

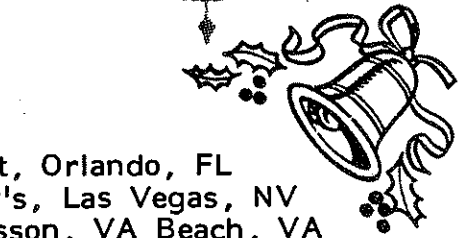


NEWSLETTER

for Members of

CALLERLAB

direction



The International Association
of Square Dance Callers

Box 679, Pocono Pines, PA 18350

VOLUME XVI Number 4 NOVEMBER 1989

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FIRST THINGS FIRST!

It takes 15 seconds to make a first impression and the rest of your life to undo it if it was a negative one. Observing the "Rule of Twelve" is the key to projecting a positive image.

* THE FIRST 12 words you speak should include some form of thanks, if appropriate. When meeting someone for the first time, express your gratitude.

* THE FIRST 12 steps you take should be those of confidence. Whether you're walking from the parking lot to your office, or are going to the reception area to greet clients, walk with a purpose -- with vim, vigor and vitality.

* THE FIRST 12 inches from your shoulders down should include impeccable grooming. Your hair, collar and tie/scarf accessories should be a reflection of the quality person you are.

(bonus item - Communication Briefings, October 1989)

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On that note, we would like to announce the following:

BOARD OF GOVERNORS ELECTION RESULTS

We are pleased to announce the results of our recent Board of Governors election. The following individuals have been elected to the Board of Governors: GREGG ANDERSON, Colorado Springs, CO, BETSY GOTTA, No. Brunswick, NJ, BOB "FATBACK" GREEN, Selma, AL, JERRY JUNCK, Carroll, NE, ERNIE KINNEY, Fresno, CA, JOHN MARSHALL, Reston, VA, KEITH RIPPETO, Parkersburg, WV, and BOB WILSON, Waukegan, IL. Congratulations to each of these well-qualified callers!

We would also like to thank and congratulate those candidates, who, although unsuccessful at this time, took the time and had the interest to run for the Board of Governors. These include: LARRY COLE, Marion, IN, JIM HAYES, New Braunfels, TX, MIKE JACOBS, Herndon, VA; CHUCK JAWORSKI, Chicago, IL, BOB POYNER, Plainfield, IL, KEN RITUCCI, W. Springfield, MA, CRAIG ROWE,

Hammond, IN, JOHN SYBALSKY, Oakland, CA and FRANCIS ZELLER, McCracken, KS. We are very fortunate to have so many so interested in the welfare of our organization!

The newly-elected Board members will begin serving their terms at the conclusion of our upcoming 1990 Orlando Convention, April 9-11, 1990. Members of the Board currently serving are: Red Bates*, Don Beck, Jack Berg, Stan Burdick, Daryl Clendenin, Norm Cross, Bill Davis, Herb Egender* (Vice Chairman), Max Forsyth, Betsy Gotta, Jim Hayes, Ernie Kinney*, Larry Letson, Melton Luttrell, Martin Mallard*, John Marshall, Eddie Mayall, Jim Mayo, Darryl McMillan* (Chairman), Bob Osgood, Tony Oxendine, Keith Rippetto, Mike Seastrom, Mike Trombly and Francis Zeller. John Kaltenthaler* serves as Executive Secretary and George White* serves as Assistant Executive Secretary. The office staff secretaries are Betty Deane, Barbara Jousse and Carol Neff.

* Denotes members of 1989-90 Executive Committee.

The total number of legal ballots cast for this election was a disappointing 395. Eight callers neglected to place their names on the outside of the outer envelope and six callers did not mail their ballots in time to be received in the office by the deadline. The percentage voting was a dismal 37%. Surely the voting for the leadership of this organization deserves more concern than that.

CALLERLAB FUND RAISING UPDATE

Jerry Junck, Carroll, NE is doing a great job heading up our fund raising project! We are pleased, too, with the cooperation and wonderful attitudes displayed. All suggestions received for future "FOUNDATION projects" will be reviewed at the upcoming Executive Committee meeting scheduled to be held the last week of this month.

