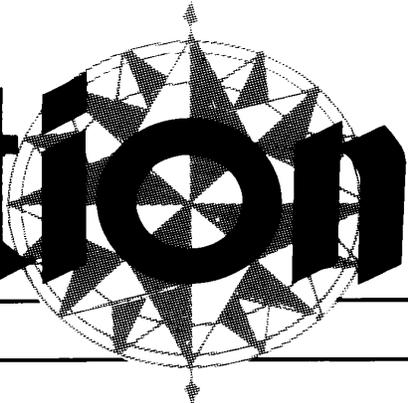


NEWSLETTER  
for Members of  
CALLERLAB

# direction



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The International Association  
of Square Dance Callers

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COCOA, FL

WELCOME  
TO  
CALLERLAB XXVIII



**CALLERLAB**  
St. Louis, MO - 2001  
**GATEWAYS**  
UNITY – MARKETING – GROWTH

# WELCOME!

On behalf of the Board of Governors, welcome to St. Louis, Missouri, The Airport Marriott, and CALLERLAB 2001. We are pleased that you were able to attend and are confident that you will find your time and money well spent. We have an exciting program for you with many sessions for everyone. We recommend that you and your partner, if attending, choose different sessions to attend to maximize your time. Of course, there will be some tough choices to make and for those sessions which seem to be extremely popular with everyone, we have tried to keep conflicts at a minimum.

## BADGES MUST BE WORN AT ALL TIMES

Your convention badge not only identifies you as an official attendee but it is also your meal ticket. The wait staff has been instructed NOT to serve you a meal unless you are wearing your badge.

## *NO BADGE, NO FOOD, NO EXCEPTIONS!*

If you have requested a special diet, your convention registration package will include brightly colored cards with the words 'SPECIAL DIET' on them. They are also identified by date and meal. Please take the appropriate card to the dining room with you. Place the card on the table in front of you. The wait staff has been instructed to look for this card and ask you which diet meal you ordered. They have also been instructed to collect the card.

The formal opening ceremonies start on Monday morning at 9:00 AM. Officially, however, there will be a Community Dance Program Dance party at 3:00 PM Sunday, a welcome reception at 6:00 PM Sunday evening and an orientation session at 8:00 PM. There will be an After Party Session at 9:15 PM on Sunday.

The exhibit area, featuring products and services for callers, will open at 12:00 noon on Sunday. You'll find a list of exhibitors and the hours the exhibit area will be open at the end of this issue of *DIRECTION*. We sincerely hope you take the time to browse and support our exhibitors.

All interest sessions will be taped by Convention Tapes International. Scott Argow has produced our convention tapes for many years. They do an excellent job and we're sure you'll find the tapes to be an excellent addition to your reference library. Individual tapes will be available for sale immediately following each interest session, or you may wish to purchase the entire set. Please place your order with them early so that you can pick up your tapes before leaving St. Louis, thereby saving the cost of postage and handling.

This is your organization and it is up to you to get involved. Speak up if you have something to say and ask questions if you're not sure. We encourage all of you to participate. Your opinions count.

## PLEASE, NO SMOKING IN ANY MEETING ROOM

See your mini-schedule for a map of the facilities.

**Saturday - April 7, 2001**

1:00 PM - 5:00 PM Registration Registration Area  
Early birds may register until 5:00 PM. Gail & John Swindle and Tom Stone from the Home Office staff will be manning the Registration Office. Del Reed has volunteered to staff the sales booth and Elaine Stone has volunteered to help out as needed.

**Sunday - April 8, 2001**

10:00 - Noon & 2:00 to 5:00 PM - Registration Registration Area  
Convention registration continues; CALLERLAB sales area is in the registration area.

12:00 Noon to 11:00 PM - Exhibit Area Foyer  
The exhibit area will be open throughout the day. There is a list of exhibitors and the hours the exhibit area will be open at the end of this issue of *DIRECTION*.

12:00 Noon to 11:00 PM - Friends Of Bill W. Jackson  
The Jackson room will be available throughout the convention for the Friends Of Bill W. to gather and visit.

3:00 PM to 5:00 PM Community Dance Program Dance Party Salon D-E  
Bob Riggs and the CDP Committee will host a dance session highlighting the Community Dance Program. Come and Enjoy! If you use the CDP, sign up to call a tip. A variety of interesting material will be presented.

6:00 PM to 7:00 PM - Welcome Reception Salon D-E  
The Executive Committee will host this session. Look for them in the receiving line. This is also a good opportunity to chat with members of the Board of Governors and their partners (identified by a red ribbon on their badge) and various committee chairmen and vice chairmen (blue ribbons). The session also provides a chance to renew acquaintances or make new friends. Cash bars will be available. Snacks and non-alcoholic punch will be served.

7:00 PM to 9:00 PM - Registration Registration Area  
Convention registration continues, CALLERLAB sales area is in the registration area.

8:00 PM - Orientation Session East Ballroom  
Jerry Junck, past Board of Governors member, will moderate this session along with panelists Kathy Davenport, Chairman of the Partner's Committee. This session is designed to bring everyone up to date on where we've been and how we got where we are. It is designed to be an informative session for all first-time attendees, but it is also a good review for attendees who haven't been to a convention for a while. There will be an opportunity to ask questions after the formal session is over. We encourage you to ask any questions you may have about the convention or about CALLERLAB.

**Sunday - April 8, 2001 (Continued)**

9:15 PM - After Party Session East Ballroom  
Your host Jon Jones invites you to relax for the evening and enjoy several after-party skits that you can take back to your dancers. After-party sessions have been a highlight of many CALLERLAB conventions. This one should be no exception. Come enjoy the fun!

11:00 PM - Exhibits close. All formal activities cease for the night

**REMEMBER--you are on your own for breakfast in the morning.**

**Monday - April 9, 2001**

8:30 AM to 5:00 PM - Registration Registration Area  
The registration office will be open for late registrants and for attendees to ask questions about their membership. The CALLERLAB sales area is in the registration area.

