Ernie Levon Kinney, 92, a Nationally recognized square dance caller, died November 14, 2016 in Fresno, California. He was born on November 6, 1924 in Paoli, Oklahoma. He is survived by his wife, Lani, her children and families, his children from his first marriage, grandfather to 7 and great grandfather to 11. Ernie and Lani were married in 1971.

Ernie served in the United States Marines and was deployed in the South Pacific during World War II. After the War, he enrolled at Oklahoma A&M University and graduated in 1949. He began a career in teaching and coaching. He later took a teaching job, moving to what would become his permanent home in the San Joaquin Valley of California.

It was there in 1958, he started square dancing and began calling in 1960. In his 50 plus years of calling, he taught beginner lessons every single year. He believed that teaching beginners is the most important and most over-looked skill of being a caller.

Very early in his calling career, he saw the need for and led efforts to standardize calls while creating a list of calls so that traveling dancers could dance when away from their home club. When CALLERLAB instituted the dance programs, Ernie led efforts to make CALLERLAB programs the standard in California.
As the first caller to organize a caller-run festival in California, the Sequoia Stomp was the first West Coast festival to use and promote CALLERLAB programs; the first to have multiple halls with various programs.

He is the first record producer to use CALLERLAB programs on cue sheets. He is also the first record producer to record two-couple called patter records.

A devoted member of CALLERLAB, he served on the Board of Governors for 11 years, served 5 years on the Executive Committee, and also served as Chairman of CALLERLAB for 2 terms. During his time as Chairman, CALLERLAB met the challenge of mandatory BMI/ASCAP licensing and at this time of unrest, he stood before the Membership, calm and steadfast.

During his time as Chairman, he also presided over the first Mini-Lab Convention. He made us laugh, sometimes he made us roll our eyes and groan. He was truly one of a kind. Ernie received CALLERLAB’s Gold Card in 2010.

Ernie was quoted as saying: “I’ll call until the day I die. Maybe not the day I die, but until the day I die.” Rest in peace Ernie!

NOTE OF GRATITUDE
From Lani Kinney

Ernie Kinney went home to the Lord on Monday, November 14, just 8 days after his 92nd birthday. He fought hard against his cancer, but it was an unwinnable battle. Ernie reminisced about what a good life he had lived.

He thoroughly enjoyed calling and teaching. He enjoyed meeting so many new people when traveling. He was always willing to “talk” square dancing. I have watched him call to one square and to 100+ squares with the same enthusiasm. It was always fun, not work.

Many callers and dancers have sent messages on Facebook, and Ernie's family and I thank them for their comments. If Ernie could send his own message, it would be his favorite, “Keep ’em squared up!”

FROM THE CHAIR
By Vernon Jones

If You Cater to Them, They Will Come!

Every time a dance experience that involves a dance program not already established is talked about, the same argument is thrown about. “Where are these people going to dance?” It seems as if this question is the pre-planned response when anything other than the norm is proposed. The answer to this question is not really hard. If you cater to them, they will come.

It seems as if a lot of people want these people to be in square dancing, but they only want them to be in the type of square dancing they are familiar with. There are countless stories of groups that learned a faster or shorter group of calls and were thoroughly happy only to be told or pressured into “learning the rest of the calls” so they would be able to “dance with everybody else”. What the new people really wanted to do was to just dance what they already knew and with the people they were comfortable with. These new people were having a good time and enjoying themselves only to be told what they were doing was not “real” square dancing, and then encouraged or pressured to continue learning so they would be doing what others were comfortable with. These new people fell into the same trap that new dancers have been pushed into for far too long. And they fell away just like countless new dancers before them have done.

If you cater to them, they will come! If we covet these new people like we say we do, then we can provide for them. Most of these folks really only want to dance with the group they initially started dancing with. Some will want to dance and visit other groups and that is fine, but that doesn’t necessarily mean they have to learn more calls in
order to dance. If these other groups covet these new people, then they will cater to them and provide a dance experience that will make these people happy. It is not a smart idea to ask these new people to come visit another group, thank them at the door for coming, take their money and then kill them with calls that they don’t know and then probably make comments from the stage or on the side of the dance floor about the new class or extended class that is beginning so the new people can learn the “rest of the calls” that they need in order to “enjoy the real dance experience”. If we are smart, then we will cater to these new people and give them what they want and not what we want! And we will welcome them back time and time again.

