

Newsletter  
for Members of  
**CALLERLAB**  
The International Association  
of Square Dance Callers



Talk It Up #SquareDancing

# 42ND CALLERLAB Convention

March 30 - April 1, 2015  
University Plaza Hotel  
Springfield, Missouri



# INDEX

## Interest Sessions (All Sessions Audio Recorded)

### Room Locations:

	<u>KS-Kansas</u>	<u>TX - Texas</u>	<u>CO -Colorado</u>		
Appealing To A Younger Crowd	KS - B			10:30 a.m.	Tues.
Boot Up	CO - B			2:30 p.m.	Mon.
Class Connection	CO - B			10:30 a.m.	Mon.
Controlling Choreo For Winning Results	CO - A			10:30 a.m.	Tues.
Dance Party Buildup	KS - C			10:30 a.m.	Mon.
Dancing Recovery	KS - B			1:15 p.m.	Tues.
Economics Of Square Dancing	KS - C			4:00 p.m.	Mon.
Embracing Unity	KS - B			10:30 a.m.	Mon.
Event Planning	KS - C			2:45 p.m.	Tues.
Extended But Not Extreme- Basic	CO - A			1:00 p.m.	Mon.
Extended But Not Extreme- MS	CO - A			2:30 p.m.	Mon.
Extended But Not Extreme- Plus	CO - A			4:00 p.m.	Mon.
Hind Sight	KS - C			1:15 p.m.	Tues.
How To Be A Rain Maker	KS - C			2:30 p.m.	Mon.
How To Encourage Diversity	CO - B			1:15 p.m.	Tues.
Media Relations	CO - A			9:00 a.m.	Tues.
Musical Delivery Styles	KS - C			1:00 p.m.	Mon.
New Initiatives	KS - C			9:00 a.m.	Tues.
Overseas Teaching Styles	KS - C			10:30 a.m.	Tues.
Reboot	CO - B			4:00 p.m.	Mon.
Recruiting New Callers	KS - B			1:00 p.m.	Mon.
Refiguring Singing Calls	KS - B			9:00 a.m.	Tues.
Re-Imaging—What's Next	TX			1:15 p.m.	Tues.
Sound Bites	CO - A			2:45 p.m.	Tues.
Step By Step	CO - A			1:15 p.m.	Tues.
Stress Free Learning	KS - B			2:30 p.m.	Mon.
Styling	CO - A			10:30 a.m.	Mon.
Teaching Tips	CO - B			9:00 a.m.	Tues.
The Psychology Behind Accelerated Teaching Programs	CO - B			1:00 p.m.	Mon.
Two Couples Functionality	CO - B			2:45 p.m.	Tues.
Visit With The Legends	CO - B			10:30 a.m.	Tues.
Vocal Sweet Spot	KS - B			2:45 p.m.	Tues.
What A Blast	KS - B			4:00 p.m.	Mon.

## Birds of a Feather

### (Not Recorded)

Guild Of Pride	TX			5:15 p.m.	Mon.
Convention Sound	KS - C			4:00 p.m.	Tues.
SD Modules	KS - B			4:00 p.m.	Tues.
Sustainable Square Dancing	TX			4:00 p.m.	Tues.

## Dances and Special Events

CCTD	Colorado			3:00 p.m.	Sun.
Mainstream Dance	Colorado			8:00 p.m.	Sun.
Auction	Colorado			9:00 p.m.	Mon.
Zesty Contra	Convention				
	Lobby			10:00 p.m.	Mon.
CW Dance	Colorado			9:00 p.m.	Tues.

## Informals and Special

### (Not Recorded)

Board of Governors Informal (1)	Boardroom	10:30 a.m.	Mon.
Board of Governors Informal (2)	Boardroom	9:00 a.m.	Tues.
Caller-Coach Informal (1)	Boardroom	4:00 p.m.	Mon.
Caller-Coach Informal (2)	Boardroom	1:15 p.m.	Tues.
Organizational Meeting	Arkansas B	10:30 a.m.	Mon.

## Committees Meetings

### (Not Recorded)

### Texas/Arkansas/Boardroom

Advanced Committee	Texas	2:30 p.m.	Mon.
ARC Committee	Texas	4:00 p.m.	Mon.
Caller Training Committee	Arkansas A	10:30 a.m.	Tues.
Caller-Coach Committee	Arkansas A	2:45 p.m.	Tues.
Challenge Committee	Texas	9:00 a.m.	Tues.
Choreo Applications Committee	Arkansas A	9:00 a.m.	Tues.
CCTD	Arkansas A	1:00 p.m.	Mon.
Definitions Committee	Texas	2:45 p.m.	Tues.
International Advisory Committee	Arkansas B	11:45 a.m.	Tues.
Mainstream Committee	Texas	10:30 a.m.	Mon.
Marketing Committee- Mtg. 1	Texas	10:30 a.m.	Tues.
Marketing Committee- Mtg. 2	Texas	1:15 p.m.	Tues.
Music Producers Committee- Mtg. 1	Arkansas B	9:00 a.m.	Tues.
Music Producers Committee- Mtg. 2	Arkansas A	1:15 p.m.	Tues.
Partners' Committee	Arkansas A	2:30 p.m.	Mon.
Plus Committee	Texas	1:00 p.m.	Mon.
Ways and Means Committee	Boardroom	1:00 p.m.	Mon.
Women In Calling Committee	Arkansas A	4:00 p.m.	Mon.
Youth Activities Committee	Boardroom	2:30 p.m.	Mon.