9:00 AM - Opening Session East Ballroom  
Larry Cole, Chairman of the Board, presiding. Your Board of Governors and representatives from ROUNDALAB, LEGACY, United Square Dancers of America, The National Executive Committee, ECTA (European Callers and Teachers Association), Square Dance Callers Club of Great Britain, CONTRALAB, American Callers Association (ACA), International Association of Gay Square Dance Clubs, and the representative from upcoming NSDC's, will be introduced. Newly elected members of the Board will be sworn in. Chairman, Larry Cole, will present a summary of the Sunday Board of Governors meeting. Marty Mayo from StarWorks market research company will provide a short presentation of the Focus Group surveys conducted last year for the Foundation. Gerry Hardy will make a short presentation about a new fund raising project. Several committee chairmen will be introduced and given an opportunity to report on subjects to be discussed at their scheduled meetings. Jerry Reed, Executive Director, will present an overview of the convention and announce any changes to the schedule.

10:15 AM - Beverage Break Hallways

10:45 AM - Breakout Sessions as Follows:

Marketing (First of two presentations) Salon A-C  
This session will be repeated at 1:30 PM this Afternoon. Moderator Larry Cole and panelists Mike Seastrom, Chairman of the Marketing Committee; and Jim Hensley, Foundation Marketing Director. Larry will discuss unity, Mike will provide examples of cooperation & growth, and Jim will discuss Phase II of the Phoenix Plan. This session will provide current information about the CALLERLAB marketing program. We have completed a variety of research efforts. These have given us new and verifiable information about ourselves and about the folks we would like to bring into square dancing. We are also working with other organizations in square dancing to coordinate our efforts. Our Chairman, our Director of Marketing, and the Chairman of our Marketing Committee will bring you up to date on these exciting projects.

Monday - April 9, 2001 (Continued)

10:45 AM - Breakout Sessions: (Continued)

Showmanship

Salon V

Co- Moderators Mike Jacobs and Al Stevens, panelists John Kaltenthaler, and Jerry Helt. There are many aspects to showmanship. Singing well is certainly part of it, but so is choreography, communication and entertainment. this panel will be composed of panelists who will illustrate different styles and examples of Showmanship. This panel will also include analysts who will try to show methods of applying these styles and examples to your calling and to give you a new insight into the tools of our trade.

Caller Association Liaison Committee - Vernon Jones, Chairman

Salon II

Bruce Mitchell, Vice Chairman. This committee is charged with recruiting members for CALLERLAB, as well as developing policies and programs for membership. The committee solicits your input.

Education Committee - Gerry Hardy, Chairman

Salon I

Corben Gies, Vice Chairman. This committee is responsible for developing programs for teaching square dancing in schools and developing methods of teaching square dancing to non-dancers. The committee will be reviewing a handbook for teaching square dancing in schools. Come add your comments

Program Policy Committee (1of 2) - Tony Oxendine, Moderator

Salon IV

This is the first of two meetings of this committee, the second meeting will be Tuesday at 10:45 AM. Our Program Policy Statement directs that the program committees coordinate recommended changes to the definitions, timing, and styling of calls within each program. The Program Policy Committee is directed to review recommended changes to insure that any impact on other programs is properly considered. The Program Policy was approved last year and the program committees are now implementing the guidance in that policy. There are several issues to be considered at this time. To view the workings of this important committee, attend this meeting.

Friends of Bill W. -

Jackson

The Jackson room will be available throughout the convention for the Friends Of Bill W. to gather and visit.

12:15 PM - Luncheon for all except Past Chairmen

Salon D-E

This is the first of six meals included in your convention package.

Remember: **NO BADGE, NO FOOD, NO EXCEPTIONS!**

Past Chairmen's Luncheon

McKinley

All past Chairmen of the Board and their partners are invited to this luncheon.

Monday - April 9, 2001 (Continued)

1:30 PM - Breakout Sessions as Follows:

Marketing (Second of two presentations)

Salon A-C

This is a **repeat** of the session presented at 10:45 AM this morning. Moderator Larry Cole and panelists Mike Seastrom, Chairman of the Marketing Committee; and Jim Hensley, Foundation Marketing Director. Larry will discuss unity, Mike will provide examples of cooperation & growth, and Jim will discuss Phase II of the Phoenix Plan. This session will provide current information about the CALLERLAB marketing program. We have completed a variety of research efforts. These have given us new and verifiable information about ourselves and about the folks we would like to bring into square dancing. We are also working with other organizations in square dancing to coordinate our efforts. Our Chairman, our Director of Marketing, and the Chairman of our Marketing Committee will bring you up to date on these exciting projects

Demographic Survey - Who Are We ?

Salon I & II

Moderator Mike Jacobs and panelists Terry Wheeler (R&D Committee Chairman), Marty Mayo (StarWorks), and Tim Scholl (R&D Committee Vice Chairman). Who are we? That is the question that the Research and Development Committee has been exploring this past year. We have talked often about the possibility of corporate sponsorship. A first step in seeking this kind of help is to be able to describe the square dance population in terms of age, income, interests and products consumed. Marty will discuss the overall strategy of demographic surveys and the importance of doing this task correctly. The research is an early stage in our marketing effort. Come and find out what we've learned, what we have planned, and how you can help.

Accreditation Committee - Jim Wass, Chairman

Salon IV

Virgil Forbes, vice Chairman. This committee has developed an accreditation program that will provide the procedures whereby callers can become accredited as square dance instructors. The Certified Square Dance teachers (CSDT) program has been approved and was implemented last year. The committee has also recently begun a review of the CALLERLAB General Caller Accreditation Program. Come join the discussions by this active committee

Canadian Callers Advisory Committee (CCAC) - Bill Treleaven

Taft

Andy Pennock, Vice Chairman. This committee serves to develop policies and programs for membership in CALLERLAB as well as programs for the recruitment of new members and to work closely with other committees which have an interest in membership and recruitment. A request from the Toronto & District Square Dance Association to sponsor a Mini-Lab in the Niagra area in the Fall of 2004 has been approved by the CALLERLAB Executive Committee. All Canadian callers are invited to attend this meeting.

