOR-RENO.

BEGINNER DANCE PARTY LEADER SEMINAR ... NEEDS YOU!

If you are planning to be at the 2013 Convention site on Saturday or Sunday morning just prior to the Convention, please consider the following: If you call for square dance parties, community dances or any limited basic events, the Committee for Community and Traditional Dance would like to ask you to contribute your experience to this Beginner Dance Party Leader Seminar. On Saturday we are planning six sessions starting at 9:00 a.m. and on Sunday morning four sessions starting at 9:00 a.m. One of the Sunday sessions is planned to be a forum type at which we would greatly appreciate any contributions you would like to present. Topics could include but should not be limited to: event promotion, working with event sponsors/organizers; event programming; finding suitable material; entertainment; finding and acquiring music. Please contact Bob Riggs at bob@sde-co.com or 303-808-7837.

RESOLUTION PROCEDURES

The Board of Governors has approved a process whereby proposals (resolutions) may be offered by any CALLERLAB Member (Active, Life, Associate, or Apprentice) to the Membership for consideration, discussion, and vote. Such resolutions shall be in writing, signed by the maker and a second, each of whom shall be a Member (Active, Life, Associate, or Apprentice) in good standing of CALLERLAB. Resolutions shall be presented to the Executive Director in writing either in person, by mail, or fax to the Home Office. An explanation, in writing, of why the presenter feels the resolution is necessary shall accompany the resolution.

The procedures require resolutions to be submitted by January 1st of the Convention year so they may be listed in the "Call to Convention" and placed on the Convention agenda. Please contact the Home Office for additional information or for a resolution submission form

“An optimist is one who makes opportunities of his difficulties.” — Harry Truman
EXHIBITORS/VENDORS AT CONVENTION

CALLERLAB is inviting exhibitors/vendors to attend the 40th CALLERLAB Convention in Cary, NC. The exhibitor/vendor must be registered at the Convention hotel to participate. If you are a CALLERLAB Member, you may display and sell products or services of any kind. Non-members may participate at the Convention only if the product or service is primarily for square dance callers. If you have any questions, please contact the Home Office. If you know of vendors in the Raleigh, NC area, please have them contact the CALLERLAB Office.

40TH CALLERLAB CONVENTION 2013 IN CARY (RALEIGH), NC

Cary, NC is a suburb of Raleigh, NC and will be the site of the 2013 CALLERLAB Convention. Raleigh has many personalities, a diverse network of neighbourhoods and entertainment districts and each has its own culture and flair. There are districts for strolling along tree lined sidewalks with art gallery views, districts for shopping, districts for dancing, historic districts and districts that remind you how much you love cobblestone streets with antique lampposts.

This is the destination you've been waiting for, because it's so many destinations in one. You'll sense it as soon as you arrive; the fun, lively streets packed with funky cafes and pubs; endless hot spots and historical treasures, exciting hockey games and incredible area-wide celebrations. There's so much to see and do here, you won't want to experience it alone. Use the handy listings, interactive maps and event calendar to make the most of your visit. [http://www.visitraleigh.com/visitors](http://www.visitraleigh.com/visitors).

When you're looking for the excitement and attractions of a great city combined with the affordability, approachability and appeal of a classic Southern town, look no further than Greater Raleigh. Best known for its world-class museums, best of Broadway shows and live concerts, capital area historic sites, professional and amateur sporting events and shopping mecca status with 11 major retail areas, Greater Raleigh truly offers a variety of entertainment all in one park-like, scenic setting. Come see Raleigh's attractions and entertainment.

MAINSTREAM COMMITTEE ABBREVIATED DEFINITIONS

By Bear Miller Chairman

The new Abbreviated Definitions for Basic and Mainstream Programs is now available through the website and the Home Office. This document was created by an ad hoc committee of 14 Members established by Chairman of the Board, Elmer Sheffield. The ad hoc was chaired by Jerry Story and Jon Jones served as Vice Chair. We wish to thank the Committee for its hard work and completion of this difficult project. It was overwhelmingly approved by the Mainstream Committee.

It is important to note that this document does not replace our current definitions. It is meant to be an abbreviated reference that compliments the current definitions document. You can think of it as a User Guide as compared to a Reference Manual, with the Manual being the absolute answer document.