## Everyone

### (All Recorded Except for Welcome Reception)

Welcome Reception	Illinois	5:30 p.m.	Sun.
Orientation	Texas	7:00 p.m.	Sun.
Opening Session	Nebraska	9:00 a.m.	Mon.
Annual Closing Session	Colorado	9:00 a.m.	Wed.

**Purchase your MP3s at the CALLERLAB Registration Desk before the close of the Convention. The Home Office staff will be happy to help you.**



# **WELCOME TO CONVENTION**

## **From the Chairman of the Board**

### **Barry Clasper**

On behalf of the Executive Committee, the Board of Governors, and the Home Office—welcome to this year's annual CALLERLAB Convention in Springfield, MO. We appreciate you taking the time to attend **and contribute to this year's Convention. This year's theme flows naturally** from the presentation of our keynote speaker last year: "Talk It Up: #squaredancing". He delivered the memorable message that nobody is talking about square dancing because—nobody is talking about square dancing. This year we focus on how we can talk about square dancing in a way that triggers others to talk about it too.

Whatever your interests, we know you will find great sessions to both inform and entertain. We have scheduled sessions and events with a few surprises that should please everyone. Please check your packets for information regarding these sessions, meal times, etc. Convention CDs are with us again and will be recording most sessions. You will have the opportunity to purchase a complete set of all recorded sessions on MP3s at a great price of \$25 through the CALLERLAB Home Office. For sessions that are being recorded, we ask that no outside recording be done. For meetings or Birds Of A Feather that are not being recorded by Convention CDs, please ask the moderator in charge of the meeting if recording is allowed. Please turn off pagers and cell phones while attending sessions.

As always, our Registration Desk will be managed by our fantastic Home Office staff. They will be glad to answer any questions that you may have. Please make it a point to thank them and, in addition, thank your Board of Governors for the work they have done this year. Please be sure to welcome all first-time attendees, as well as those who have attended before. Don't forget to make good use of all the great opportunities you will have to network, renew old connections, and make new ones.

Once again, I sincerely thank each of you for attending this year's Convention. I'm confident when you go home you will be "Talking It Up #squaredancing".

# CONVENTION MEALS WILL BE SERVED TO THOSE WEARING A BADGE!

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

NO BADGE, NO MEAL, NO EXCEPTIONS!

If you have requested a special diet, your Convention registration package includes cards with your name, day and meal, (Monday, Lunch, etc.). 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 to ask you which diet meal you ordered. They will also collect the card.

While the formal Opening Ceremony starts on Monday morning at 9:00 a.m., there will be a Community Dance **Leader's Seminar on Saturday and Sunday. Also on Sunday, there will be a dance sponsored by the Committee** for Community and Traditional Dance at 3:00 p.m. A Welcome Reception starts at 5:30 p.m., and the Orientation Session at 7:00 p.m. Don Casper will emcee a Mainstream square dance beginning at 8:00 p.m.

All interest sessions will be recorded by Convention CDs, Inc. (CCD). The audio of the interest sessions will be available in MP3 format. This year, CALLERLAB has arranged to purchase the master of all the recorded sessions and is offering a complete set to Members at a reduced cost of only \$25. This a great value and one that everyone should consider to help capitalize on the information provided at this Convention. An order form is included in your registration packet. Please see the Home Office staff at the Registration Desk for more information.

You are a major part of CALLERLAB. Make the most of your attendance at this Convention and become involved. Speak up if you have something to say, and ask questions if you're not sure. We encourage you to participate. Your opinions count!

## PLEASE—NO SMOKING IN ANY MEETING ROOM, DINING, REGISTRATION, OR SALES AREA!

(Please see your mini schedule for a map of the Conference Center.)

### Saturday – March 28, 2015

#### **9:00 a.m. Community Dance Leader's Seminar**

Kansas B & C

This session presents various ideas for conducting beginner dance parties. Enhance your abilities to present dance parties by attending. There is an additional cost to attend, so register with the Home Office staff. Bob Riggs, Chairman of the Committee for Community and Traditional Dance, will host this event.

1:00 p.m. to 5:00 p.m. - Registration

Convention Lobby

Early birds may register until 5:00 p.m. Jodine Romano, Royce Dent and Donna Schirmer from the Home Office staff will be manning the Registration Desk and Ways and Means tables. You may also be assisted by volunteers, Tom and Cindy Hollinberger and Dennis and Judy Grossnickle.

### Sunday – March 29, 2015

#### **9:00 a.m. to 1:00 p.m. Community Dance Leader's Seminar**

Kansas B & C

Continuation of Saturday Session (see above)

9:00 a.m. to 5:00 p.m. - Registration

Convention Lobby

Convention registration continues.

Exhibit Area – Please Support Our Vendors


Kansas A

Vendor hours: Sunday - March 29th, Noon to 5:00 p.m.


Monday - March 30th, 9:00 a.m. to 5:00 p.m.


Tuesday - March 31st, 9:00 a.m. to 5:00 p.m.

## Sunday March 29, 2015 Continued

3:00 p.m. to 5:00 p.m. - CCTD Dance  Colorado  
Bob Riggs and the Committee for Community and Traditional Dance (CCTD) will host a dance session highlighting Community Dancing. Sign up to present a dance or two for the enjoyment of our Convention attendees if you use Community Dance material. A variety of interesting subjects will be presented.