“If these new people don’t learn all the calls then how will they be able to attend a National, State, local or weekend festival where they will enjoy the real fun?” The answer is really simple. If you cater to them, they will come! If these groups covet having these new people attending their functions then they will provide for them. They will provide the dance area and times for these new people to enjoy what they know and are comfortable with. And if the leaders of these functions are smart then the dance areas will not be in some basement or out of the way room. And using good callers who know how to entertain people would be the wisest thing to do.

We really are at a crossroads in square dancing today and we must “Build The Base, NOW!” New and innovative ways of thinking are in order and there a lot of instances where people are using dance experiences that are different than the norm to produce new people. We should be embracing these ideas and not trying to tear them down and make them fit the same old thinking and ways that has been used for years with the same results.

If we really want these people like we say we do and if we really want to “Build The Base, NOW!”, then we will cater to these new people, and they will come!

2017-2018

MEMBERSHIP RENEWALS

The 2017/2018 membership renewal information will be mailed in the very near future. We are happy to announce that CALLERLAB dues for Active and Associate Members will not increase for the 2017/2018 membership year, and will be $95. Apprentice dues are set at $75 this coming year, also unchanged from last year. Youth Member dues are only $5. Those Members wishing to receive a mailed copied of DIRECTION will be charged an additional $10.

BMI/ASCAP will not be able to provide the 2017/2018 licensing rates until mid 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.

The Home Office is working to establish an online membership renewal system, and hope to have it in place for the 2017-2018 membership renewal process.

The Home Office will be closed on December 26th and December 30th for a holiday break.

“Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.”

Theodore Roosevelt
CALLER PARTNERS COMMITTEE
By Janet Olivieri, Vice Chairwoman

Partners! We need your help! The Partner Committee has several great ideas for projects but we can’t complete them without your input.

First, we would like to let everyone know who the caller partners are, what they do, and why they are so important to the square dance activity and to CALLERLAB. How did you get into square dancing? How do you balance this with the rest of the things in your life? How do you help your caller, dancers, and CALLERLAB be all that they can be? What do you do besides square dancing and being a caller partner? After all, we have a life outside of our activity that makes us who we are. We want the whole picture of what you are about. In order to accomplish this we are looking for articles that can be published in the Directions, American Square Dance Magazine, or even a Partners Newsletter. This is a time to blow your own horn. If you would like to be included in this project, please submit your article/bio along with a picture to Janet Olivieri, Partners Committee Vice-chairman, at callerswife@earthlink.net. Be sure to include your contact information in case we have any questions.

Second, how many of you remember the Partners Committee talking about an Emergency Fund at the last CALLERLAB? Don’t be shy; raise your hands. OK, well for those of you who don’t remember or were not there, the intent of the Emergency Fund would be to help CALLERLAB members (or spouse) with temporary assistance during a time of financial crisis. We have received a tentative proposal for Rules and Instructions from one Partner Committee member but we would really appreciate and need additional input on this project. What do you think the process should be for eligibility, applying, decision-making, and disbursing? This can be a very meaningful and important way we can help our peers, but again, we cannot do this without your help.

And lastly, for now, we would like to include an outing before, during, or after CALLERLAB in Mesa. So, what would be your favorite outing idea? Mesa has a plethora of wonderful activities and sites. A short list includes: museums, shopping, tours, wine tasting, sculpture and mural walk, In-}

PUBLIC RELATIONS COMMITTEE
By Wendy VanderMeulen, Chairwoman

One of CALLERLAB’s new Public Relations Committee tasks was to find ways to encourage more callers to become members of CALLERLAB. At the first Committee meeting in Norfolk, VA, attending members agreed that if we could just get the word out about how CALLERLAB is a positive influence in each of our lives, it might help encourage others to join. To that end, we are looking for YOUR “Positive Stories” to share.

As a CALLERLAB member, you know firsthand the value derived by being a member of the CALLERLAB community. We each have at least one special memory of how CALLERLAB provided a positive experience in our lives.