Overall, we are pleased with the enthusiasm used by those callers affiliated with CALLERLAB in using the promotional video tape. In most areas, it has not been a problem obtaining "free air" time to have one or more of these commercials aired! Hopefully, this effort will be reflected in the sizes of our classes. A complete update on the CALLERLAB FOUNDATION and our fund raising efforts is included in this issue of DIRECTION.

MAINSTREAM QUARTERLY SELECTION COMMITTEE

We are pleased to announce that Walt Cooley, Jr., Pacific Grove, CA has recently been appointed as Vice Chairman of our Mainstream Quarterly Selection Committee. Walt will assist Kenny Farris, Chairman of this committee. Our sincere thanks to Walt for accepting this appointment.

1990 ORLANDO CONVENTION UPDATE

Our 1990 theme is "BUILDING A FOUNDATION" -- a theme with a dual meaning. It is necessary to build a solid foundation for Square Dancing to continue to flourish. We cannot expect to survive if we do not have the base upon which to build. If we support the more complex programs to the exclusion of the foundation programs, we will be building a top-heavy structure and one which is destined to fail. We must provide a place for new dancers to dance to establish confidence and comfort. We cannot ignore the lifeblood of our activity. We are also working very hard to build up the financial resources of the CALLERLAB FOUNDATION. To these ends, we have established a very interesting program for your education and enjoyment. We will be hearing about the successful uses of the video tapes and how several callers were able to get air time. If you are planning on being in Orlando and have a success story to tell, please let the office know so that we may schedule you for speaking time.

We have interest sessions planned for Teaching (four concurrent sessions), History & Heritage (emphasis on the Northeast), Formation Management, Sight Resolution, Partners' Committee (several sessions), Teaching Timing, Handicapable Programs, Music Management, Sound & Presentation Techniques and Afterparties. We have scheduled entertainment during each of the banquets this year and the usual mix of committee meetings and social time available for all. It all starts on Sunday afternoon with a meeting for Apprentices and first time attendees and the Social Hour on Sunday evening. The formal convention opening is Monday morning at 9:00 AM. Of course, we will also have exhibitors and Convention Tapes International will again be taping selected key sessions.

The facility is great and many of you will want to extend your stay after the convention to take advantage of the items of interest around Orlando (Disney World, Epcot Center and the new MGM Studios as well as Sea World etc). The room rate that we negotiated is very good and can be extended post convention for three days. Since this is considered peak season in Florida, we urge you to make your reservations early to insure a place in the sun. The Hyatt Orlando is a short distance from Disney World and shuttle service is available at a nominal rate.

CALLERLAB'S CHARITY GOLF SCRAMBLE

As you probably have already read, a charity "golf scramble" is planned to be held in conjunction with our upcoming 1990 Orlando Convention. Bob "Fatback" Green, Selma, AL is heading up this outing. This outing will be held on Thursday, April 12, 1990 at the Orange Lake Country Club. A "shotgun start" is planned. Registration fees are \$100.00 for a two person team and \$50.00 for an individual. All net proceeds after expenses will be contributed to the GALLERLAB FOUNDATION to make it possible to further promote our wonderful Square Dance Activity.

A registration form was sent to you with your 1990 Orlando CALLERLAB invitation. If you have misplaced this form, please contact the Home Office to request another.

DELTA AIRLINES - DESIGNATED CARRIER

Delta Airlines has been selected as our designated air carrier for this convention. Please refer to File #D0429 when making your reservations to insure that CALLERLAB will be properly credited for your booking. Even if your travel agent makes the arrangements for you, please be sure that he or she is directed to refer to the designated file number. Their commission will be the same, your cost will be the same but CALLERLAB will earn credit towards complimentary tickets which can subsequently be used to reduce future costs for required travel. Delta's toll-free number is 1-800-241-6760.

REMINDER!

Please do not neglect to notify the Home Office of a new address or phone number! A considerable amount of mail is returned by the U.S. Post Office because a forwarding order has expired. You can assist in keeping our organization's operating expenses down by simply remembering to notify us when you have moved!