5:30 p.m. - 6:30 p.m. Welcome Reception Illinois  
The Executive Committee will host the Reception. Look for them in the receiving line. This is also a good opportunity to chat with members of the Board of Governors (identified by a red ribbon on their badge), their partners, and various committee chairmen and vice chairmen (blue ribbons). The reception also provides a chance to renew acquaintances or make new friends. A cash bar will be available. Snacks and non-alcoholic punch will be provided.

7:00 p.m. - Orientation Session  Texas  
Pam Clasper will moderate this session. Brian Freed will join her. The session is designed to be an informative one, especially for the first-time attendee, but it is also a good review for attendees who have not been to a Convention for some time. 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.

8:00 p.m. - Mainstream Dance  Colorado  
Don Casper will host a Mainstream dance starting at 8:00 p.m. so dancers may attend and dance to international callers from Europe, Japan, and Canada who are attending the CALLERLAB Convention along with any youth members who may be attending. There is no cost for the dance, but callers and dancers may make donations to the CALLERLAB Foundation if they so desire.

## Monday, March 30, 2015

8:00 a.m. to Noon and 1:00 p.m. to 5:00 p.m. - Registration Convention Lobby  
The Registration Office will be open for late registrants and for attendees who have questions about the Convention or about their membership. Vendors will be located in Kansas Ballroom A, and CALLERLAB sales will be located in Convention Lobby area.

9:00 a.m. - Opening Session  Nebraska  
Barry Clasper, Chairman of the Board, will be presiding along with Dana Schirmer, Executive Director. The Board of Governors and representatives from various square dance organizations will be introduced. Newly elected members of the Board will be sworn in. Dana will present an overview of the Convention and **announce any changes to the schedule. This year the Executive Committee is including a "brainstorming" session to solicit ideas on ways to improve square dancing.**

10:15 a.m. - Beverage Break Convention Lobby

WANTED: Candidates to run for the Board of Governors. Must have a sincere interest in the future of CALLERLAB and the square dance activity. Monetary pay is non-existent, but personal rewards are priceless and you do get to work with some really nice people. Convention is a good time to pass a petition to run for the Board. To be eligible, candidates must have been a Voting Member in good standing for the past four years and provide a Petition with 25 signatures of Voting Members.

10:30 a. m. - Breakout Sessions

## Monday March 30, 2015 (Continued)

### #Styling

Colorado A

Moderator, Ed Foote and Panelist, Tim Marriner. Not only how, but why. How styling can help you and your dancers to succeed. Functional styling that helps dancers succeed and feel comfortable dancing (as **opposed to regulated styling that implies "do it this way because I told you to" and "this is the way we always do it"**).

### #Class Connection

Colorado B

Moderator, Eric Henerlau and Panelist, Skip Cleland. When square dance classes start, we are all excited to see the new dancers. These people have joined an existing group to learn about square dancing and the fun they can have. This session explores ways callers and club leaders can communicate with new class members and create bonds that improve retention.

### #Embracing Unity

Kansas B

Moderator, Tim Crawford and Panelist, Arlene Kaspik. How can we overcome some of the corrosive attitudes that can work to separate us and make cooperation difficult? Attitudes such as dancer ownership (caller and club), level snobbery, us/them thinking, etc. will be discussed.

### #Dance Party Buildup

Kansas C

Moderator, Bob Riggs and Panelists, Mike Olivieri and Dottie Welch. How to use our square dance experience and knowledge at dance parties, community dances, intro nights and other limited basic events. How to overcome the various challenges encountered at these events with the knowledge you already have as a caller of western square dancing. Expanding your comfort zone to include these events.

### Mainstream Committee

Texas

Chairman, Stephen Cole and Vice Chairman, **"Bear" Miller**. The Committee will discuss reports on the current status of the Mainstream Definitions updates from the Definitions Committee, and the Basic Ad Hoc. The Committee will also discuss ways to update the Mainstream Teaching Tips document as well as how to create a list of calls and choreography for Emphasis calls to be published.

### Organizational Welcome and Planning Meeting

Arkansas B

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

### Board of Governors Informal (1 of 2) (Not recorded)

Executive Boardroom

Members of the Board of Governors (BOG), Bill Harrison and Tom Miller, will be available for you to speak with on an informal basis. We would like to hear your thoughts and ideas about CALLERLAB or square dancing. As a result of these sessions in the past, your Board has made several changes in operating procedures and changes to the Convention agenda. This is the first of two sessions. We invite you to attend either of the two meetings scheduled.

11:45 a.m. - LUNCH FOR ALL ATTENDEES

Oklahoma and Illinois


NO BADGE, NO FOOD, NO EXCEPTIONS!


### From the Home Office Staff:


We hope you are enjoying your Convention. If you have any questions or issues, please be sure to stop at the Convention registration area and let the Home Office staff know. **We want your Convention experience to be fantastic! If we don't know your problem (s), we can't fix it or even attempt to fix it. We are here to serve YOU!**

Monday March 30, 2015 (Continued)

## 1:00 p.m. Breakout Sessions

#Extended But Not Extreme—Basic  Colorado A  
Moderator, **Masaharu “Doc” Hiraga**, and Panelists, Mike Callahan and Walt Burr. There are many calls for which we have well known "standard" applications, and we have even documented many of them in the Standard Applications documents. "Standard", however, does not mean "easier" — it really means "more common". There are many infrequently used applications that are not hard, they're just infrequent. Because they're infrequent, dancers bobble when they hear them, so we avoid them, so they stay infrequent; a vicious circle. Some examples: Ladies In, Men Sashay from a Circle Right; Veer Left/Right from Facing Lines; Chain Down The Line from Tidals; Zoom from CDPT. If you are interested in enriching your dancers' experience with usages that are not hard, just infrequently used, this session is for you.