Monday - April 9, 2001 (Continued)

1:30 PM - Breakout Sessions as Follows: (Continued)

Caller-Coach Informal (1 of 2)

Lincoln

Selected Accredited Caller-Coaches will staff this session. You have a chance to discuss any aspect of the calling profession with Accredited Caller-Coaches. Information about accreditation and re-accreditation procedures will be available. This is the first of two sessions. The second session is scheduled for 3:30 PM this afternoon.

Plus Committee (1 of 2) - Skip Brown, Chairman

Salon V

Doug Davis, Vice Chairman. This is the first of two meetings of this committee. The second meeting is scheduled for 10:45 AM on Tuesday. The Program Policy requires that the Plus Program will be reviewed for possible additions or deletions beginning in the summer of every odd year. The next review is scheduled to be completed this year. The Program Policy Statement also directs that each program will be administered and managed by a program committee. Therefore, the Plus Committee will be making the final decision on changes to the program. The committee is interested in your ideas and input.

Partners' Committee - Kathy Davenport, Chairman

Cleveland

Roy Gotta, Vice Chairman. The goal of this committee is to provide fellowship, inspiration, and guidance to partners as they fill an extremely important role on the calling team. Each calling team is unique, however, there are many similarities and sharing your ideas, comments, and suggestions can be beneficial to others. This meeting is designed to assist all partners. Come join the discussions.

3:00 PM - Beverage Break

Hallways

3:30 PM - Breakout Sessions as Follows:

What Do They Say About Us? (Focus Groups) -

Salon I & II

Moderator Mike Seastrom and panelists Marty Mayo and Jim Hensley. The Foundation has invested thousands of dollars in this kind of marketing research. This session will explain what we did, who we did it with, and what we have learned. Our goal is to do a better job of selling our product. Market research is a tool used extensively by industry and business. We have hired one of their research firms to explore our potential market. This session will let you know what they have discovered.

Digital Music -

Salon F

Moderator Vic Ceder and panelists Tom Dillander, and Bill Heyman, will explain the various options for digital transfers of music. MiniDisc, Compact Disc, and Internet downloads will be explained and demonstrated. What's a .WAV file? An .mp3 file? A .MID file? Examples of digital media and recording devices along with "plain English" explanations will increase your knowledge and help you to make informed decisions when vinyl records become obsolete.

Monday - April 9, 2001 (Continued)

3:30 PM - Breakout Sessions as Follows: (Continued)

Different Not Difficult (Choreo Applications)

Salon V

Moderator Tony Oxendine and panelist Jerry Junck. This description of choreography gets a lot of "lip service." What does it really mean? Tony and Jerry will discuss and demonstrate how to keep dancers interested without making the less-than-strong miserable. We accept squares breaking down as part of MWSD, but does that mean that difficult choreography is necessary to keep folks coming back? Could it be that the caller's interest in challenging the floor is excessive? Tony and Jerry will demonstrate how to keep them "on their toes" and successful at the same time.

Partners' Session - (Role Of The Partner)

Salon G

Moderator Kathy & Larry Davenport, Partners Committee Chairman and Panelists John & Freddie Kaltenthaler and Elmer & Linda Claycomb. Kathy will open this session with a brief introduction of the topic. Partners have long been recognized as an integral part of many calling teams. There are some calling teams in which the partner takes a very limited role and still others where the partner takes no active role at all. This session will focus on the issue of the different rolls the partner can play as part of the calling team.

Voice Session I - Use and Care of Your Voice

Salon H

Our voice expert, Professor Arden Hopkin from Brigham Young University in Provo, Utah, will demonstrate various techniques used to correct voice problems and will provide important information on the care of your voice. Professor Hopkin has spoken at several previous conventions and is familiar with the unique vocal requirements of callers. Voice sessions have proven to be some of the more popular sessions at past conventions.

Board of Governors (BOG) Informals (1 of 2)

Lincoln

Members of the Board will be available for you to take the opportunity to speak directly with members of the BOG about your concerns within CALLERLAB or other aspects of the square dance activity. As a result of these sessions in the past, your Board has made several changes in operating procedures, and changes to convention agendas. The second session is scheduled for 9:00 AM Tuesday.

Joint Advanced and Advanced QS Committee

McKinley

Cliff Simpson, Advanced Committee Chairman; and Tom Miller, Advanced QS Committee Vice Chairman, will co-host this joint committee meeting. During this joint committee meeting the two committees will be discussing topics of interest to the committees. The Advanced Committee is charged with maintenance of the Advanced Program and the Biennial review is due to be completed this year. The Advanced QS Committee is charged with the administration of the Advanced QS Program including selection of moves. If you call the Advanced Program, or if you have ideas concerning the Advanced QS Program, please attend. Both committees are seeking input from interested Advanced Program callers.

Monday - April 9, 2001 (Continued)

3:30 PM - Breakout Sessions as Follows: (Continued)

Caller-Coach Committee - Paul Henze, Chairman Cleveland  
Jerry Junck, Vice Chairman. All accredited Caller-Coaches should plan to attend this meeting. The committee is working on a review and discussion of Formation and Arrangement pictograms for additional formations.

Choreographic Applications Committee - Elmer Claycomb, Chairman Taft  
Ron Counts, Vice Chairman. This committee is charged with reviewing current programs from a choreographic standpoint, and evaluating and developing aids or guidelines which will assist callers and dancers in deriving the greatest benefits from these programs. The committee will meet to review current and future projects. For a close look at the technical side of choreography, attend this meeting.

Mainstream Committee - Dana Schirmer, Chairman Salon A-C  
Lanny Weakland, Vice Chairman. Our Program Policy Statement directs that the Mainstream Program be reviewed for possible additions or deletions beginning in the summer of every odd year. The next review is being conducted this year. The Program Policy Statement also directs that each program will be administered and managed by a program committee. Therefore, the Mainstream Committee will be making the final decision on changes to the program. The committee is interested in your ideas and input.

5:00 PM - Free Time / Standby Rooms Various  
If you need a room for a special meeting or just to get together, please contact Jerry Reed or Gail Swindle. Do not just go into an empty room as there may be other plans for that space.