25 and 50 YEAR CERTIFICATES

Will 2013 be the year you reach 25 or 50 years as a caller? If so, below is the established policy and procedure regarding this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 and 50 Year Certificates:

1) During the CALLERLAB Convention, the 25 and 50 Year Certificate will be presented to each Member who becomes eligible during that year and who is attending the Convention.

2) Certificates will be mailed to the Members who become eligible in that year but do not attend the Convention.

3) Members who became eligible in previous years and are attending the Convention will be acknowledged.

If you believe you will be eligible in 2013 (started calling in 1988 (25) or 1963 (50), please contact the Home Office to verify we have the correct information within our files.

I never said most of the things I said. Yogi Berra
COMMITTEE MEMBERSHIP

Many CALLERLAB Committees need your help! Here's your chance to get involved with the internal workings of CALLERLAB. Use your knowledge and expertise to help a Committee make the right decisions. Make your opinions count by taking an active part in Committee actions. Remember; under the bylaws, all Members except Apprentice Members may serve on Committees and vote on Committee business. This means Associate Members may join a Committee and vote on Committee business. Also, partners may join certain Committees and vote on Committee business. Please call the Home Office for information or to join one or more Committees. The following Standing Committees solicit your participation:

Advanced*
Callers’ Partners
Caller Training*
Calling In Schools
Challenge*
Choreographic Applications
Community Dance
Competition in Schools
Definitions*
Handicapable
History
Youth Activities*
International Advisory*
Mainstream*
Marketing
Music Producers*
Plus*
Research & Development
Square Dancing in Colleges and Universities
Ways and Means
Women in Calling*
Committees identified with an asterisk (*) require qualification.

NEW ENGLAND COUNCIL OF CALLER ASSOCIATIONS, INC. (NECCA) CONVENTION SCHOLARSHIP FUND

Johnny Wedge
NECCA Member

The New England Council of Caller Associations, Inc. (NECCA) has initiated a new scholarship program to assist NECCA members to attend CALLERLAB Conventions. This will be the first year of this scholarship to be used for the Cary, NC Convention. The NECCA/CALLERLAB Scholarship Committee will request a $750.00 allocation at the November NECCA delegates meeting each year. NECCA will issue three $250.00 scholarships per year for members of NECCA to attend the CALLERLAB Convention. All members of NECCA, regardless of membership type, will be eligible for this lottery.

The award will be by lottery, to be drawn not later than January 30th, and is to be used for that calendar year only. The three callers will be notified immediately and asked to commit to attending the CALLERLAB Convention for that calendar year. If any caller is unable to commit, an additional name will be drawn until three callers have committed to attend the Convention for that calendar year. Any callers that have their name drawn, whether or not the scholarship is used, will not be eligible to have their name drawn again for the next three years.

CALLERLAB ONLINE SHIRTS, JACKETS, CAPS AND STUFF

The Home Office has negotiated an online system to order various polo shirts, Tees, sweatshirts, jackets, caps, etc. at: www.companycasuals.com/callerlab. We are very hopeful that this will allow Members to purchase products in preferred colors and styles with a wider variety of options. For those ordering the CALLERLAB long sleeve dress shirts, they can be found by searching S608 (Port Authority Shirts) (L608 for ladies) and then choosing the color you wish. Orders will be shipped to you directly.

The Home Office will still provide products and service if you do not wish to order online or do not see what you are wanting. We hope you enjoy the convenience of shopping on this website.

When people put you down or talk behind your back. Remember, they took time out from their pathetic lives to think about you.

The Home Office Staff would like to take this opportunity to wish you a joyous and safe holiday season and prosperous New Year!

Dana and Donna,
Wade and Laura,
and Royce
ROOM SHARING

If you are interested in sharing a room with another attendee at the 2013 CALLERLAB Convention in Cary, NC, please contact the Home Office and ask that your name be added to our list of attendees who wish to share a room. The Home Office offers this service only to help those who would like to share the expense of a room. All arrangements must be made between individuals who will be sharing. If you are attending the Convention as a single individual and would like to defray some of the costs, please contact the Home Office. The staff will help facilitate contacts.

