VOLUME XVIII  NUMBER 3  JULY 1990

In This Issue  Page No  Future Conventions
PQS Correction  2  Apr 13-15, 1992 Radisson, VA Beach, VA
Noteworthy Items - Misc.  2-3  Apr 5-7, 1993 Galt House, Louisville, KY
Australian Mini-Lab Report  3  Apr 11-13, 1994 Hyatt Vancouver, BC
Successful Recruiting Suggestions  4  Apr 10-12, 1995 Site not yet selected

MEMBERSHIP CHANGE

During the Executive Committee Meeting held at the Home Office in May, the Executive Committee voted to grant full membership to all current Subscribers who intend to attend an annual CALLERLAB convention within the next four (4) year (eight for overseas). New callers joining our organization will also be permitted to enroll as a full member or apprentice. This change to our existing By-Laws was subsequently approved by the Board of Governors and will require ratification of this change to our By-Laws in Las Vegas.

New members will have full voting rights, full committee rights, with the understanding that they must attend a convention a minimum of every four years (eight for overseas) in order to maintain their full membership status.

Letters have been sent to all of those on our roster who are presently Subscribers offering them the opportunity to change their membership status to that of a full member. It is our sincere hope that those eligible will take advantage of this privilege and not only serve on committees but also vote in the forthcoming Board of Governors election.

MEMBERSHIP RECRUITMENT INCENTIVE PLAN

The Executive Committee is pleased to announce a recently approved incentive plan for recruiting new callers into CALLERLAB. All CALLERLAB Members, Subscribers, Apprentices, Associates and Affiliated Organizations are eligible to participate!

You will receive a $5.00 credit towards your CALLERLAB dues for each new caller or each previous member that you persuade to rejoin our organization. The top recruiter (minimum of 10 new caller) will receive an award of "free" dues for one (1) additional year. (Please see the enclosed press release for more details!)

CALLERLAB 800#

We are pleased to announce the installation and operation of an 800#. This number will be manned between the hours of 9:00 AM and 4:00 PM EST. The number is 1-800-331-2577 (CLRS). This is for use for official business only and not for idle chit-chat. We still have to pay for all calls made to or from this number, so please honor our intent.
CORRECTION!

The recent press release announcing the selection of STAR TRACK as the Plus Quarterly Selection for the quarter beginning August 1, 1990 should have stated that this call was authored by LEE HAILEY.

TRAIL END DANCE - 40th NATIONAL SQUARE DANCE CONVENTION

A reminder -- if you are interested in calling at either of the trail end dances to be held in conjunction with the 40th NSDC on Wednesday, June 26, 1991, in Salt Lake City, please submit your name to the CALLERLAB Home Office no later than NOVEMBER 1, 1990. Indicate your preference as to the dance program you would like to help with (Mainstream or Plus). The membership of CALLERLAB will vote on the callers they choose to represent CALLERLAB.

These dances will be used as fund raising opportunities for the CALLERLAB FOUNDATION FOR THE PRESERVATION AND PROMOTION OF SQUARE DANCING. Although we cannot ask for an admission charge, we will be permitted to solicit donations.

CALLERLAB PERMANENT BADGES - PRICE INCREASE

Because of our manufacturer's price increase and increased postage costs, it is necessary to increase the cost of our permanent badges. Effective immediately, CALLERLAB permanent badges will now be sold for $7.00. Badge order forms are available from the CALLERLAB Home Office.

CHANGES IN COMMITTEE CHAIRMEN & VICE-CHAIRMEN

An updated committee chairmen listing has been made a part of this issue of DIRECTION.

Please note that the Rural Area Considerations Committee has been disbanded. Our sincere thanks to Virgil McCann, Chairman, for his excellent work and dedication.

The Program Coordinating Committee's name has been changed. This committee, chaired by Bill Davis, has been renamed the Board of Governors Program Policy Committee.