"Birds of a Feather" Sessions Various  
The following sessions provide an opportunity for small groups of interested callers and partners to get together and discuss certain aspects of calling that, for lack of meeting space, have not been scheduled as featured interest sessions. The topics are those that have been suggested to the convention planning committee or have been specifically requested by one or more attending callers. These rooms have not been scheduled for any activity following the evening banquet, so feel free to continue your discussions at that time if necessary.

Yodeling - Moderated by Joe Frisella Salon IV  
This will be an introduction to yodeling. Joe has been involved with yodeling for about 12 years and has helped several callers learn this talent. If you are interested in learning more about this art form, plan to attend. If you plan to attend, Joe recommends that you also attend the Voice I session with Arden Hopkin.

Monday - April 9, 2001 (Continued)

5:00 PM - "Birds of a Feather" Sessions: (Continued)

Calling For Handi-capable Groups - Moderated by Michelle Jacobs Salon V

This will be a gathering of those members & partners who are interested in the challenges and rewards of working with the handi-capable. This will be an excellent opportunity to share ideas and experiences. Come join the discussion.

6:00 PM - Social Hour Begins Foyer

Cash bar will be available.

**BADGES MUST BE WORN**

6:30 PM - Doors Open for the Banquet Salon D - H

Remember: **NO BADGE, NO FOOD, NO EXCEPTIONS!**

7:00 PM - Banquet Salon D-H

Emcee Tom Dillander, blessing by Pam Dillander. Committee Chairmen and Vice-chairmen will be seated at the head table. Half Century Certificates, Quarter Century Club certificates, and Small World Awards will be presented. No photographs will be taken during the banquet. All award recipients please stay for a group photograph immediately following the banquet.

9:00 PM - Dancing In the 1960's East Ballroom

Emcee Jim Mayo. The early 1960's have been described as the "Golden Years" of square dancing. Classes and clubs were full and folks were flocking to try this activity. Have you ever wondered what was different about our dancing then? This dance will show how we were doing it in those days. We weren't using as many calls and we were moving a bit faster. Some of the callers who were doing it then will present the "core" choreography of that time along with a few of the classic singing calls of that era.

11:00 PM - Exhibits close. All formal activities cease for the evening.

Tuesday - April 10, 2001

7:30 AM - 8:45 AM Breakfast for all - Salon D-H

**DON'T FORGET YOUR BADGE!**

Remember: **NO BADGE, NO FOOD, NO EXCEPTIONS!**

8:45 AM to 5:00 PM - Registration Registration Area

The registration office will be open for attendees to ask questions about their membership or pickup handouts they missed yesterday.

## Tuesday - April 10, 2001 (Continued)

### 9:00 AM - Breakout Sessions as Follows:

#### New Dancer Dance -

Salon A - C

Emceed by Gregg Anderson and assisted by Betsy Gotta. One of the most important dances we ever call is the one for folks who have never (or seldom) danced before. This is an opportunity to sell square dancing and we must make the most of it. Gregg does many of these each year and has developed techniques that assure that everyone has a good time. He will share this experience with you as he presents the program as he calls it. Come prepared to take part as a dancer.

#### Advanced & Challenge Choreography

Salon IV

Moderator John Marshall and panelist Mike Jacobs will explore different approaches in teaching the Advanced list and expanding on positions that are interesting and danceable by the majority of Advanced dancers.

#### Multi-Cycle Teaching -

Salon V

Moderator Mike Seastrom, and panelists Dana Schirmer and Milt Floyd will discuss alternative ways of teaching new dancers. There are many variations of the plan which starts a new class every 10, 12, or some other number of weeks. The goal of these systems is to make square dancing available to new recruits more frequently and to enhance recruiting by having the enthusiastic new dancers bring their friends and dance with them immediately. The session will present information about systems that have worked, explaining how they were set-up, and what methods worked well in this new format. If you know of successful multi-cycle programs, join in the discussion and let us know your thoughts.

#### Past Chairmen's Meeting

McKinley

All past Chairmen of the Board and their partners are invited to attend. Larry Cole will preside.

#### Board of Governors (BOG) Informal (2 of 2)

Lincoln

Members of the Board will be available for you to take the opportunity to speak directly with members of the BOG about your concerns within CALLERLAB or other aspects of the square dance activity. As a result of these sessions in the past, your Board has made several changes in operating procedures and changes to convention agendas. This is the second of two sessions. The first session was at 3:30 PM Monday/ Tuesday.

#### Program Policy Committee (2 of 2) - Tony Oxendine, Moderator

Garfield

The first meeting was at 10:45 AM on Monday. This is the second of two meeting by the committee. Discussions will continue from the first meeting. There are several issues to be considered at this time. To view the workings of this important committee, attend this meeting, even if you could not attend the first meeting..

## Tuesday - April 10, 2001 (Continued)

### 9:00 AM - Breakout Sessions : (Continued)

#### RPM Committee - Keith Stevens, Chairman

Taft

This committee is charged with developing programs to Recruit new dancers, Promote square dancing, and Maintain the dancers we have. The work of this committee continues to be extremely important. They have been active over the past year and would like to hear about any and all success stories you may know of.

#### Caller Training Committee - John Kaltenthaler, Chairman

Salon I

Deborah Carroll, Vice Chairman. This committee is responsible for the development of caller education standards, education criteria, coaching aids, and related programs. The work of this committee is intended to upgrade the effectiveness, improve the quality, and expand the availability of caller training. If you are involved in training other callers or if you are interested in training other callers, this committee would welcome your ideas and suggestions

### 10:15 AM - Beverage Break Hallways

### 10:45 AM - Breakout Sessions as Follows:

#### What A Dance! -

Salon A - C

Gregg Anderson and Betsy Gotta will review the dance Gregg has called in the previous session (New Dancer Dance). They will explain why Gregg did it the way he did and go into detail about the techniques used. This is the place to get answers to your questions and learn about the resources available to help you do this job well.