I (Tom) joined CALLERLAB in 2014 and what impresses me most is the level of camaraderie of the fellow callers during the annual convention and throughout the year. I’ve gotten to know the people directly involved with square dance marketing, call definitions and choreography, music production, and training programs to name a few. All of these encounters have enriched my square dance experience so much that I want to encourage more square dance callers to join CALLERLAB.

I (Wendy) appreciate CALLERLAB the most for the positive encouragement I get from other callers whenever I attend the annual Convention or when I see them at square dance festivals across Canada and the USA. It is a very different encouragement than what I get from local callers, who sometimes don’t “see the big picture”. Square dancing is so much more than what happens in our own community, and my CALLERLAB membership brings that
into focus better than anything else I've experienced.

When you join CALLERLAB, you join a community of people who believe in preserving and enhancing the art of square dance for future generations. Please take a moment to share one of your enriching memories of how CALLERLAB made an impact in your life. Perhaps your story will be the catalyst for another square dance caller to seek out membership in CALLERLAB.

**Note:** By sharing your story, you give CALLERLAB permission to share it via the CALLERLAB Facebook page, in DIRECTION, and by whatever means are determined to reach the largest audience. It is assumed that callers will then further share these Positive Stories with other callers who are not CALLERLAB members.

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**POSITIVELY POSITIVE!**

**Comments From Callers who are Positive About CALLERLAB**

Ralph Kornegay

I have been a Member of CALLERLAB for more than 35 years. Only one of the positive benefits of membership is the continued friendship, education and support from callers at the local, regional, National, and international arena. The chance to meet and learn from all of these callers would probably be unavailable without CALLERLAB.

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“Be curious, not judgmental.”

*Walt Whitman*

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**COMMITTEE FOR COMMUNITY AND TRADITIONAL DANCE (CCTD)**

By Bob Riggs, Chairman

Committee for Community and Traditional Dance (CCTD) continues to provide support to dance leaders desiring to conduct community dances and/or one night parties. This support comes in the form of an annual seminar provided on the Saturday/Sunday prior to the Callerlab Convention, a publication that includes articles and content for dances, a website that allows leaders to access dance material suited to events and finally a starter kit for leaders desiring to begin leading community/one night parties or improve their current material and skills.

**Community Dance Leader Seminar (CDLS), also known as the Beginner Dance Party Leader Seminar.**

Plan to join us April 8th & 9th in Mesa, AZ for this educational session at the Callerlab Convention hotel. Each hour will include methods and materials presented within the framework of the caller training topics. We plan to discuss the mechanics of choreography and the methods of choreographic management in the community/one night party environment, Music, both contemporary and traditional, teaching, programming and lots of material choices including squares, mixers, trios, contras and more. Our talented staff will contribute their knowledge and experience.

**Publication of CD Journal ...** Look for the next issue of the CD Journal. If you are not a subscriber contact the Callerlab home office and request to be added to the subscriber list. Callerlab members can access the CD Journal index to review the content included in the many years of this publication.

**Dances.Callerlab.org ...** this sub-site of the Callerlab website has been setup to provide anyone with access to dance material that can be used for these limited basic events. Currently, there are Square Dances (Quadrilles, Traditional Squares, visiting couple), Contra dances, Circle dances (couple dances, mixers), Trios and other formations suited to the dance events. This collection of dance material will continue to grow with contributions from you, from material presented at the CDLS and from the world wide activities of community dance practitioners. Contact Dottie Welch or myself (bob@SquareDanceEtc.com).

**Community Dance Starter Kit, i.e. a kit for those callers who would like to start conducting or have more material for dance parties and/or community dances.** The committee has begun work on a Starter Kit. There is a wealth of resources available, so much so it is hard to determine what would work for any individual caller. Your thoughts on the core topics and material are encouraged, please send to: Bob@SquareDanceEtc.com.

“Today’s mighty oak is just yesterday’s nut, that held its ground.”