#The Psychology Behind Accelerated Teaching Programs  Colorado B  
Moderator, Betsy Gotta and Panelists, Scott Brown, Shawn Brown, and Lisa Minton. This presentation focuses on powerful psychological techniques for both teaching and marketing square dancing to a modern public. Our panel today will share how they have developed a method of recruiting and developing groups of dancers utilizing marketing techniques and shorter series of lessons.

#Recruiting New Callers  Kansas B  
Moderator, Jerry Jestin and Panelists, Tac Ozaki and Tom Miller. Part of the future success of the square dance activity will be the recruiting of new callers. Tips and techniques for current callers and club leaders to encourage development of new callers will be shared. This session will present ideas to help fan a spark to those interested in the art of calling.

#Musical Delivery Styles  Kansas C  
Moderator, Buddy Weaver and Panelist, Jeannette Staeuble. This session will discuss metering calls to music when calling patten, whether working with alternative music or square dance music.

Plus Committee Texas  
Chairman, Ken Ritucci and Vice Chairman, Eric Henerlau. The Plus Committee meeting will discuss the Plus Program in general including Emphasis Calls and the upcoming Triennial Review.

Committee for Community and Traditional Dance Arkansas A  
Chairman, Bob Riggs and Vice Chairman, Calvin Campbell. The Committee for Community and Traditional Dance will meet during the Convention to discuss the Beginner Dance Party Leader Seminar, the *CD Journal*, and other publications current and future. Please bring your energy, ideas, and contributions for the future of the Committee. We plan to discuss how to share the philosophy, the material, and the leadership needed by leaders of community dances and one night events. We plan to demonstrate materials available to community dance and one night party leaders on the <http://dances.callerlab.org> site. Please join us!


Ways and Means Committee Executive Boardroom  
Chairman, Gary Felton and Vice Chairman, Bill Boyd, **will discuss this Committee's tasks, the auction to be held Monday night, and brainstorm new projects for fund raising.**


2:15 p.m. - Beverage Break


Convention Lobby


Monday March 30, 2015 (Continued)

2:30 p.m. - Breakout Sessions

**#Extended But Not Extreme— Mainstream**  Colorado A  
Moderator, Al Stevens and Panelist, Mike Sikorsky. There are many calls for which we have well known "standard" applications, and we have even documented many of them in the Standard Applications documents. "Standard", however, does not mean "easier" — it really means "more common". There are many infrequently used applications that are not hard, they're just infrequent. Because they're infrequent, dancers bobble when they hear them, so we avoid them; so they stay infrequent:—a vicious circle. Some examples: Turn Thru from just about anywhere; Centers In from 8-Chain; Tag/Half Tag from Tidal 2-Face. If you are interested in enriching your dancers' experience with usages that are not hard, just infrequently used, this session is for you.

**#Boot Up**  Colorado B  
Moderator, Patty Greene and Panelist, Scott Bennett. If you have to start a club or a dance group from nothing, what are the steps? What do you have to do? The panel will present ideas as well as solicit ideas from those in attendance. Come prepared to learn, contribute and "Talk It Up #SquareDancing".

**#Stress Free Learning**  Kansas B  
Moderator, Deborah Carroll-Jones and Panelists, **"Bear" Miller** and Tom Miller. How to recognize when dancers are starting to experience stress that is impacting their learning, and then how to relieve it and help them regain confidence.

**#How to be a Rainmaker**  Kansas C  
Moderator, Eric Henerlau and Panelist, Ken Ritucci. Have you ever wondered why some callers seem to be very successful in attracting large beginner classes or getting many party night bookings? Would you like to find out some of the tips and tricks of these callers that would help YOU expand your calling opportunities? This session will explore what it takes to create opportunities for people to come out to your classes, dances or party nights. Discussion will include various ways of reaching out to the community to bring awareness of square dancing, as well as specific details like program creation, hall logistics, and club support.

**Advanced Committee** Texas  
Chairman, Bill Harrison and Vice Chairman, Skip Cleland. The Advanced Committee will examine the recent **e-mail discussions and results from the work from last Convention to this year's Convention** including the Triennial Review process. Also will address any issue the Members have with the program.

**Partners' Committee** Arkansas A  
Chairman, Erin Byars and Vice Chairman, Janet Olivieri. The Partner's Committee is dedicated to providing support for caller's partners everywhere. Often the partner is overlooked as a source of knowledge and wisdom because they are not in the spotlight, but the partner is usually the one with the best information. We are working to bring partners into their own! Join us as we promote our most recent project and plan new projects for the coming year. Our meetings are open to all attendees of the CALLERLAB Convention and membership is open to all partners of callers.

**Youth Activities Committee** Executive Boardroom  
Chairman, Justin Russell and Vice Chairman, Donna Schirmer. The Youth Activities Committee will meet to discuss the status of the Youth Convention Waiver for the first-time attendee. The Committee will also focus on the roll-out of the online caller school program. Finally, the Committee will explore ways to promote ourselves within CALLERLAB and throughout the activity by partnering with other organizations like the USDA.