MAINSTREAM COMMITTEE NEWS

CALLERLAB presents a big “Thank You” to Lanny Weaklend for his many years of service as Vice Chairman of the Mainstream Committee. Lanny has served with 3 different Mainstream Committee Chairman over approximately a 15 year period to oversee the work of the Mainstream Definition Ad Hoc Committee as it reviewed proposed definition changes prepared by the Definition Committee. The Executive Committee has selected Stephen Cole from Renton, WA to succeed Lanny as the new Vice Chairman of the Mainstream Committee. We are certain Lanny will continue to support the Mainstream Committee and that Stephen will do a fine job in assuming the duties of the Vice Chairman.

LESSON SYSTEMS COMMITTEE DISCONTINUED

The Executive Committee has approved a recommendation presented by Arnold Gladson, Chairman of the Lesson Systems Committee, to discontinue this Committee. CALLERLAB would like to thank Arnold, Vernon Jones, Vice Chairman, and the entire Committee for their service.

WEDDING BELLS!

The Home Office has been informed that Christina Moreland, caller from Iowa, has recently married Dan Coveyou. Best wishes to Mr. and Mrs. Coveyou!

THE NEST

By Dale Bennett

Dear Friends of Square Dancing,

I'm sure you're familiar with the term synergy. What does synergy have to do with marketing square dancing?

Those who have been part of the square dancing community for a while are well aware of the current and steady decline in square dancing participation. To reverse this decline, we must begin working cooperatively with all clubs to promote square dancing as never before. Synergy is an essential component to make that happen. To that end, the Nest is sponsoring the Square Dance Marketing Seminar and Teleconference from 12:45 p.m. to 4:45 p.m. on Saturday, Dec. 15. It is designed for square dancers who feel as passionately about this activity as we do. The purpose of the Square Dance Marketing Seminar and Teleconference is to share and develop marketing ideas for local clubs. This seminar provides an opportunity for square dancers to collectively think "outside the box," exploring new marketing opportunities and methodologies made possible by today's modern technology. To make this seminar a success, we need your ideas and passion. If you are enthusiastic about the process of advertising, marketing, and recruitment for square dancing, this seminar needs you!

The seminar will begin with structured small group brainstorming and end with concrete ideas you can take back to your clubs. In addition to learning from the great ideas presented by those in attendance, all attendees will receive a folder of the best marketing and advertising material from clubs, federations, and individuals across the country. During the meeting, we will also discuss the possibility of follow-up seminars to further explore opportunities presented at the conference.

The Square Dance Marketing Seminar and Teleconference will be held at the Franklin Public Library in Franklin, OH. Those who cannot attend in person can join via teleconference, although teleconference attendees will not receive printed material.

The cost to attend is $7.00 per person, which includes all printed material as well as a pizza
lunch with drinks and snacks provided. We will break briefly for lunch at 2:00 and will dance a Plus tip at the top of each hour.

If you would like to be a small group leader or if you are interested in presenting a quality marketing idea during the seminar. All presenters are asked to submit their ideas in writing in advance of the conference.

I am excited to meet you at the Square Dance Marketing Seminar and Teleconference on Dec. 15, and I am even more excited about the ideas and opportunities that will result from the synergy of passionate square dancers from around the country working together. Please forward this invitation to the e-mail addresses on your club roster, and contact me today to reserve your spot by phone at: (513) 847-1300 or by e-mail at: dale@the-nest.us.

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.

SWINDLE’S APPRECIATION
By John & Gail Swindle

Thank you to all our friends and family for all the love and support expressed on the death of our son, Barry. He was the light and love of our life. Please keep his wife, Kim, constantly in your prayers as she deals with the loss of her most beloved friend and husband. The great shining note to Barry’s passing is that God has transformed his broken body into a new body in Christ where he is whole again. Barry is now basking in the love of his family and friends who were at heavens doors to greet him.

RAMBLIN’ ROSE RECORDS RETURNS AS TALON SD RECORDS

In early 2001, Ramblin’ Rose Records was established mainly so that Skip Cleland could have greater input on the style and content of his music productions. Ramblin’ Rose Records’ first release was a double sided patter vinyl record with an arrangement of Cher’s still popular song “Believe” and on the flip side an original melody based on a Bluegrass chord progression staple and the talents of the studio musicians called “Ramblin’ Rose Rag”. To date, that record remains the best selling record for Ramblin’ Rose Records.