CHANGE IN 1991 LAS VEGAS CONVENTION SITE

For the benefit of all callers who plan to attend the Las Vegas Convention, we have changed facilities. We were not able to negotiate a satisfactory arrangement with Bally's and have changed the hotel to The Aladdin Hotel & Casino which is right around the corner from Bally's and a five minute ride from the airport. In approving this change, the overall savings to each caller will vary somewhere between $75-100. The meeting space is also much better arranged for our meeting and the Executive Committee felt this was a major benefit for the membership of CALLERLAB.

We have also instituted a change in payment schedules for the convention and now offer a discount for early payments. Full details will be included in the invitations which will be mailed during August.

CONVENTION THEME - DANCERS - THEIR FUN - OUR FUTURE

This year, we will focus on the very foundation of our activity -- the DANCERS! We must all remember that our primary purpose is to entertain the dancers -- they are our livelihood. Our planned sessions will, of course, expand further on this excellent theme.
1990 CHARITY GOLF SCRAMBLE OUTCOME

We are pleased to report that our 1st charity golf scramble was not only a great deal of fun but that it was a great financial success. The net result of this outing produced a $704.50 donation to the CALLERLAB FOUNDATION FOR THE PRESERVATION AND PROMOTION OF SQUARE DANCING! Again, our sincere thanks to all of those who assisted in making this such a successful outing -- especially Bob "Fatback" Green!

TAPE FROM ORLANDO

The initial session after the opening ceremonies at Orlando dealt with actions taken by individuals after the Nashville convention. The session was moderated by Jim Mayo and included many great ideas that worked well for many of our callers. If you did not get that tape, you are missing a great opportunity. That tape, along with several others was exceptionally well done and would offer some good ideas for you to try in your home areas to help recruit bigger classes for the fall. This and other tapes from our 1990 Orlando convention are available from Convention Tapes International, Inc. A tape order form was included with the Flash issue of DIRECTION.

AUSTRALIAN MINI-LAB REPORT

Five representatives from CALLERLAB were selected by the Board of Governors to attend the first Overseas Mini-Lab. These representatives were Ernie Kinney, current Chairman of the Board, Jim Mayo, Jack Lasry, Jon Jones and John Kaltenthaler, current Executive Secretary. With the exception of Ernie Kinney, the other four representatives are all CALLERLAB Accredited Caller-Coaches.

The location for this initial effort was in Queensland, Australia along the Gold Coast in a beautiful hotel complex called the Greenmount. It is right on the ocean and sub-tropic in weather and flora.

The Mini-Lab Convention followed the 31st Australian National Square Dance Convention which was held in Brisbane, Queensland. Their National lasted five days and four of the five representatives were able to participate in that as well. The flight from Los Angeles is 13 hours to Brisbane or 14 if you first go to Sydney and then add 1 more hour to Brisbane. Each of the participants called at their National on the day of arrival - no picnic there.

The Australians are very gracious and arrangements were made to house each of the CALLERLAB representatives in someone's home to help keep expenses to a minimum. Local transportation eliminated the need for taxis etc.

108 people attended the First CALLERLAB Mini-Lab, quite similar in size to the very first CALLERLAB Convention in St Louis in 1974. We had callers from Australia, New Zealand, Japan and Hawaii in attendance. The convention schedule was full as all of you have come to expect. Most of the sessions, however, were dealing with some aspect of caller training. We did talk about CALLERLAB, and several aspects of leadership and ethics were also included. A special session for partners was included as well.

During the banquet on Wednesday night, CALLERLAB made presentations to Eric Wendell and Ivor Burge. (NOTE: The complete write-ups are available upon request from the CALLERLAB Home Office, Box 679, Pocono Pines, PA 18350.) It was a very moving time. As is usually the case, we finished the convention with mixed emotions of exhilaration and exhaustion with the knowledge that both CALLERLAB and the Pacific callers benefitted greatly from the experience.
The CALLERLAB representatives also volunteered their services for a fund raising dance which was held on Saturday afternoon and evening in Brisbane. The hall they hired could comfortably hold about 55 squares. In the afternoon session, we had 36 squares and for the evening session, we had over 80 squares. Bumper to bumper is one description. No one sat down and dancers were reluctant to give up their floor space once they found it. All five of the staff called with two Main-stream tips followed by one Plus tip. It was a super success.