#### Selling Off Stage -

Salon V

Moderator Tim Crawford and panelists Chuck & Gerry Hardy, and Paul Walker. The caller's selling job is only partly done from the stage. Much of our sales work is done down on the floor between tips. Ours is a social activity and the customers like one-on-one interaction. Those callers who run their own programs or classes do direct marketing work to get folks through the door. These panelists will discuss ways of making this kind of selling more effective.

#### Voice Session II - Women In Calling

Salon H

Professor Arden Hopkin will be presenting information of particular interest to women callers. Women who call have some unique vocal issues. Records are not routinely available that easily fit the female vocal range. Keeping the voice healthy while using it to call can be more of a problem for women. Arden will address these concerns and show effective ways to handle the particular needs of women callers. If you would like to learn more, attend this session.

**Tuesday - April 10, 2001 (Continued)**

10:45 AM - Breakout Sessions: (Continued)

Best Kept Secrets (Choreographic Applications Guidelines)

Salon IV

Moderator Elmer Claycomb, and panelists will discuss the CALLERLAB publication *Choreographic Guidelines*, an excellent reference for improving calling skills, with which few callers seem to be familiar. The panel will include some of the original contributors and editors of the booklet. If you are already using the booklet, please come with your evaluation of the Guidelines to share with others.

Planning Meeting - Invited Representatives

McKinley

Larry Cole, Chairman of the Board, will host this meeting with representatives of invited organizations. Discussions will include mutual interests in the square dance activity. Similar meetings have resulted in better communications between these organizations.

Plus Committee - (2 of 2) Skip Brown, Chairman

Salon III

Doug Davis, Vice Chairman. This is the second of two meetings of this committee. The committee will continue discussion of the Plus Program biennial review which must be completed this year. The Plus Committee will be making the final decision on changes to the program. The committee is interested in your ideas and input.

Challenge Committee - Ed Foote, Chairman

Garfield

Vic Ceder, Vice Chairman. This committee is responsible for the content of the Challenge Program. It also makes recommendations to the Board concerning the program. The Challenge Committee makes the final decision on changes to the program. The committee has been working on the C-3A definitions. If you call Challenge or would like to learn more about the Challenge Program or about learning to call Challenge, come join the discussion

Extended Applications Committee - Jerry Jestin, Chairman

Lincoln

Paul Bristow, Vice Chairman. This is a new ad-hoc committee with a charge to 1) Investigate creation of a document dealing with the logical progression of difficulty through "Extended Applications" and 2) Upon completion of this investigation, make a recommendation to the Board to identify the concept of the document to include: philosophy, content, and structure of the document. The committee will be discussing this charge and looking at ways to accomplish the task set forth for the committee. If you have ideas or thoughts on this technical side of calling come and share your thoughts.

Research & Development - Terry Wheeler, Chairman

Taft

Tim Scholl, Vice Chairman. This committee is charged with performing research & development on topics important to CALLERLAB and square dancing. Most recently the committee has been involved with a demographic survey to gather information about current dancers. Topics may be posed by the Board of Governors, the Executive Committee, one of the CALLERLAB standing committees, or a CALLERLAB member. If you have an idea for a project that would benefit CALLERLAB or the square dance activity, please bring it to this meeting.

**Tuesday - April 10, 2001 (Continued)**

1:30 PM - Breakout Sessions: (Continued)

12:15 PM - Luncheon for all-

Salon D-H

This is the fourth of six meals included in your convention package.

## **DON'T FORGET YOUR BADGE!**

Remember: **NO BADGE, NO FOOD, NO EXCEPTIONS!**

1:30 PM - Breakout Sessions as Follows:

### Target Marketing

Salon V

Moderator Vernon Jones, and panelist Otto Wartemen. There are groups which lend themselves to an introduction to square dancing. Identifying and locating these groups in your area can lead to more interest in square dancing. Conducting "New Dancer Dances" for these groups is an excellent way to spread the word about the fun available through square dancing. Come listen to this panel discuss their success in this area. Bring your own experiences and share them with the group.

### Step-By-Step (Choreographic Development)

Salon A-C

Moderator Jim Mayo, panelists Larry Davenport and Jerry Jestin. The most interesting choreography fails to impress the dancers if they can't get through it successfully. The key to dancer success is preparation - preparing the dancers to succeed and preparing the caller to present the routine well. In this session the panel will explain how they make sure that their best choreography succeeds.

### Contra/Traditional Interest Session

Salon I

Moderator Jerry Helt, Panelists Mona Cannell, and Stew Shacklette. The panelists will discuss the basics of contra dancing. This session is for those callers who are interested in including contra in their square dance program but do not know how to set up contra lines, prompt ahead of the musical phrase, or who need help in understanding some of the contra terms.

### Partners' Session (How To Deal With People)

Salon H

Moderator Kathy Davenport, Panelists Gail Seastrom and Betty Vaile. Kathy will open this session with a brief introduction of the topic and the panel. Have you had to deal with difficult people? This session will include discussions of ways to interact successfully with people. This session promises some lively discussion. Please come and join us. Your comments and suggestions will be most welcome.

### Web Site Committee - John Sybalsky, Chairman

Garfield

This committee is charged with the development of a CALLERLAB web site. The committee will be discussing the design and implementation of the web site. If you are interested in improving CALLERLAB's image on the web, come and join the discussion.

Tuesday - April 10, 2001 (Continued)

1:30 PM - Breakout Sessions: (Continued)

Fund Raising & Marketing Committees (Joint Meeting) -

Cleveland

Mike Seastrom, Marketing Committee Chairman; Mike Hogan Marketing Committee Vice Chairman; Jerry Story, Fund Raising Committee Chairman; and Doug Bennett, Fund Raising Committee Vice Chairman. These two committees have worked closely over the past year. The Marketing Committee is responsible for development of marketing strategies and plans and the Fund raising Committee is responsible for developing fund raising activities. If you have expertise in either area or if you have ideas to help, please attend and share your thoughts. Both committees are looking for your input.