*David Icke*
The Choreographic Applications Committee is pleased to announce that the Basic Part 1 section of the Online Teaching Resource is ready for use. It can be accessed at http://teaching.callerlab.org/

There you will find a chart showing links to seven pages associated with each call in the Basic Part 1 list -- Definition, Standard Applications, Call Analysis, Modules, Teaching, Other Dance Types, and Extended Applications. The Definition page also includes some background information and a link to Taminations. Relevant ARC Rulings are included on the Call Analysis page. The Teaching page has teaching tips as well as sample figures that can be used for patter or for singing calls. The Other Dance Types page provides choreography featuring the call for dances such as Traditional Squares, or Sicilian Circles.

It is a simple matter to copy and paste from the resource page so that you can use the material from your computer or print it as desired. The calls are arranged according to the CALLERLAB suggested teaching order and the examples fit into that sequence.

Our goal is to help callers who are teaching by making the information needed about each call easily available, and by sharing our collective knowledge and experience about teaching these calls. We are working on Basic Part 2 and regularly adding more pages. If you are teaching calls from the Basic Program, we recommend that you take a look. We hope that you will find the resource to be helpful.

RESOLUTION PROCEDURES

The Board of Governors has approved a process whereby any CALLERLAB Member (Active, Life, Associate, or Apprentice) in good standing may submit a proposal (resolution) to the Membership for consideration, discussion, and vote. The resolution must be in writing, signed by the author, and seconded by a CALLERLAB Member (Active, Life, Associate, or Apprentice) in good standing. Written resolutions must be submitted to the Executive Director at the Home Office either in person, by e-mail, by U.S. mail or fax. The resolution must include the reason that the author feels the proposal is necessary.

Resolutions must be submitted by January 1st of the Convention year in order to be listed in the "Call to Convention" and placed on the Convention Agenda. Please contact the Home Office for additional information or for a Resolution Submission Form.

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.

MOORE THOUGHTS

By Paul Moore

Listen to the Music

A few years back a new dancer approached me with a complaint. He was very nice about it, but he had a serious concern. “I really love the dancing,” he said, “and I can do all the patter calls and patterns, but I have trouble with the singing calls.”

He had caught my attention. “You know that I use the same figures and patterns in the singing calls as I use in the patter?”

“I know that. But something just doesn’t feel right.”

“What doesn’t feel right?” I asked.

“Well, I used to lead a marching band…”

“Hold it right there,” I interrupted. I know exactly what you are going to say.”

“What do you think I was going to say?” he challenged.

“You were going to tell me that when the band was in formation, you gave the down beat and everyone started at the same time. Then, when the introduction was over, everyone started marching on beat one of the phrase.”

“How did you…?”

“All dances and marches have the people start on the first beat except square dancing. Watch people at a night club. They are all dancing to the music they hear. They may all interpret it differently, but they are
all moving in time to the music.”
“What makes square dancing different?” he asked.
“Let me give you an example. I grabbed a singing call and asked him to listen closely. I waited for the intro to almost finish then said, ’Circle left,’ and went in to sing the lyrics to the song. I reset the tune and waited for the intro to finish, then with the melody I sang ‘All four ladies chain…’”
I stopped again and asked, “What was the difference?”
My Band Master answered immediately. “In the first version you said ‘Circle left’ during the intro. That was like my raising my baton in front of the band. In the second version, you just started on the downbeat, but the dancers could not start until at least the third beat of the phrase.”
“You got it perfectly,” I said. “Dancers and not the callers should have the first beat.”
“Why doesn’t the patter call feel strange?” he asked.
“I think that is because you hear the music differently. In a singing call, you want to dance to the music, and that means being in sync with the melody. Most patter music has very little melody so only the beat matters. As long as you keep your feet on auto-pilot, your brain is free to listen to the calls.”

The Band Master had hit on one problem with modern square dancing today. Callers are swamped trying to get a handle on the choreography and they forget the music. I would guess that a lot of callers practice only their singing calls, but rarely practice patter to a new hoedown. New callers oftentimes think that there is no difference in the skills needed to do a singing call versus doing a good patter call.
Music is the only thing that the dancer and the caller have in common. If the caller cannot deliver the choreography in complete accord with the music, there is a disconnect with the dancer.

The most loved callers understand this, and they use the music to support the choreography, and they create choreography that is danceable to the music.