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COLOR AFFECTS US ALL!

Choosing the right colors for an ad, a brochure, coverage or a package is vital. Unfortunately, the choice of colors is often based on personal preferences instead of research findings and professional observations.

The following are guidelines on using colors from Eric Walker Johnson of the Wagner Institute for Color Research, Santa Barbara, CA.

- * BLUE has a calming effect that can cause the brain to secrete at least 11 tranquilizing hormones. Avoid it if you're trying to create excitement. Use it if you want to encourage fantasy.
- * RED gets the adrenaline pumping and creates excitement. But it takes the eye longer to process red than any other color. Women prefer blue-based red, while men go for yellow-based red.
- * YELLOW will draw attention to a product display or billboard. It's "read" by the eye faster than any other color. But it may irritate people.
- * GREEN can introduce a product or service because it makes people feel comfortable. But avoid institutional green, which many people dislike.
- * GRAY gives an "exclusive" label to products and services. It also helps creative people to be more creative.
- * WHITE attracts upscale crowds because it signals sophistication.

(Reprinted from the October 1989 issue of Communication Briefings. Source: The Wagner Color Response Book, by Eric Walker Johnson, cited in COMUNAKQUE, NAK, Inc., 36 E 22nd St., New York, NY 10010.)

Business people can't win these days. If they do something wrong, they're fined; if they do something right, they're taxed. (Soundings ... November 1989)

KEEP/DROP BALLOTS for MSQS & PQS

The results of the Keep - Drop ballots resulted in spirited balloting. The vote for the call Grand Sweep was 68 - 32 % to drop the call. The voting for the PQS call Slip Out of a Diamond was an even more lopsided vote to Drop 88 - 12 %.

The current Quarterly Selection calls are:

- Mainstream QS: Reverse Dixie Style to a Wave
- Plus QS: Recycle the Diamond
- Advance QS: Shadow the Column
Lock the Top

Emphasis Calls for the last quarter of 1989 and first quarter of 1990 are:

- Mainstream 4th Qtr: Cast Off 3/4
- Plus 4th Qtr 89: Anything & Spread
- Plus 1st Qtr 90: Dixie Grand



The Executive Committee, The Board of Governors and the Office Staff all wish you and yours a Happy and Healthy Holiday Season!



CALLERLAB FOUNDATION FUND RAISING 1989-90

Jerry Junck, Project Coordinator

Now is the time for everyone to renew their efforts with regard to the CALLERLAB FOUNDATION. Because of the dedication of callers, both in this country and around the world, the FOUNDATION has been able to begin to achieve goals once thought to be far too ambitious. The CALLERLAB FOUNDATION has raised \$78,034.21 as of November 13, 1989! A complete accounting of the donations received is presented on the reverse side of this page. Sincere congratulations to all of you!

You should make note of the fact that a good deal of this money was expended to complete the TV video commercials of last year. More financing is needed to enable the organization to pursue other projects. Several ideas have been proposed. The production of radio commercials similar to the ones done for TV last year and teaching and instructional tapes for schools are but two proposals.

What about your ideas? How do you feel the money from the FOUNDATION should be spent? You have helped to raise this money. You should express yourselves as to how it might best be used!

To accomplish any of these ideas, however, we need financing. Therefore, we need to renew our fund raising efforts as we still have not achieved the initial goal of \$100,000. Let's try to make that our goal by the 1990 convention in Orlando!

One other thing -- I would like to ask of you. How have the TV tapes been received? Have they been used in your state or region? Did you, or callers you know, have any lesson people come as a response to the TV commercials? What percentage of the class were they? Were there problems getting the tapes on the air? I would like to receive this information by March 1st (1990) so that I can present some type of analysis of the project to the Board of Governors at convention time. PLEASE RESPOND!

It was a pleasure to work with each of you last year and I am looking forward to continued success this season. A special thanks to all of you who volunteered to coordinate the fund raising efforts in your particular state or area! Please remember that, whenever you spend time and effort for CALLERLAB, you are really directing your efforts at Square Dancing. When we, as callers and CALLERLAB members, have a sincere interest in taking care of Square Dancing then, Square Dancing will be there for all of us!