Definitions Sub-Committee - Clark Baker, Chairman

McKinley

This committee is charged with the review and coordination of changes to the definitions of the calls on all programs. The committee is seeking input for definition changes for all programs. If you have concerns, comments, or questions regarding definitions of calls, attend this meeting and let your thoughts be known. You do not have to be a committee member to participate.

Caller-Coach Informal (2 of 2)

Lincoln

This session will be staffed by selected Accredited Caller-Coaches. This is the second of two sessions designed to provide you with informal access to, and discussions with, Accredited Caller-Coaches. During this session you have a chance to discuss any aspect of the calling profession with these coaches. Information about accreditation and re-accreditation procedures will be available.

Women In Calling Committee - Deborah Carroll, Chairman

Taft

Gerry Hardy, Vice Chairman. This committee is charged with developing programs to support women callers and those who train women callers. The committee has been developing a list of women caller's favorite singing calls suited to the female voice. A review of this list may be discussed. Your comments and suggestions about what this committee should be doing for you would be most welcome.

3:00 - 3:30 PM - Beverage Break

Hallways

3:30 PM - Breakout Sessions as Follows:

Modules/Sight (Choreo Management) -

Salon IV

Moderator Wayne Morvent and panelist Jerry Story. We have many choreographic management tools available to us. Many callers seem to believe that the only important tool for this job is sight. Wayne and Jerry will explain and demonstrate that even skilled sight callers can improve their program with the effective use of modules. In fact, they'll tell you that not using modules is a serious mistake.

Tuesday - April 10, 2001 (Continued)

3:30 PM - Breakout Sessions: (Continued)

The Successful Club (How To Keep Em)

Salon I

Moderators Betty & Gene Baker, panelists Bob Baier, and Ron Markus. Some clubs are surviving - even successful - in these difficult times. These panelists all call for clubs that are clearly healthy. They will tell you about how they operate. You can learn from their techniques and apply those tools in your own groups.

Convention Attendance (A decision)

Salon A - C

Moderator and panel from the Executive Committee. The focus of this session will be an "open forum" type discussion of the proposed bylaws change to eliminate the requirement to attend a convention (annual meeting) to become or remain a "Voting Member". This sessions promises some lively discussion and your input is important. Come join the discussion and share your thoughts on this very important topic.

Teaching

Salon III

Moderator Paul Henze, panelists Gloria Roth and Virgil Forbes. Modern square dancing is complicated. To sell it to a wide market we must make it easy to learn. The better job we do of teaching the more our new recruits - and those already experienced - will enjoy it. Your panelists have many decades of experience and will share with you the techniques they have learned.

Voice Session III - (Caller Coaches)

Salon F

Voice Coach Arden Hopkin. Nearly every caller school includes some attention to proper use of the voice. In this session Arden will work with caller coaches - whether or not they are accredited - to help them understand how to be more effective in this area. Of particular importance are the issues of "safe" voice use. Arden will also share his experience in bringing out the best in vocal presentation.

Partners Informal

Salon II

This is the fourth year we have offered this informal panel. Partner's Committee Chairman Kathy Davenport, will host this session. This session has been extremely popular during past conventions. This is an excellent opportunity to discuss any questions or concerns you may have. This session is intended to provide an informal relaxed setting for partners and members.

Applications Review Committee - Jon Jones, Chairman

Taft

Jerry Story, Vice Chairman. This Committee is charged with reviewing and publishing decisions regarding proper and improper usage of questionable applications of definitions and arrangements. This committee will be reviewing extended applications during their meeting. Your input would be welcome. Come join the discussion.

## Tuesday - April 10, 2001 (Continued)

### 3:30 PM - Breakout Sessions: (Continued)

#### CDP Committee - Calvin Campbell, Chairman

Garfield

Bob Riggs, Vice Chairman. If you have ideas for future activities of this committee, please bring them to this meeting. The committee would also like your input regarding the CDP Journal.

#### Contra/Traditional Committee - Yona Chock, Chairman

McKinley

This committee continues to investigate ways to promote contra and traditional dancing. It provides the opportunity to expose callers to contra and encourage the use of contra and traditional dances in square dance programs. If you have any ideas or suggestions along this line, the committee would like to have you attend this meeting.

#### Grant Writing Committee - Bill Helms, Chairman

Lincoln

Nasser Shukayr, Vice Chairman. This committee is charged with investigating and submitting grant requests to outside organization, associations, and agencies to obtain grants for the Foundation. If you have grant writing experience, come join the group and share your expertise.

### 5:00 PM - Free Time / Standby Rooms

Various

If you need a room for a special meeting or just to get together, please contact Jerry Reed or Gail Swindle. Do not just go into an empty room as there may be other plans for it.

#### 'Birds of a Feather' Sessions

Various

The following sessions provide an opportunity for small groups of callers and partners of the same interest to get together and discuss certain aspects of calling that, for lack of meeting space, have not been scheduled as featured interest sessions. The topics are those that have been suggested to the convention planning committee or have been specifically requested by one or more attending callers. These rooms have not been scheduled for any activity following the evening banquet, so feel free to continue your discussions at that time if necessary.

#### Nonstandard Music - Moderated by Clark Baker

McKinley

Non-standard Music: Several callers who use non-traditional and non-standard music as part of their patter calling will demonstrate some of their most unusual music. Come and listen, and watch the effect of this music on a square of dancers. We often hear that callers need/use different, and more modern music to attract younger dancers. This music has been successfully used by these callers as one tool to entertain dancers of all ages.

**Tuesday - April 10, 2001 (Continued)**

6:00 PM - Social Hour Begins

Salon D-H

Cash bar will be available. **BADGES MUST BE WORN.**

6:30 PM - Doors Open for the Banquet

Salon D-H

**DON'T FORGET YOUR BADGE!**

Remember:**NO BADGE, NO FOOD, NO EXCEPTIONS!**

7:00 PM - Banquet

Salon D-H

Emcee Jerry Helt, blessing by Kathy Helt. Executive Committee, Board of Governors and Home Office Staff will be seated at the head table. Awards of Excellence will be presented to retiring Board of Governors members. Half Century Awards, Special Recognition Awards, and Awards Of excellence and Milestone Awards, if any, are presented at this banquet. Photos will not be taken during the banquet. All award recipients please stay for photographs immediately following the banquet.