A good friend, the late Walt Cole of Salt Lake City, told me that when a new caller came to town, he (Walt) would go to the dance. If the caller was enthusiastic, had a great voice, created interesting dance patterns, but did not make the dancing fit the music, Walt would leave after the first couple of tips. If the caller was only so-so in terms of choreography, but kept the first beat to himself, Walt would happily dance the whole evening. But if the caller had solid choreography and gave the downbeat to the dancers, Walt would dance to him for a lifetime.

We need to think about that. If we have danceable choreography and give the music to the dancers, even our new dancers will dance to us for a lifetime.

DONATIONS TO THE CALLERLAB FOUNDATION

In Memory, Dee Shafer
Art & Wanda Kruse Carl & Cindy Boone
Jerry & Joyce Chancey Rich & Carol Kilzer

In Memory, Ernie Kinney
Dana & Donna Schirmer

Tim Marriner Scholarship Fund
Tom Mohney Andy Shore
Mason Dixon Squares Canoe Squares
Cheryl Rakes Michael Morse
Joan Judge Raymond & JoAnn Clow
Florida Callers Assn Sue & Jim Dellere

Carolina Lakes Squares
Delaware Valley Callers Assn.
Northeast Callers & Cuers
Denver Area Callers & Cuers

Donations to General Fund
Sioux Empire Hoedown
Shirts and Skirts Square Dance Club

SCHOLARSHIPS AWARDED

The following scholarships were recently approved by the Foundation Executive Directors:

Jesper Junker Katherine Lawson
Jacob Oswalt

Congratulations Everyone!

“You can’t cross the sea merely by standing and staring at the water.”

Rabindranath Tagore
Like the United States itself, Square Dancing is a melting pot of the dances that our ancestors brought with them when they settled this nation. At first immigrants to America settled in concentrated areas keeping their dances and other customs in a pure form. As they and their descendants began to spread and “melt” into society so did their dances. The eventual result was an American Folk Dance that includes many of the best features of all the other dances.

Unquestionably, the English ancestor of our modern square dance was the great Morris dance. It was an exhibition dance done by trained teams of Morris dancers – six men in two rows of three. Later in the 17th century country-dances done in long opposing lines became the rage of England. Some believe the term Contra was a mispronunciation of country-dance. The French modified the English dance with eight in a circle called a Quadrille. Several dance terms used today show this French connection, including the call dos-a-dos, which means back-to-back.

A hybrid of the English Country-Dance and the French Quadrille surfaced in New England by the colonist. Of particular note were the Singing Quadrilles that consisted of an opening chorus, a figure repeated two to four times and a closing chorus. The most common chorus then, as now, was... Allemande Left and Right and Left Grand!

Paralleling the evolution of the New England Dance was the dance of the early settlers of the Virginia-Carolinas area known as the Appalachian Mountain dance. This dance involved great vigor and foot speed. Clogging undoubtedly came from the Appalachian Mountain Dance.

As America’s population moved westward, all of these dances began to mix. Gradually from the square formation of the quadrille, the visiting couple patters of the mountain dances, and the movements of the contras, a form of western dancing developed. This form of dance was referred to by several names including Cowboy dance, Miner’s dance, West Texas, and Clodhopper dance. Many dancers often from the floor shared the calling. Styles and terminology varied by region but by the end of the 19th century had blended into a square dance with definite characteristics.

In the 1920’s an American industrialist Henry Ford revived the current dance form. While vacationing at the Wayside Inn in Sudbury, Massachusetts Mr. Ford became interested in the dance program conducted by a dance master named Benjamin Lovett. The program included the schottische, the minuet, the Virginia Reel, and other squares and rounds. Mr. Ford tried to hire Mr. Lovett whom declined, pointing out that he had a contract with the Inn. No problem, Mr. Ford bought the Inn and Mr. Lovett's contract and took him back to Detroit to set up a dance program for his workers. They assembled a book of dances called “Good Morning” published in 1926. These dance programs were an inspiration to many including a young Colorado school superintendent Dr. Lloyd “Pappy” Shaw. He is often referred to as the father of modern western square dancing. Pappy called it western style to distinguish the American version of the dance form from its eastern or European cousin. He painstakingly interviewed old-timers, and collected dances and music from small towns and in 1939 published the really first definitive book of western square dances called “Cowboy Dances”. Later he published a round dance book. He trained teams of dancers known as The Cheyenne Mountain Dancers, and took them around the country exhibiting and teaching. Callers and leaders were developed with the aid of

Lloyd Shaw, who each summer taught callers at the Cheyenne School. Modern transportation and
sound equipment enabled callers to bring square dancing to ever-larger numbers of dancers.