3:45 p.m. - Break (No Beverages)



## Monday March 30, 2015 (Continued)

### 4:00 p.m. - Breakout Sessions

#### #Extended But Not Extreme— Plus

Colorado A

Moderator, John Marshall and Panelist, Barry Clasper. There are many calls for which we have well known "standard" applications, and we have even documented many of them in the Standard Applications documents. "Standard", however, does not mean "easier" — it really means "more common". There are many infrequently used applications that are not hard, they're just infrequent. Because they're infrequent, dancers bobble when they hear them, so we avoid them, so they stay infrequent: vicious circle. Some examples: Peel The Top from LH Cols; Cut/Flip The Diamond, Girls as Centers; Ping Pong Circulate with same-sexes in center wave. If you are interested in enriching your dancers' experience with usages that are not hard, just infrequently used, this session is for you.

#### #Reboot

Colorado B

Moderator, Betsy Gotta and Panelist, Shauna Kaaria. This session will offer suggestions on how to revitalize a club, a caller, dance leaders, and dancers. Everyone, including clubs, organizations and callers, tend to get in ruts from time to time. What can be done to rejuvenate and inspire new excitement? The panel will present several ideas.

#### #What a Blast

Kansas B

Moderator, Ken Ritucci and Panelist, Vernon Jones. Blast Classes are becoming more and more popular. Have you ever thought of teaching an accelerated class or workshop? Do you think it is right for you or your club? Come to this session to find out exactly how a Blast Class operates and the Pros and Cons (if any) of running such a class. This session will also discuss how you can start one in your area.

#### #Economics of Square Dancing

Kansas C

Moderator, Eric Henerlau and Panelist, Paul Henze. Square dance clubs are organized as social, non-profit groups. Calling is a business to many callers. Looking at the economics of square dancing and calling is important to understanding the issues. In this session we will discuss the various business aspects of dancing and calling.

#### ARC Committee

Texas

Chairman, Tim Crawford and Vice Chairman, Jerry Story. The Applications Review Committee (ARC) will meet to discuss the proper/improper application of calls from unusual formations as submitted by callers from time to time. Those who are interested in how the Committee operates should attend this meeting to give input and participate in a straw vote. The ARC reviews whether the formation application fits within the written definition of the call in the program of origin, or whether it would fit the definition within another CALLERLAB program. The decisions of the ARC are a recommendation to callers all over the world and they have received very good support. The Committee is made up of callers from all parts of the square dance world, and the knowledge of the Members covers all CALLERLAB programs. We have very interesting and informative meetings and everyone is invited to attend the open meeting.

#### Women In Calling Committee

Arkansas A

Chairman, Patty Greene and Vice Chairman, Susan Morris. The Women in Calling Committee will meet to discuss ideas and future projects. Your comments and suggestions about what the future holds for the Committee will be most helpful. Join us for what could prove to be a very lively discussion.

#### Caller-Coach Informal (1 of 2)

Executive Boardroom

Accredited Caller-Coaches, Tom Miller and Walt Burr, will staff this session. You have a chance to discuss any aspect of the calling profession with Accredited Caller-Coaches. Information about accreditation and reaccreditation procedures will be available. This is the first of two sessions (you do not need to attend both). If you are interested in coaching callers, we invite you to attend one of the two sessions.

## Monday—March 30, 2015 - Continued

5:15 p.m. - Free Time / Birds of a Feather (BOF)

5:15 p.m. - Free Time/Standby Rooms

If you need a room for a special meeting or just to get together, please contact Dana or Donna Schirmer. *Please do not go into an empty room; there may be other plans for that space.*

5:15 p.m. - Birds of a Feather (BOF)

1) The Guild of Pride

Texas

Mike Seastrom and Sharon Frank will lead a discussion allowing for questions and answers regarding the Guild of Pride. Come learn how the Guild is taking steps to prevent music piracy.

6:00 p.m. - Social Hour Begins

Convention Lobby

6:30 p.m. - Doors Open for the Banquet

Oklahoma–Illinois

7:00 p.m. - Banquet

Oklahoma–Illinois

Wade Driver **will MC this evening's banquet.** Elmer Sheffield **will provide the evening's blessing.** Committee Chairmen and Vice Chairmen will be recognized from the podium. Small World Awards, 25 Year Certificates, and BOG Service Awards will be presented. *All award recipients—please stay for a group photograph immediately following the banquet.*

9:00 p.m. - CALLERLAB Foundation Auction

Colorado

**The Ways and Means Committee will host this year's auction with proceeds going to the CALLERLAB Foundation.** Jon Jones, Vernon Jones, Deborah Carroll-Jones and Kayla Jones will serve as the auctioneers and auction crew. This is always an entertaining event. Please attend and bid on all the great donated merchandise.

10:00 p.m. - Zesty Contra

Convention Lobby

(Immediately follows CALLERLAB Foundation Auction)

Clark Baker will MC a fun, Zesty Contra dance. Come and enjoy dancing the Zesty Contra!

Good night!!

## Tuesday - March 31, 2015

Rise and Shine for a New Day!!

8:00 a.m. to Noon and 1:00 p.m. to 5:00 p.m. - Registration

Convention Lobby

The Registration Office will be open for attendees to ask questions about the Convention or about their membership. Vendors will be located in Kansas A and CALLERLAB sales will be located in the Convention lobby area.

Vendors open at 9 a.m.

Kansas A

Be sure to visit our vendors in Kansas A Ballroom. They have made a great commitment to be here for you, so let them know you appreciate their contributions to this Convention.