Jack Lasry and Jon Jones then flew to Sydney to conduct a 2 day seminar while Jim Mayo and John K held a similar session in Brisbane. Sydney had 10 callers in their clinic and Brisbane had 33. All of the above was conducted without reimbursement to any of the individuals concerned except for airfare which was partially covered.

The flights were exhausting but the overall effort was superb. The idea of taking the convention to our overseas members is something which should be conducted at least every four years, alternating between Pacific countries and European countries. If this idea comes to fruition, we should see our second Mini-Lab in Europe in 1994.

When the dust had settled, we had gained 57 new members or apprentices. Thank you to all who supported and participated in making our first Overseas Mini-Lab a great success. A special thanks to David Smythe and Nev McLachlan, who served as co-conveners for this, our 1st overseas mini-lab!

With our scheduled CALLERLAB Convention in Vancouver in 1994, we can truly say that we are CALLERLAB, the International Association of Square Dance Callers.

RPM (Recruit, Promote & Maintain) COMMITTEE - Jack Berg, Chmn, Bob Wilcox, Vice Chmn

The RPM Committee meeting opened with a review of the results of the RPM tracking survey distributed after last year’s convention. The survey basically asked what method was most successful in promoting square dancing and recruiting new dancers in your area. The top ten results in order were:

1. Word of mouth along with flyers
2. Newspapers (special articles, ads, etc.)
3. Radio
4. Demos with flyers
5. Brochures, business cards
6. One Night Stands
7. Flyers at various community locations
8. TV
9. Signs, posters
10. Ads in local square dance media

Survey respondents reported up to a 30% increase in class size by using some or all of the above methods.

The survey also asked what was done to maintain (keep) new dancers. The majority response was to keep them excited and having fun.

The committee reviewed and discussed a series of brochures being created to promote square dancing year 'round. These brochures will be made available to callers, clubs, dancer associations and others for distribution. The committee has recommended to the Board of Governors that development of the brochures be continued with a target availability date of January 1991.
The committee also heard and discussed six 30 second radio spot announcements designed to promote square dancing. The committee voted to continue development of the radio spots and to include announcements that emphasized the physical fitness benefits of square dancing, the family participation aspects, the wide variety of people who square dance (doctors, lawyers, carpenters, truck drivers, etc.) and the wide variety of music used in modern square dancing. The general theme of "come up to square dancing" was selected as a common link between spots. The radio spots are to be reviewed/approved at the Las Vegas convention and to be available as soon as possible after the convention.

The following is a compilation of suggested methods for the promotion of square dancing gathered from survey results, committee meetings and several individual comments:

1. Flyers for school children to take home
2. Direct mail
3. Placemats, shopping bags, etc. for restaurants and businesses
4. Booths at art fairs, antique fairs, craft fairs, etc. with flyers and sign up cards
5. Have a business use square dancers in TV commercials
6. Free tickets to an intro dance
7. Parades, floats, etc.
8. Church bulletins
9. Contest to see who can recruit the most new dancers
10. 800 number or local info number listed in the yellow pages
11. Brochures, flyers for welcome wagon packets
12. Door knob hangers for targeted neighborhoods
13. Courtesy cards - "you have just been helped, aided, served, patronized, etc" by square dancers
14. Bumper stickers, signs in rear windows
15. Phone answerers for telethons
16. Radio talk shows
17. TV spots
18. Radio spots
19. Provide free babysitting for new students
20. Provide sponsoring couple for new couple

The committee requests that anyone who is successful in recruiting new dancers send a note to the CALLERLAB Office describing the methods that you used. Our success stories will be published so that others can see what is working and incorporate the successful methods into their program.

Remember, be persistent! The method that failed last year may be the most successful method this year. By working together and sharing our successes, we can get many new people to "come up to square dancing".