Square dancing began its transition from visiting couple type of dancing into all-four-couple-working kind of dancing in the late ‘40s and early ‘50s. Ed Gilmore who traveled widely was one of the first callers to use this type of dance pattern. He trained many callers who discovered they could move everyone at the same time and create more interest.

Meanwhile, the development of the electric amplifier aided the transition, since it permitted the caller to manage large crowds. It was no longer necessary to shout, use a megaphone, or have a caller in each square. The improved equipment allowed the caller to be heard well enough so that the dance routine could be invented as it was called. No longer was the dancer expected to know the dance pattern that went with a particular tune as was common in traditional dancing. “Hash,” as it was referred to, became more and more complex as new moves were invented. In the early ‘60s, Les Gotcher began to use a programming technique that became very wide spread teaching calls in several tips. The lack of standardization and cooperation began to be a growing problem.

Attempts were made to develop a standard list. The national magazine, Sets in Order, with the help of a Gold Ribbon Committee, developed a list of 50 calls that everyone should know. Soon it became clear that some new calls, not on the Basic 50 list were gaining wide acceptance and a supplemental list of 25 was developed. The creators of these lists hoped to provide a stable, unchanging body of calls that could serve as an entry point for new dancers. Newer calls however kept winning favor of dancers and callers that could not be left off of any standard list. Several round robin meetings of leaders culminated in the historic gathering in the early ‘70s that laid the groundwork for the first CALLERLAB meeting in 1974.

CALLERLAB, the International Association of Square Dance Callers has met every year since its inception. Its first goals were to promote the principals of fun and friendship established by early leaders and to standardize square dance terms, timing, and styling and to look for ways to promote the activity to ensure its continued growth. The Programs of square dancing were developed and are now widely accepted by dancers. CALLERLAB has also established the CALLERLAB Foundation for the preservation and promotion of square dancing. It is a nonprofit foundation that has as a primary task the development of promotional teaching materials for recruiting new dancers.

You are a part of this ongoing history. Be proud of the heritage. Remember, just as it took much work and sacrifice to build this country, it also took much work and sacrifice to build the square dance movement that we enjoy today. Your help is needed to preserve this heritage and keep square dancing thriving.

Help the CALLERLAB Foundation
Make a Difference!

The CALLERLAB Foundation operates primarily through private contributions. Goals and objectives can only be met if funds are made available. Here are some ways that you can help:

1) Make a donation.
2) Hold a fund raising dance.
3) Join the Ways and Means Committee
4) The CALLERLAB Foundation has developed a standard codicil for last will and testaments for those individuals involved in the square dance activity who would like to bequeath money to CALLERLAB and/or to the CALLERLAB Foundation for the preservation and promotion of square dancing.

Happy Holidays!

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

Dana & Donna, Royce & Jodine
WAYS AND MEANS
RAFFLE WINNER!

The Ways and Means Committee held a raffle to raise funds for the CALLERLAB Foundation Scholarship Program. The drawing took place at the Capitol City Plaza Hotel, site of the Fall 2016 Foundation Executive Directors meeting on October 17, 2016:

https://www.youtube.com/watch?v=9cpAck1ggWs&feature=youtu.be

Grand prize winner was Vance Morrison from Washington and member Susan Morris sold the winning ticket. Grand prize check of $3,000 has been presented to Vance. Congratulations Vance and thank you to all who bought tickets and/or help sell tickets.

A Special Invitation to Attend the 44th Annual CALLERLAB Convention April 9-12, 2017, Mesa, AZ Hilton Phoenix/Mesa Hotel

The 2017 CALLERLAB Convention will be held at the Hilton Phoenix/Mesa Hotel in Mesa, AZ beginning on April 9, 2017. There’s plenty to do and see for those who decide to arrive early or stay a few days following the Convention.