## Tuesday—March 31, 2015 - Continued

### 9:00 a.m. Breakout Sessions

#### #Media Relations

Colorado A

Moderator, Bill Boyd and Panelist, Mike Hogan. Have you had the opportunity to talk about square dancing on the radio or TV? Have you ever been contacted by a reporter about square dancing? Have you been asked to provide information about square dancing in your area?

Media articles about modern square dancing can be really effective and low (or no cost) tools for advertising. Many dancers first find out about square dancing from their local media. What is the best way to use these tools? **When asked about square dancing, what should you or shouldn't you say that will help attract new dancers?** This session will discuss ideas on responding to media requests, and offer ideas on how to attract **positive media coverage. Please come and listen to what works, what doesn't work, and offer any experiences you have had.**

#### #Teaching Tips

Colorado B

Moderator, Bill Harrison and Panelist, Jerry Story. This session will present specific tips for effectively and thoroughly teaching calls on Condensed Teaching Format.

#### #Refiguring Singing Calls

Kansas B

Moderator, Randy Dougherty and Panelists, Rick Hampton and Elmer Sheffield. This session will **"Talk It Up #SquareDancing" by presenting how to create singing call figures from scratch, particularly that feature just taught calls or that use a limited number of calls (for working with a class).**

#### #New Initiatives

Kansas C

Moderator, Mike Olivieri and Panelists, **"Bear" Miller** and Justin Russell. Presentations of some selected New Initiative projects that have been tried and the pros and cons associated with these trials.

#### Challenge Committee

Texas

Chairman, Bill Ackerman and Vice Chairman, Harlan Kerr. The Challenge Committee will meet to discuss the ways challenge callers can promote and help new dancer classes, review the status of ongoing projects including the Triennial Review process and updates to the programs and definitions, and discuss the way the definitions are published.

#### Choreographic Applications Committee

Arkansas A

Chairman, Dottie Welch. The Choreographic Applications Committee is beginning to work on creating an online teaching aid to provide an up-to-date resource for callers who are teaching entry level square dancing. The intention is to compile, in one easily accessed location, all of the information needed to teach each call: definition; standard applications; teaching tips; diagrams; quick cues; call analysis information; relevant modules; and teaching choreography for the standard applications with matching singing call figures. CAC members and others interested in participating in the development of this online tool are encouraged to attend.

#### Music Producers Committee

Arkansas B

Chairman, Buddy Weaver and Vice Chairman, Mike Sikorsky. The Committee will be holding two meetings at this year's CALLERLAB Convention. **This meeting will be an open meeting where all Convention attendees are invited to discuss what is happening in the world of square dance music production.**

#### Board of Governors Informal (2 of 2) (Not recorded)

Executive Boardroom

Members of the Board of Governors (BOG), Jim Mayo and Jerry Reed will be available for you to speak with on an informal basis. We would like to hear your thoughts and ideas about CALLERLAB or square dancing. As a result of these sessions in the past, your Board has made several changes in operating procedures and changes to the Convention agenda. This is the first of two sessions. We invite you to attend either of the two meetings scheduled.

## Tuesday—March 31, 2015 - Continued

10:15 a.m. - Beverage Break

Convention Lobby

### 10:30 a.m. - Breakout Sessions

#### #Controlling Choreo for Winning Results

Colorado A

Moderator, Jerry Story and Panelist, Barry Johnson. For anyone wanting to broaden their knowledge and develop their choreography beyond sight calling, then, this is the session for them. Creating flow modules and learning to call with more of a purpose will be the theme.

#### #Visit with the Legends

Colorado B

Moderator, Jerry Reed and Panelists, Jon Jones, Mike Seastrom, Elmer Sheffield and Al Stevens. History, heritage, and tradition are very important aspects of our activity. This information is sometimes **overlooked as we deal with the “puzzle solving” of modern day choreography. This panel is well qualified to** provide information about our past and the rich heritage of square dancing and calling. This has been one of the most popular sessions during past Conventions. Come join us to learn more about how we got to where we are today.

#### #Appealing to a Younger Crowd

Kansas B

Moderator, Justin Russell and Panelists, Shawn Brown and Noah Siegmann. How to appeal to dancers who are younger than our current average. Could include empty nesters or early retirees, families, kids, **“20 somethings”, and teens.**

#### #Overseas Teaching Styles .

Kansas C

Moderator Don Casper and Panelists, Jeannette Staeuble and Masaru Wada. This panel will share how overseas callers teach and the challenges they face when teaching lessons to groups that may have more women than men. **Issues pertaining to translation of the definition and how to teach the “slow” learners,** as well as those who have no sense of position in the square.

#### Marketing Committee

Texas

Chairman, Mike Hogan. The Marketing Committee will meet to discuss current projects including the re-write of the Marketing Plan Form 2005, methods to put that plan into action, how to support and work in harmony with the ARTS on their re-branding project, and begin discussion on developing a marketing training program to offer assistance to dance groups who need help marketing square dancing on a local level. This session is open to everyone, not just committee members

#### Caller Training Committee

Arkansas A

Chairman, Betsy Gotta. During this meeting, the Caller Training Committee will discuss a possible new program to develop a title of Certified Mentor. Completion of this program would earn the caller the title of Certified Mentor. This could be useful for callers who are training new callers and want certification, but do not want to earn the title of Accredited Caller-Coach. The committee also needs members to work on updating the Certified Square Dance Teacher Accreditation. This program needs to be reviewed and the questions on this test need to be updated. Then we will need people to help publicize this program to callers who want a certification which might help them get hired by public or private schools. We are also looking for recommendations to the Reference Sources Section of Curriculum Guidelines and Technical Supplement. If you are interested in working on this, please come with ideas or suggestions, books and/or articles written after 1995 which should be included in this section. We will also need to determine which documents currently listed are still available. We will need people who want to work on any or all of these projects. The mission of The Caller Training Committee is to develop ways to help teach existing callers to better their skills and to help to develop new callers. This exactly echoes the CALLERLAB Mission Statement which is **“To foster the art of square dance calling, and improve caller skills.”** Remember: you do not have to be a CALLERLAB Accredited Caller-Coach to join the Caller Training Committee. We need any caller who is working with new callers. Please come to this meeting and see if you want to be a part of the Committee.