9:00 PM - (Immediately following the banquet)

International Showcase Dance

East Ballroom

Emcee Jeannette Steauble and a staff of overseas callers. This will be a non-stop dance featuring our overseas members. Come see how much fun these callers can provide.

Contra and Traditional Showcase

Salon A-C

Emcee Yona Chock. This will be a dance session for all who would like to dance contra and traditional dances and become more familiar with these dance forms. All dances will be walked through before dancing them. Contra and traditional callers sign up at the stage if you have a dance to present.

10:00 PM - Exhibits close. All formal activities cease for the evening.

**Wednesday - April 11, 2001**

7:30 AM - 8:45 AM Breakfast for all

Salon D-H

**DON'T FORGET YOUR BADGE!**

Remember:**NO BADGE, NO FOOD, NO EXCEPTIONS!**

## Wednesday - April 11, 2001 (Continued)

9:00 AM - General Meeting (Closing Session)

East Ballroom

Larry Cole, Chairman of the Board, presiding. This is the annual CALLERLAB business meeting. Motions and resolutions on the issues announced in the call to convention, will be read and debated. Votes may be taken which are binding on the membership at large. Ballots on voting conducted during this meeting will be mailed to all eligible voting members with the FLASH issue of *DIRECTION*. Jim Mayo, incoming Chairman of the Board will provide a short speech outlining his plans for the next year.

Selected committee chairmen will be given an opportunity to report on committee business conducted at this convention.

Time has been set aside for attendees to present comments, criticisms, or suggestions from the floor. This session will be taped for later review and/or action by the Executive Committee or the Board of Governors as appropriate. This is your chance to speak to the entire assemblage about any concerns you may have about CALLERLAB or the square dance activity. The Chairman reserves the right to discontinue discussion or debate on any subject that, in his estimation, has ceased to provide relevant input.

If time allows, members who have submitted a valid petition to run for the Board of Governors, will be given time to give a short campaign speech.

12:15 PM - Board of Governor's Luncheon

JW's (9th Floor)

1:15 PM - Board of Governor's Meeting Begins

Salon A - B

6:30 PM - 2001/2002 Executive Committee Meeting

Salon A - B

### Critique Sheets

Please complete the critique sheet included in your registration packet and turn it in to the Registration Office before you leave, or you may mail it to the Home Office. The critique sheets are extremely important to the Convention Planning. They will be used to plan the 2002 convention. If you have suggestions for convention topics, **now is the time to make your ideas known**. The planning for CALLERLAB 29, takes place the first week of June, 2001.

### Future Themes

If you have an idea for a theme for our next convention, please submit it to the Registration Office or hand it directly to Jerry Reed, or Gail Swindle. The write-up must include a brief explanation as to the general nature of the theme and how other topics could be related to it.

Theme ideas may also be mailed to the Home Office prior to May 15, 2001. The author of a selected theme will receive free dues for one year. Insurance and BMI/ASCAP license fees are not included.

Remember the dates for our upcoming conventions:

2002 March 25- 27 - Richmond, VA

2003 April 14 - 16 - Central third of the US

2004 April 5 - 7 - Western third of the US

### Special Thanks

Thanks to all of our convention helpers and volunteers. Special thanks to Gail & John Swindle and Tom & Elaine Stone for their untiring effort in the registration area and to Del Reed for volunteering to help in the sales and registration area.

Special thanks, also, to Hilton Audio Products for their unselfish donation of PA sets and other equipment for our use during this convention.

And to Scott Argow, Convention Tapes International, for his services in making our convention programs available to the many that were unable to attend.

Particular thanks to your Convention Planning Committee: Larry Cole, Mike Jacobs, Tony Oxendine, Wayne Morvent, Tim Crawford, and Jerry Reed.

Callers, partners, and others who have helped with this convention include:

**Gregg Anderson, Betty Baker, Gene Baker, Clark Baker, Bob Baier, Mona Cannel, Yona Chock, Elmer Claycomb, Linda Claycomb. Tim Crawford, Vic Ceder, Larry Cole, Tom Dillander, Pam Dillander, Kathy Davenport, Larry Davenport, Joe Friszella, Betsy Gotta, Virgil Forbes, Milt Floyd, Gerry Hardy, Chuck Hardy, Jerry Helt, Kathy Helt, Dick Henschel, Jim Hensley, Bill Heyman, Paul Henze, Professor Arden Hopkin, Bob Howell, Michelle Jacobs, Mike Jacobs, Jerry Jestin, Jon Jones, Vernon Jones, Jerry Junck, Freddie Kaltenthaler, John Kaltenthaler, Ron Markus, John Marshall, Jim Mayo, Marty Mayo, Wayne Morvent, Tony Oxendine, Bob Riggs, Gloria Roth, Dana Schirmer, Tom Scholl, Gail Seastrom Mike Seastrom, Stew Schaklette, Jeanette Steauble, Al Stevens, Jerry Story, Paul Walker, Otto Warteman, Terry Wheeler, Betty Vainel**

Thanks, also goes to our exhibitors for taking the time to set up and display their products and services.

A final thank you to all who attended CALLERLAB 28. YOU ARE CALLERLAB!