Soon after, the singing call record “Colinda” was released. It did not share the same popularity as “Believe” and “Ramblin’ Rose Rag” did, but it has done well in its own right. The recording actually gained increased popularity as a patter record over a singing call record. Rest assured, that did not hurt our feelings because every sale funds the next production and as well as “Believe/Ramblin’ Rose Rag” was doing, we knew it had a limited life.

Unfortunately, Ramblin’ Rose Records became a collateral issue in a legal challenge. While the legal matter in no way addressed square dance music production or marketing, Ramblin’ Rose Records assets were at risk. As painful as it was, we decided to cease production until the matter could be resolved.

It’s 2012 and we no longer are able to produce music under the Ramblin’ Rose Records label but fortunately, we are still able to sell all recordings previously produced under the label. With that and Skip’s desire to still produce and market square dance music, Talon SD Records is born.

Talon SD Records is located in Decatur, Alabama and online at http://talonSDrecords.com. We invite you to stop by and visit our home page. There you can find out a little about what we have to offer and some notes about navigating the record store. You will find that we have inventory not only from Talon SD Records and Ramblin’ Rose Records, but a very limited supply of vinyl records from Skip’s recording days with Stampede and Rockin’ M Records. Once the vinyls are gone, they’re gone as we do not have license to provide them as mp3 recordings.

It’s Talon SD Records’ goal to provide quality recordings at a reasonable price that will generate enough revenue to continue to produce new recordings. One decision that was necessary to do this was to sell our recordings exclusively through our online store. We really didn’t want to get involved with retail sales, but we could not envision any other way to be able
to achieve our goal. Also, to keep costs down, Skip is providing most of the vocals for singing calls. It's our intent though to invite some guest artists to provide the vocals when we feel it will enhance the quality of a particular recording.

In order to celebrate the “opening” of Talon SD Records, we are offering all CALLERLAB Members a 10% discount on orders for the first six months of 2013. Just visit the store; load up your cart and then apply the coupon code “CALLERLAB” (of course without the quote marks) at checkout and 10% will be deducted from your entire purchase.

Again, we look forward to providing square dance callers quality music for their dances and we appreciate your business.

The Staff of Talon SD Records

2nd INTERNATIONAL SQUARE DANCE MUSIC AWARDS
“OZZIES”
MARCH 23, 2013
By Wade Driver

Plan now to attend the 2nd International Square Dance Music Awards Banquet just prior to the 40th Annual CALLERLAB Convention on Saturday, March 23, 2013. The Convention and the “Ozzie” Music Awards Banquet will be held at the Embassy Suites in Cary, North Carolina located near the Raleigh/Durham Airport. The Embassy Suites is a super venue. Each guest room is a suite with free wireless internet, a free hot breakfast every morning, free parking, free shuttle to and from the airport, a free Manager's Reception each evening (including free snacks and drinks), and a beautiful atrium area for relaxing and visiting.

All dancers and callers are invited to attend the “Ozzie” Awards Banquet. There will also be a dance in the afternoon prior to the banquet that will be called by a mixture of music producers and “Ozzie” nominees. All proceeds from the banquet and the dance will go to the Music Producers Scholarship Fund as administered by the CALLERLAB Foundation and will be earmarked for the education of new callers.

Please vote now for your favorite “Ozzie” stars. CALLERLAB’s Music Producers Committee completed the process of selecting the nominations for the 2nd Annual “Ozzie” Square Dance Music Awards Banquet in October 2012 and voting will end on March 1, 2013. There will be 16 categories with 5 nominations for each category. These nominations have been selected from callers and music producers worldwide.

The nominations are displayed for voting at www.musicforcallers.com. You will only need to select “Ozzie” to proceed. Only one vote per computer is permitted, and all callers and dancers are encouraged to vote. In 2011 there were more than 35,000 votes received, and we are looking for even more this time. The selection process included only music produced since January 2010, and all callers from around the world were eligible to be nominated in the caller categories. Once the votes are tabulated, the winners will remain a secret until the 2nd International Square Dance Music Awards Banquet.

The 16 categories include: Best Gospel Song; Overall Best Recorded Singing Call Instrumental; Best Overall Male Caller; Most Uplifting Song; Best Love Song; Best Duet, Trio, or Quartet on a Singing Call; Best Choreo; Best Male Patter Caller; Best Male Vocal on a Recorded Singing Call; Best Female Patter Caller; Best Female Vocal on a Recorded Singing Call; Most Entertaining Caller; Best Overall Female Caller; Best Sing-along; Best Overall Record Label, and Caller of the Year.