## Tuesday - March 31, 2015 - Continued

11:45 a.m. - Lunch for All Attendees

Oklahoma-Illinois

1:15 p. m. - Breakout Sessions

#Step by Step—How to use social media 

Colorado A

Moderators, Kris Jensen and Panelist, Stephen Cole. This session will present a blueprint of how to use social media such as Facebook, Twitter, Pinterest, Instagram, etc. This session will definitely provide insight as to how to use social media to enhance your marketing skills.

#How to Encourage Diversity 

Colorado B

Moderator, Betsy Gotta and Panelist, Clark Baker. Ways to promote square dancing in other communities with diverse nationalities and cultures that are unfamiliar with our activity.

#Dancing Recovery 

Kansas B

Moderator, Tim Marriner and Panelists, Bryan Clark and Bill Harrison. This session will delve into teaching dancers how to recover while teaching callers how to facilitate recovery.

#Hind Sight 

Kansas C

Moderator, Ken Ritucci and Panelist, Lee Kopman. SIGHT CALLING ----- For the caller with little or no experience: How to start – What to look for in order to sharpen your basic skills.

**For callers with experience: Look for ways to be creative. Ask yourself: “Are sequences called in the same pattern each week?” We will research different ideas** and formations to see if we can come up with a variety of suggestions that will help you to make these choices. In order to achieve this, your sight calling skills have to be sharpened—or refined. The professional square dance caller has a lot on his plate: Teaching; Understanding Choreo; Being able to dance what he has called; Selecting proper music for his/her voice; Finding a comfort zone. ALL OF IT HAS TO DO WITH DEVELOPING GOOD SIGHT CALLING SKILLS!

Re-Imaging — What's Next (Hosted by Marketing Committee) 

Texas

Moderator, Mike Hogan and Panelists, Jim and Judy Taylor and Jerry Reed. During the past several years the ARTS has been evaluating the state of our dance activity. Our purpose has been to develop strategies to help increase awareness of our activity among the non-dancing public. It was determined that part of this effort would be to approve a new modernized logo and slogan. During the past year The ARTS, in cooperation with the CALLERLAB Marketing Committee, has reviewed numerous proposed logos and slogans. Extensive review and discussion has resulted in approval of a logo and a slogan which The ARTS recommends be publicized, promoted, and used in the advertisement and promotion of square dancing. This session will be a forum for idea sharing regarding future plans to help grow the activity. We plan to include a discussion of the use of the logo, slogan, and other marketing ideas.

Music Producers Committee

Arkansas A

Chairman, Buddy Weaver and Vice Chairman, Mike Sikorsky. The Committee will be holding two meetings at this year's CALLERLAB Convention. This meeting will be open to Music Producers only.

Caller-Coach Informal (2 of 2)

Executive Boardroom

Accredited Caller-Coaches, Paul Henze and Jim Mayo will staff this session. You have a chance to discuss any aspect of the calling profession with Accredited Caller-Coaches. Information about accreditation and reaccreditation procedures will be available. This is the first of two sessions (you do not need to attend both). If you are interested in coaching callers, we invite you to attend one of the two sessions.


2:30 p.m. - Beverage Break

Convention Lobby


Tuesday - March 31, 2015- Continued


**Do you have suggestions for next year's Conventions? Be sure to fill out** your Critique Sheets and let us know where we can improve or provide you more of what you want. We hope to see you in Lansdowne, VA next year!


2:45 p.m. - Breakout Sessions

#Sound Bites –What to Say Online  Colorado A  
Moderator, Wendy VanderMuelen and Panelists, Mike Seastrom and Justin Russell. A discussion of how to create compelling content for effective media. Whether writing articles for publications or social media, knowing what to say and how to say it is what will capture the attention of those reading it. This panel will present media tips for effective writing. How to present positive, eye appealing articles and “posts” that will attract the attention of all ages without stereotyping the square dance activity as being old: what to say and what not to say. Come and share your thoughts and experiences.

NOTE: Following this session, a team of volunteers will help you establish social media accounts. Plan to attend and get set up on Facebook, Twitter, and more. They will also help answer your questions regarding these accounts.

#Two Couples Functionality  Colorado B  
Moderator, Bob Riggs and Panelist, **Jack O’Leary**. Using two couple choreo for teaching, sicilian circles, rectangles, and practicing sight calling. Incorporating into regular dance programming

#Vocal Sweet Spot  Kansas B  
Moderator, Patty Greene and Panelist, Buddy Weaver. Helping callers find the spot in their range that works for a particular singer.

#Event Planning  Kansas C  
Moderator, Dottie Welch and Panelists Walt Burr and Lee and Barbi Ashwill. How to plan an event larger than a regular club dance.