## **CALLERLAB 28 EXHIBITORS**

Embroidery for You - Kathy Webber

Grand Travel Square Dance Shop - Kathy Weber

Hilton Audio Products - Dick & Vicki Henschel

Palomino - Tom & Pam Dillander

Perry's Place - Perry Barnes

Rocking "R" Jewelry - Francis Zeller

Supreme Audio/Hanhurst's Tape Service - Bill & Peggy Heyman

**THE EXHIBIT AREA WILL BE OPEN AS FOLLOWS:**

Sunday - April 8, 2001  
12:00 Noon to 5:30 PM  
7:00 PM to 11:00 PM

Monday - April 9, 2001  
10:15 AM to 5:30 PM  
9:00 PM to 11:00 PM

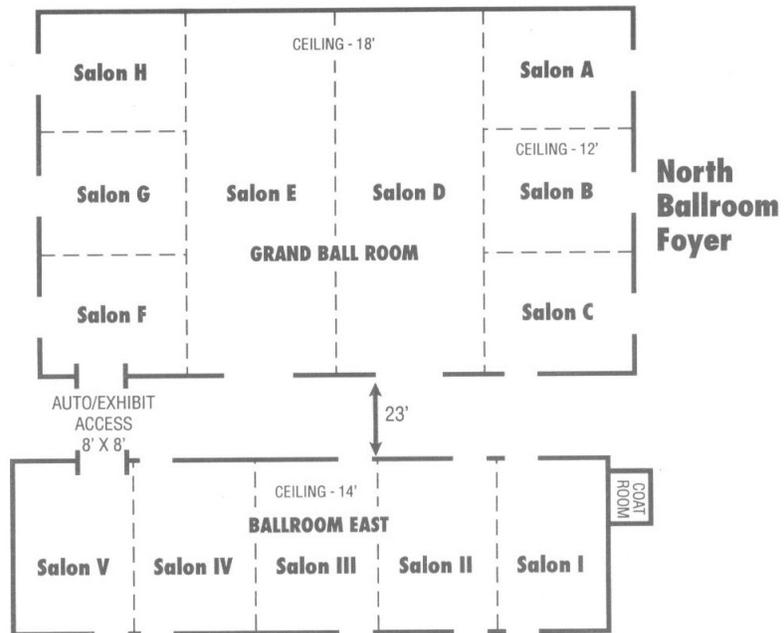
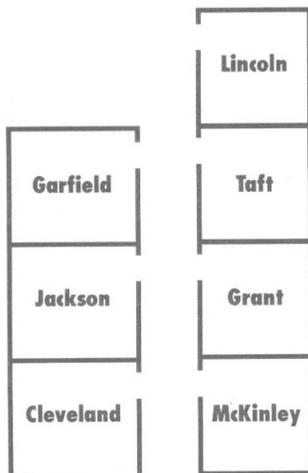
Tuesday - April 10, 2001  
9:00 AM to 5:30 PM  
9:00 PM to 10:00 PM

**NO SMOKING IN THE EXHIBIT AREA, PLEASE!**

# MEETING/BANQUET FACILITIES

ST. LOUIS AIRPORT **Marriott.**  
I-70 at Lambert Airport, St. Louis, Missouri 63134 (314) 423-9700

**Third Floor West Tower**  
**Hall of...Presidential**  
**Conference Suites**



**CALLERLAB COMMITTEE CHAIRMEN AND VICE CHAIRMEN**



(March 2 2001)

**SPECIAL INTEREST-Executive Committee Liaison – Tim Crawford**

CALLERS PARTNERS - Chair, Kathy Davenport; VC, Roy Gotta  
CAREER CALLERS - Chair, Dee Dee Dougherty-Lottie; VC, Tom Miller  
CONTRA & TRADITIONAL - Chair, Yona Chock; VC, Les Henkel  
MARKETING - Chair, Mike Seastrom; VC, Mike Hogan  
WOMEN IN CALLING - Chair, Deborah Carroll; VC, Gerry Hardy

**PROGRAMMING AND COORDINATING-Executive Committee Liaison-Wayne Morvent**

ADVANCED - Chair, Cliff Simpson; VC, Chuck Jaworski  
APPLICATIONS REVIEW - Chair, Jon Jones; VC, Jerry Story  
CHALLENGE - Chair, Ed Foote; VC, Vic Ceder  
CHOREOGRAPHIC APPLICATIONS - Chair, Elmer Claycomb; VC, Ron Counts  
CHOREOGRAPHIC REVIEW COORDINATOR - Norm Wilcox  
COMMUNITY DANCE PROGRAM - Chair, Cal Campbell; VC, Bob Riggs  
DEFINITIONS SUB-COMMITTEE - Chair, Clark Baker  
EXTENDED APPLICATIONS (Ad-Hoc) - Chair, Jerry Jestin; VC, Paul Bristow  
MAINSTREAM - Chair, Dana Schirmer; VC, Lanny Weaklend  
PLUS - Chair, Skip Brown; VC, Doug Davis  
PROGRAM POLICY - Vacant

**PLANNING AND RESEARCH-Executive Committee Liaison-Mike Jacobs**

ADVANCED QS - Chair, Norm Wilcox; VC, Tom Miller  
CALLER-COACH - Chair, Paul Henze; VC, Jerry Junck  
CALLER TRAINING - Chair, John Kaltenthaler; VC, Betsy Gotta  
EDUCATION - Chair, Gerry Hardy; VC, Corben Gies  
MAINSTREAM QS - Chair, Walt Cooley; VC, Brian Hotchkies  
PLUS QS - Chair, Doren McBroom; VC, Norm Wilcox  
RESEARCH AND DEVELOPMENT - Chair, Terry Wheeler; VC, Tim Scholl  
WEBSITE - Chair, John Sybalsky; VC, Jill Sybalsky

**MEMBERSHIP-Executive Committee Liaison-Tony Oxendine**

ACCREDITATION - Chair, Jim Wass; VC, Virgil Forbes  
CALLER ASSOCIATION LIAISON - Chair, Vernon Jones; VC, Bruce Mitchell  
CANADIAN ADVISORY GROUP - Chair, Bill Treleaven; VC, Andy Pennock  
OVERSEAS ADVISORY GROUP - Chair, Al Stevens; VC, Kenny Reese  
PROFESSIONAL ETHICS - Chair, Jerry Junck  
PUBLIC RELATIONS OFFICER - Wade Driver  
RECRUIT, PROMOTE, MAINTAIN - Chair, Keith Stevens; VC, (Vacant)  
RESOLUTIONS - Chair, Tom Rudebock

**WAYS AND MEANS-Executive Committee Liaison-Tony Oxendine**

FOUNDATION FUND RAISING - Chair, Jerry Story; VC, Doug Bennett  
GRANT WRITING - Chair, Bill Helms; VC, Nasser Shukayr