The term “Ozzie” originated in honor of the late Bob Osgood, the Founding Father of CALLERLAB. Bob was not only a caller and contra prompter; he was the editor of Sets In Order Square Dance Magazine from 1948 to 1985. He was one of the most prolific caller and dance leader educators and dance activity promoters in the history of our activity.

You will be able to cast your votes and register for the banquet as well on the website at: www.musicforcallers.com. Space will be limited, so get your tickets early. If you wish to pre-register, please send an e-mail to ozziegail@musicforcallers.com.

This is going to be a wonderful evening of fun and laughter like the 1st “Ozzie” Music Awards Banquet in Las Vegas in 2011. There will also be entertainment and some surprises. Put this March 23, 2013 date on your calendar now, and cast your vote before March 1, 2013 deadline.
FOR IMMEDIATE RELEASE
(December 2013)

**********START**********

BEGINNER DANCE PARTY
LEADER’S SEMINAR
AT 2013 CALLERLAB CONVENTION

The Committee for Community Dance will sponsor a Beginner Party Leader's Seminar on Saturday, March 23, 2013 and Sunday, March 24 just prior to the start of the 2013 CALLERLAB Convention in Cary, NC. The seminar will begin at 9:00 a.m. on Saturday, March 23 and end at 1:00 p.m. on Sunday, March 24. The location will be within the CALLERLAB Convention hotel, the Embassy Suites Hotel, near the Raleigh/Durham airport. The cost for this seminar is $50 per leader. Spouses and/or partners will be admitted free.

Learn to teach and lead parties for people of all ages who have not danced before.

For More Information Contact:
Bob Riggs
7683 E. Costilla Blvd.
Centennial, CO 80112-1211
(303) 808-7837
Bob@SquareDanceEtc.com

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

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
FOR IMMEDIATE RELEASE

*********START**********

CALLER SCHOOLS
Revised December 6, 2012

The following is a listing of Caller Schools sponsored and staffed by CALLERLAB members. This listing is provided as a service to CALLERLAB members for information. This listing does not constitute endorsement. For further information, please contact the school of your choice.

Improvement Course for Callers
Limited to experienced callers (3+ years)
Date: January 3-7, 2013
Location: The Riviera Hotel, Las Vegas, NV
Instructors: Doug Davis*, Nasser Shukayr*
Contact: Doug Davis*
Phone 509-979-2612, Email DDavisP@aol.com
or Nasser Shukayr*
Phone 956-622-0557, Email NShukayr@aol.com
Website: www.nshukayr.com/sscc2013jan.pdf

Jubilee Callers School
Date: July 15-19, 2013
Staff: Ken Ritucci*, Wade Driver, Bear Miller
Location: Fultondale, AL
Contact: Ken Ritucci*
132 Autumn Road
West Springfield, MA 01089
Phone: 413-734-0591
Email: Kenritucci@aol.com

The Callers School
Date: Feb. 15-18, 2013
Staff: Tim Marriner* and Randy Page*
Location: Bakers Place in Matthews, NC
Contact: Tim Marriner
Email: marriner@juno.com

SDCCGB Callers School, Southampton, UK
Date: July 22-25, 2013
Staff: Paul Bristow* and Jerry Story*,
Location: Southampton, England
Contact: Susie Kelly
Email: susie@graybo.co.uk
Phone: +44 (0)1280 816940
Mail: 2 Crossbridge Cottages,
Thornton, Milton Keynes, MK17 0HE, UK

Heart of America Callers School
Date: June 5-9, 2013
Staff: Jerry Junck* and Paul Henze*
Tim Marriner*
Location: Topeka KS
Contact: Jerry Junck*
908 Brooke Drive
Wayne, NE 68787
Phone: 402-375-2420
Email: Junck@aol.com

Norcal Callers School
Date: August 15-19, 2013
Staff: Ken Ritucci*, Scot Byars, Rob French
Location: Sunnyvale, CA
Contact: Ken Ritucci*
132 Autumn Road
West Springfield, MA 01089
Phone: 413-734-0591
Email: Kenritucci@aol.com