Caller-Coach Committee Arkansas A  
Chairman, Paul Henze. The Caller-Coach Committee will be discussing the callers who are in the process of testing for Accredited Caller-Coach. Also a report from an ad hoc committee to revise the accreditation procedures will be presented and discussed. We will discuss the caller schools of 2014, attendance at the schools, and how attendance compared to the previous year’s. Only Committee members may attend.

Definitions Committee Texas  
Chairman, Clark Baker. This meeting is open to anyone interested in the definitions of our square dance calls. Our two main projects are the Basic/Mainstream Definitions rewrite and maintenance of our existing definitions through all dance programs. A status report on both will be given. We will be reviewing and prioritizing our list of open issues, and asking for volunteers to take the lead on one or more issues. Questions or comments are welcome at this meeting.

Items left with the vendors should be picked up before they close at 5:00 p.m.

4:00 p.m. - Free Time and Birds of a Feather (BOF)

4:00 p.m. - Free Time/Standby Rooms

If you need a room for a special meeting or just to get together, please contact Dana or Donna Schirmer. *Empty appearing rooms may be designated for other purposes.*

## Tuesday - March 31, 2015- Continued

### 4:00 p.m. - Birds of a Feather

#### 1) SD-Modules

Kansas B

Calvin Campbell will host this session. There will be a discussion of what modular callers would like to have in the way of training and reference material: Books? Seminars? Videos? Workgroups? Website? Etc. There is a SD-Modules Google Group already established. We need to discuss ways to make it more effective. Cal would like to know if there are callers who would be willing to contribute and work together to accomplish some of the above. He will have a copy of his new book, *All About Modules*, on an iPad and a laptop computer. Cal would like to know what else attendees would like to see added to it. If there is time, questions from callers who are trying to learn more about using modules will be answered.

#### 2) Convention Sound

Kansas C

Al Rouff will host this session. Over time, the National Square Dance Conventions have been moving to smaller cities where they have never been before, and where modern convention center buildings are being used for dance halls. The big exhibit halls in these buildings are mainly concrete, and the reverberation creates an extremely hostile environment for sound systems. The 64<sup>th</sup> NSDC® used a new approach for their Pre-Convention Dance that was a great success. Uniform volume was achieved everywhere, from the front of the dance floor to the back, and no reverberation could be detected. This resulted in almost perfect **clarity of the caller's voice**. This involved the use of speaker height, speaker tilt, and volume shading created by speaker stacks. CALLERLAB member Al Rouff will explain how this was achieved. Al is also Services Chairman for the 64<sup>th</sup> NSDC®.

After an explanation of the system that was used at the 64<sup>th</sup> Pre-Convention, additional information will be given about what is being planned for the upcoming 64<sup>th</sup> NSDC®. This approach will be used in the big Plus Hall and in the Live Music Hall (The Arena).

#### 3) Sustainable Square Dancing

Texas

Vernon Jones and Jerry Story will host. If you are looking for a viable alternative to doing the same old thing with the same old results then you need to attend this session.

## Tuesday - March 31, 2015 Evening Activities

### 6:00 p.m. - Social Hour Begins

Convention Lobby

### 6:30 p.m. - Doors Open for the Banquet

Oklahoma - Illinois

### 7:00 p.m. - Banquet

Oklahoma - Illinois

Buddy Weaver will be our MC for the evening, and the blessing will be given by Ken Ritucci. The Executive Committee and the Board of Governors will be recognized from the audience. Fifty Years of Calling Certificates, Recognition Awards and Milestone Awards (if any) are presented at this banquet. *All award recipients—please stay for photographs immediately following the banquet.*

### 9:00 p.m. - Country Western Dance

Colorado

Mike Salerno will serve as our DJ this evening playing your favorite music for couple dances and line dances.

Good Night!

PLEASE COMPLETE YOUR CRITIQUE SHEETS!

Wednesday – April 1, 2015

Rise and Shine for a New Day!!

8:00 a.m. to Noon - Registration

Convention Lobby

The Registration Office will be open for attendees to ask questions about the Convention, about their membership, or to register for next year's Convention.

9:00 a.m. - Annual Meeting (Closing Session)

Colorado

Barry Clasper, Chairman of the Board, presiding. Executive Director, Dana Schirmer and Parliamentarian, Jerry Reed will be seated at the front table. Barry Johnson, Tom Miller, Vernon Jones, and Scott Bennett will serve as Sergeants-at-Arms. This is the annual CALLERLAB Business Meeting as noted in the "Call to Convention". **REMEMBER YOUR VOTE CARD!**

Have you ordered your MP3s for this Convention? We strongly recommend you consider doing so. Also, ask about purchasing prior year's recordings for your collection of interesting listening. The Home Office is ready to assist you.

THANK YOU!

On behalf of the Board of Governors, Executive Committee, and Home Office staff, we hope you have enjoyed this Convention. If you have comments that will help us plan better for future Conventions, please let us know by filling out your Critique Sheets or contacting the Home Office. Next year's planning committee will review each Critique Sheet and consider your comments while planning for future Conventions. As you return home, have a safe trip. Once you are safely home, reflect on what you learned from this Convention and

Talk It Up #squaredancing

Be sure to take a copy of this *DIRECTION* to dances and organizational meetings and let others know what happened at this Convention.

Thank you for your attendance and input!

Dana Schirmer  
Executive Director

YOU ARE CALLERLAB!  
PARTICIPATE AND SHARE YOUR THOUGHTS!