HELP! The RPM Committee urgently needs the help of a photographer and copywriter experienced in the professional development of sales/promotional brochures. A tentative date of January 1991 has been established to have ready a brochure promoting square dancing. The brochure is intended for world-wide distribution via callers, clubs, dancer organizations, etc. If you can help, please contact the home office!
1990 ORLANDO CONVENTION COMMITTEE REPORTS

Reports on committee meetings held at our 1990 Orlando Convention are available from the CALLERLAB Home Office upon request. Reports are on file for the following committees:

Mainstream Committee
Mainstream Quarterly Selection Committee
Plus Committee
Advanced Dancing Committee
Challenge Committee
Contra & Traditional Dance Committee
Community Dance Program Committee
Timing Committee
Education Committee
Caller-Coach Committee
Caller Association Committee
Grants & Endowments Committee
Rural Area Considerations Committee
Overseas Advisory Committee
Styling Committee
Callers' Partners Committee
Impromptu meeting on "Singles"

1990-91 MEMBERSHIP ROSTER

A current 1990-91 membership roster has been enclosed with this mailing to those who have requested the same.

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CALLERLAB COMMITTEE CHAIRMEN

The following CALLERLAB members are the designated chairmen of committees. If you wish to help, please contact the chairman of the committee(s) for which you are volunteering but please send written confirmation of your desire to the office so that we may add your name to the appropriate roster. If you prefer, you may volunteer through the office directly and we will notify that chairman for you.

SPECIAL INTERESTS - Executive Committee Liaison - Red Bates

ROUND DANCE Committee - Bill Higgins, Chmn., Pete Diven, V-Chmn
GRANTS & ENDOWMENTS - Laural Eddy, Chmn., Bob "Fatback" Green, V-Chmn
CONTRA & TRADITIONAL Committee - Mona Cannell, Chmn
FOUNDATION FUND RAISING - Jerry Junck, Chmn., Tim Marriner, V-Chmn
COMMUNITY DANCE PROGRAM Committee - Ken Kernen, Bob Dalsemer, V-Chmn
RPM COMMITTEE (Recruit, Promote & Maintain) - Jack Berg, Chmn, Bob Wilcox,
CALLERS' PARTNERS Committee - Karen Rippetto, Chmn V-Chmn
FULL TIME CALLERS Committee - Tony Oxendine, Chmn

PROGRAMMING & COORDINATING - Executive Committee Liaison - Martin Mallard
MAINSTREAM Committee - Mac Marcellus, Chmn, Orphie Marcellus, V-Chmn
PLUS Committee - Bill Heyman, Chmn, Larry Davenport, V-Chmn
ADVANCED Committee - Mike Callahan, Chmn, Marty Firstenberg, V-Chmn
CHALLENGE Committee - Ed Foote, Chmn
STYLING Committee - Gregg Anderson, Chmn, Ken Ritucci, V-Chmn
TIMING Committee - Bob Wilson, Chmn, Skip Brown, V-Chmn
BOG PROGRAM POLICY Committee - Bill Davis, Chmn

*DEFINITIONS COMMITTEE - Clark Baker, Chmn

PLANNING & RESEARCH - Executive Committee Liaison - Jim Mayo
EDUCATION Committee - Herb Egander, Chmn, Ralph Kornegay, V-Chmn
CALLER-COACH Committee - Jon Jones, Chmn
CALLER TRAINING Committee - Jim Mayo, Chmn
CHOREOGRAPHIC APPLICATIONS Committee - Stan Burdick, Chmn, Jerry Reed,
QS COORDINATOR - Jack Lasry V-Chmn
MAINSTREAM QS Committee - Walt Cooley, Jr., Chmn
PLUS QS Committee - Tom Sellner, Chmn, Doren McBroom, V-Chmn
ADVANCED QS Committee - Damon Coe, Chmn
RESEARCH & DEVELOPMENT Committee - Clark Baker, Chmn

MEMBERSHIP - Executive Committee Liaison - John Marshall
AREA REPRESENTATIVES - Keith Rippetto, Chmn
CALLER ASSOCIATION LIAISON Committee - Carl Brandt, Chmn, Larry Cole,
ACCREDITATION Committee - John Kwaiser, Chmn V-Chmn
PROFESSIONAL ETHICS Committee - Darryl McMillan, Chmn
OVERSEAS ADVISORY GROUP - Al Stevens, Chmn

WAYS & MEANS - Executive Committee Liaison - Red Bates

*Sub-committee of BOG Program Policy Committee