The CALLERLAB Convention provides tremendous amounts of educational training and materials, as well as great social time and networking with callers from around the world. Come be a part of an unbelievable experience of callers sharing and working together. Inject your thoughts and experiences. Visit with members of the Board and spend time with some of the legends of the activity. This Convention has something for everyone in square dancing. All callers, dancers, and dance leaders are invited to attend.

The Convention fee will remain at $210 for callers and $200 for non-callers. If you have any questions, please contact us at the Home Office by phone at: 1-785-783-3665 or by e-mail at: callerlab@aol.com, and we will do our best to assist you.

A dedicated booking website has been created for this event so you may be able to make, modify, and cancel your hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel. To access the website, please click the following link: http://www.hilton.com/en/hi/groups/personalized/M_M_E_S_H_P_H_F_L_A_B_20170406/index.jhtml?WT.mc_id=POG.

CONVENTION OUTING TO OLD WESTERN TOWN

The 2017 CALLERLAB Convention Planning Committee has approved having a special event at Rawhide, old western town near Mesa. Those attending the 12th CALLERLAB Convention in Phoenix will remember the fun we had when we were bused to Rawhide back in 1985. Rawhide has now been moved in closer to Mesa. There will be a slight extra charge for those wishing to attend this event to help cover transportation and entertainment. The special event will be optional but we are hoping everyone will want to join in the fun!

If you have already registered, the Home Office Staff will be contacting you to see if you wish to add the special event to your Convention registration. We hope you will attend! This event will include dinner and a special “Old Timey” dance.

CALLERLAB GIFT CERTIFICATES

Looking for a great gift? Purchase a CALLERLAB Gift Certificate! Certificates may be used to purchase products or towards membership dues and Convention fees. To purchase, contact the Home Office.
CALLERLAB proudly announces that Patrick Schwerdtfeger, author of *Marketing Shortcuts for the Self-Employed*, has been contracted to present the Keynote Speech at the 44th CALLERLAB Convention in Mesa, AZ. Many may remember that Patrick presented “Marketing on a Shoestring Budget” workshop and speech at the 41st CALLERLAB Convention in Reno, NV. We are excited to have Patrick back again at this convention. His speech will be presented following the Monday, April 10, 2017 opening session. All callers, partners and dance leaders are encouraged to attend.

**MAKE YOUR ROOM RESERVATIONS EARLY!**

The room rate in Mesa, AZ is $105 per night, so be sure to ask for the *Convention group code “LAB”*. If you wish to call the hotel to make your reservations, call 1-480-833-5555.

Save the date for the 44th CALLERLAB Convention – April 9 through 12, 2017!

**HILTON PHOENIX/MESA HOTEL INFORMATION**

- Over 20,000 Square Feet of Indoor/Outdoor Function Space
- Award winning restaurant and atrium bar
- Walking distance from 1 million square foot mall with lots of shopping and din-

**INVITE NON-MEMBERS TO CONVENTION**

CALLERLAB would like to encourage you to invite dancers and non-member callers to attend the upcoming 44th annual CALLERLAB Convention. First time attendees will not only be very impressed, but also nearly overwhelmed with the wealth of educational material and information, entertainment, and fun available at the CALLERLAB Convention. Convention session topics available to our attendees include complex technical issues, marketing and recruiting discussions, issues of interest to club as well as association leadership, information for caller partners, topics for dancers, and much, much more. One of the most common comments expressed by first time attendees is, “I wish I had attended long ago.” Think about the folks you encounter within your square dancing activities and consider inviting those whom you believe would enjoy and benefit by attending our Convention. Contact the Home Office by phone at: 1-785-783-3665 or by e-mail for further information or to obtain Convention invitations. The e-mail address is: CALLERLAB@aol.com

**CONVENTION ROOM SHARING**

If you are interested in sharing a room with another attendee at the 2017 CALLERLAB Convention in Mesa, AZ, please contact the Home Office and ask that your name be added to our list of
other attendees who would like 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 be glad to help.

2017 Mesa, Arizona Convention “Early Bird” Registration Winners:

Mike Preskitt has won two free room nights during the convention at the Hilton Phoenix/Mesa Hotel along with two free round trip airline tickets presented by the Mesa Visitors Bureau.