North Star Caller School
Date: June 9 through 12, 2013
Staff: Ken Ritucci*, Scot Byars
Location: Mankato, Minnesota
Contact: Ken Ritucci*
132 Autumn Road
West Springfield, MA 01089
Phone: 413-734-0591
Email: Kenritucci@aol.com

Cascade Callers College
Date: July 7-11, 2013
Staff: Daryl Clendenin*
Location: Circle 8 Ranch, Cle Elum, WA
Contact: Daryl Clendenin
Email: daryl@clendenin.net

Alguire Memorial Callers School
Date: August 18th – 23rd, 2013
Staff: Betsy* and Roy Gotta, Dottie Welch, Kerry Fletcher
Location: Elm River Park Campground,
Glenholme, Nova Scotia, Canada
Contact: Dottie Welch,
Phone: 902-435-4544
Email: dwelch@eastlink.ca

FOR IMMEDIATE RELEASE

**********END**********
Northeast Callers School
Date: October 10-14, 2013
Staff: Ken Ritucci*, Norm Poisson, Ed Foote, Lee Kopman, Jeff Priest, Ted Lizotte
Location: Manchester, NH
Contact: Ken Ritucci*
        132 Autumn Road
        West Springfield, MA  01089
Phone: 413-734-0591
Email: Kenritucci@aol.com
Web Site: www.northeastcallerschool.com

Starter Course for New Callers
Limited to new callers (zero to 3 years exp.)
Date: November 21 - 25, 2013
Staff: Doug Davis* (Spokane WA)
        Nasser Shukayr*(San Antonio TX),
Location: Las Vegas, NV
Contact: Nasser Shukayr
Phone: 956-622-0557
Email: nshukayr@gmail.com

Alberta Callers College
Date: July, 2014  Contact for Dates
Staff: Tony Oxendine and Jerry Jestin
Location: Fort Macleod, Alberta
Contact: Jerry & Janice Jestin
Phone: 210-473-0310
Email: Jerry@JerryJestin.com

GSI School
Date: September 21-25, 2014
Staff: To be announced
Location: Huntingdonshire, England
Contact: Contact: Susie Kelly
Email: susie@graybo.co.uk
phone: +44 (0)1280 816940

California Caller College
Date: Contact for Dates
Staff: Frank Lescrinier*
Location: Santa Ana, California
Contact: Frank Lescrinier
Phone: 909-229-3031
Email: frank253@hotmail.com

Victorian Callers Association
Date: Contact for Dates
Staff: Steve Turner*
Location: Melbourne Australia.
Contact: Mike Davey:
Email: michaeldavey2@bigpond.com

Pride Caller College
Date: Contact for Dates
Staff: Tony Oxendine*, Jon Jones*,
        Deborah Carroll-Jones*, and Jerry Story*
Location: Pride RV Park
        I-40, Exit 20
        Maggie Valley, NC
Contact: Pride Resort
Phone: 800-926-8191
Email: JERRYSTORY@aol.com

Queensland Callers Association
Date: Contact for Dates
Staff: Steve Turner*
Location: Buderim QLD. Australia
Contact: Gary Petersen
Email: gary@garoyda.com.au

Rivco Caller School
Dates: Contact for Dates
Location: Riverside Fairgrounds, Indio, CA
Instructors: Wade Driver and Mike Sikorsky
Contact: Wade Driver 281-253-1447
Email: wade@wadedriver.com

Pocono Caller’s School
Date: Contact for Dates
Staff: Tom Miller, Betsy Gotta*, Tim Marriner*
Location: Lake Harmony / White Haven, PA
Contact: Betsy Gotta
        2 Laurel Place
        North Brunswick, NJ 08902
        732-249-2086
Email: ugottadance@optonline.net
CALLERLAB MEETING WITH ACA
December 6, 2012

The Following Press Release was presented with the April/May 2012 Flash DIRECTION.

Before the CALLERLAB Convention in Nashville this year, Chairman Elmer Sheffield, Jr. organized a meeting with several leaders of the American Callers Association (ACA). This informal two-hour session covered a wide range of topics that affect our square dance activity. Both groups agreed upon some issues while others were heavily debated.

It was agreed that our activity in the U.S.A. is downsizing and aging rapidly. A number of possible factors driving this were discussed, but there was general agreement that finding a way to shorten teach times would be in the activity's best interest. A cooperative study group was formed by the attendees to research this possibility. ACA presented their ideas, and CALLERLAB is now researching theirs. A joint meeting will be held again this year after October 15th to see if a correlation can be reached.