Jack Hardin and Kevin Thomaier each won half price hotel room nights presented by the Hilton Phoenix/Mesa Hotel.

Walt Burr, Toby Thomason, Dave Eno, Buddy Weaver, Holly Ferreira and Ray Lowry each won a free set of 2017 Convention MP3s donated by the Home Office.

Congratulations to the Winners!

25 and 50 YEAR CERTIFICATES

Will 2017 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 2017 (started calling in 1992 (25) or 1967 (50), please contact the Home Office to verify we have the correct information within our files.

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.

“Music can change the world because it can change people.”

Bono
CALLERLAB CONVENTION BRAINSTORMING FACEBOOK

Have some thoughts about promoting the CALLERLAB Convention? Join the CALLERLAB Convention Brainstorming Facebook Group at: https://www.facebook.com/events/1675713419333229.

Help CALLERLAB find better ways to promote our Convention. Invite callers and dancers to attend. This will be a brainstorming group so all ideas are welcome.

CALLERLAB’S ANNUAL CONVENTION! Help spread the word and let’s get folks to Mesa, Arizona! Many of us are already registered! Are you?

EXHIBITORS/VENDORS AT CONVENTION

CALLERLAB is inviting exhibitors/vendors to attend the 44th CALLERLAB Convention in Mesa, Arizona. 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 Mesa, AZ area, please have them contact the CALLERLAB Office.

2018 CONVENTION THEME CONTEST!

If you have an idea for a theme for the 2018 Convention, please submit it to the Home Office no later than May 1, 2017. The write-up should include a brief explanation as to the general nature of the theme and how interest session topics could relate to the theme. The location will be Albuquerque, NM.

A theme will be selected by the Executive Committee at their spring meeting. The author of the selected theme will receive free dues for one year. Insurance and BMI/ASCAP license fees are not included.

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.

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.
FOR IMMEDIATE RELEASE
(DECEMBER 2016)

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

CALLERLAB CONVENTION
FOR CALLERS, PARTNERS AND DANCE LEADERS

Have you ever wondered what goes on at a CALLERLAB Convention? Plenty!

During Monday and Tuesday there are: more than 30 educational interests sessions taking place; 20 committee meetings held; 2 banquets; 2 lunches; 2 sessions where attendees can meet with Members of the Board of Governors and express ideas and ask questions of the CALLERLAB Board. In addition, many opportunities to speak with legends of the square dance activities are available. There are also many visiting VIPs of other dance organizations such as Roundalab, United Square Dancers of America, The ARTS, USA West, National Executive Committee, and many of the upcoming National Square Dance Conventions. International representatives are also eager to meet you.

Yes, several of the educational sessions are directed to callers. However, there are also many sessions that are of interest to dancers.

Contact the CALLERLAB Home Office (1-800-331-2577) about how to register for the upcoming Convention at the beautiful Hilton Phoenix/Mesa Hotel in Mesa, AZ. The staff will be glad to provide you more information.

********** 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
CALLERS’ SURVEY

The CALLERLAB Public Relations Committee is conducting a survey to determine awareness of CALLERLAB resources. All callers are encouraged to complete the survey.

Hello Callers!

Wendy VanderMeulen (Chair) and I, Tom Rainer (Vice-Chair), head the Public Relations Committee for CALLERLAB. The Committee has developed a quick survey to assess callers' awareness/use of CALLERLAB resources and services, and how to help us better serve the caller community. This is your chance to add value.

Please take a couple of minutes and complete this survey:

Survey in German - https://www.surveymonkey.com/r/ZWFRVD8


Survey in English - https://www.surveymonkey.com/r/V5F9WHZ

Additionally, we ask that you please forward this survey or e-mail it to other callers that you may know, regardless of whether they are a Member of CALLERLAB or not. Your assistance in this matter will help us gain a sense of the awareness level of CALLERLAB from ALL callers, worldwide. (If the survey gets forwarded to you more than once, please just complete it once.)

Thank You in Advance,

Tom Rainer
PR Committee Vice Chair

Wendy VanderMeulen
PR Committee Chair