No new program is being developed, nor has "One Floor" been endorsed. Please be aware that any listing of calls being forwarded without our trademark or logo does not have the endorsement of CALLERLAB nor does it reflect the desires of our Membership.

Since the April 1st meeting, there has been several erroneous and misleading submissions made regarding the planned cooperative development of a shortened teach proposal. CALLERLAB has continued the process as noted above and presented our submission, before the October 15th deadline, that could be used to negotiate a joint document that both organizations could submit to our memberships for input and possible approval. As noted above, ACA presented their submission at the April 1st meeting.

Chairman Elmer Sheffield coordinated the meeting of the two organizations, having been friends with Mac Letson, Gary Shoemake and Paul Marcum for many years. All three were present at the April 1st meeting along with Henry Israel. Elmer’s hopes were to begin a process of reconciliation with ACA to improve the square dance activity.

Several false and misleading statements have been made pertaining to CALLERLAB’s position and personal attacks made against Elmer without cause. Never once did any ACA officers contact Elmer nor CALLERLAB regarding any of the accusations presented.

With Elmer’s guidance, CALLERLAB made a genuine attempt to coordinate a joint effort for the betterment of the activity. CALLERLAB will continue to move forward with the goal of presenting to our members a proposal that will hopefully make entry to square dancing easier and more attractive to the general public.

Let’s “Accentuate the Positive” and move forward!
The following New Dancers Bill of Rights was developed by the CALLERLAB Education Committee and adopted by the general membership at the 1988 CALLERLAB Convention in Reno.

NEW DANCERS' BILL OF RIGHTS

A new square dancer has the right:

1. To a class experience that is both educationally and socially enjoyable.

2. To patient and dignified treatment by the class instructor(s) and sponsors.

3. To gain experience dancing to other callers and, if possible, with dancers from other classes, prior to graduation.

4. To receive advice and assistance in acquiring appropriate clothing for square dancing.

5. To instruction and practice using the approved definitions, timing and styling for each listed call. (Basic, Mainstream, Etc.)

6. To information about the history and heritage of our present square dance program.

As stated above, this "Bill of Rights" was approved by our entire Membership. We encourage ALL callers and square dancers alike to help put the FUN and FRIENDLINESS back into Square Dancing!

Happy Dancing! Keep 'em smiling! Remember, Friendship is Square Dancing's Greatest Reward.

********** E N D **********

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
2013 CALLERLAB
CONVENTION RECORDINGS
(RECORDED BY CCD)

CALLERLAB ORDER FORM

of

COMPLETE MP3 SET:

Price quoted for:

CALLERLAB Members
CALLERLAB Affiliated Organizations
Members of a CALLERLAB Affiliated Organization
If ordered before March 27, 2013: Complete Set $25
If ordered after March 27, 2013: Complete Set $50

Price for Non Members:
$75 for Complete Set.

Payment Via:
Pay Pal; Check; Master Charge; Visa; or Discover

You may order by:  U.S. Mail (200 SW 30th St., Suite 104, Topeka, KS  66611); E-mail; wade@CALLERLAB.org; calling the Home Office (785) 783-3665; or by Fax (785) 783-3696.

Shipping Info:

Name  ____________________________________________

Mailing address:  ____________________________________________

_____________________________________________________________

If paying by Credit Card:

Credit Card Number  ________________________________

Exp. Date  ____________  CID #  ________________________________
We will be staying at the beautiful Embassy Suites Raleigh - Durham/Research Triangle
201 Harrison Oaks Boulevard, Cary, North Carolina, United States 27513      Tel: 1-919-677-1840

Save your spot. Save the date.

Register now with a minimum deposit ($100) or more.

Caller.................................................................$210.00
Non-Caller..................................................................$200.00

BDPLS Beginner Dance Party Leader Seminar) ............... $50.00
Session Recordings in MP3 format.................................$25.00

Total Submitted  ____________

Payment in full due by March 15th 2013

MasterCard, Discover or Visa Card# ________________________________
Expiration Date _________________ (CID#) ________________________________
Signature ________________________________

Return to:
CALLERLAB
200 SW 30th Suite 104
Topeka, KS 66611

If you have special needs (including dietary), please list on the back of this sheet.