Sincerely,

Jerry Junck, Project Coordinator
CALLERLAB FOUNDATION Fund Raising Efforts
Box 128
Carroll, NE 68723
(402) 585-4829

P.S. A REMINDER -- the commercial video tapes are still available for those who have not yet incorporated them into their efforts to recruit new dancers. They are available in three formats -- the standard VHS format and 3/4" and 1" studio formats. Each tape includes all three of the separate and distinctively different commercials. There is a spot at the end of each individual commercial for you to insert a phone number for more information. Because these tapes were designed for many uses including PSA's (public service announcements), your local TV station should not charge you to "air" them! Contact the CALLERLAB Home Office for your copy now!

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CALLERLAB FOUNDATION UPDATE
(as of November 13, 1989)

Updated as of 11-13-89 Rec ID 752 from FOUND file on FIN 89
FOUNDATION STATISTICS BY STATE/REGION

STATE	GOAL	TO DATE	GOAL	TO DATE
AK ALASKA	509.00	526.00		
AL ALABAMA	926.00	843.16		
AR ARKANSAS	833.00	90.00		
AZ ARIZONA	3,056.00	310.00		
CA CALIFORNIA	14,260.00	15,653.50*		
* (To date figure includes Anaheim dance)				
CO COLORADO	2,500.00	1,438.59		
CT CONNECTICUT	741.00	830.00		
DE DELAWARE	463.00	674.00		
FL FLORIDA	5,788.00	3,090.00		
GA GEORGIA	2,315.00	1,715.50		
HI HAWAII	46.00	46.00		
IA IOWA	1,065.00	1,142.00		
ID IDAHO	417.00	537.00		
IL ILLINOIS	3,519.00	2,660.90		
IN INDIANA	1,435.00	681.80		
KS KANSAS	1,019.00	1,060.50		
KY KENTUCKY	1,204.00	630.78		
LA LOUISIANA	880.00	110.00		
MA MASSACHUSETTS	1,204.00	1,995.79		
MD MARYLAND	2,361.00	2,750.99		
ME MAINE	648.00	648.00		
MI MICHIGAN	3,148.00	1,017.10		
MN MINNESOTA	1,111.00	670.00		
MO MISSOURI	1,574.00	1,609.25		
MS MISSISSIPPI	741.00	150.00		
MT MONTANA	648.00	190.00		
NC NORTH CAROLINA	2,500.00	1,678.27		
ND NORTH DAKOTA	556.00	583.50		
NE NEBRASKA	1,065.00	1,196.50		
NH NEW HAMPSHIRE	2,547.00	324.00		
NJ NEW JERSEY	1,019.00	1,696.94		
NM NEW MEXICO	3,380.00	870.00		
NY NEW YORK	695.00	2,679.50		
NV NEVADA	1,574.00	620.00		
OH OHIO	1,156.00	1,138.48		
OK OKLAHOMA	2,547.00	104.00		
OR OREGON	3,982.00	2,739.52		
PA PENNSYLVANIA	232.00	1,976.05		
RI RHODE ISLAND	839.00	513.00		
SC SOUTH CAROLINA	417.00	1,042.50		
SD SOUTH DAKOTA	1,250.00	143.00		
TN TENNESSEE	7,362.00	889.00		
TX TEXAS	695.00	4,753.25		
UT UTAH	1,621.00	10.00		
VA VIRGINIA	278.00	806.00		
VT VERMONT	3,611.00	548.00		
WA WASHINGTON	1,158.00	839.50		
WI WISCONSIN	556.00	1,286.50		
WV WEST VIRGINIA	417.00	737.00		
WY WYOMING		65.00		
US TOTALS	92,188.00	68,472.29		
* SH from unidentified sources - various 2,508.00				

CANADA	GOAL	TO DATE
ALBERTA	880.00	175.00
BRITISH COLUMBIA	1,343.00	807.00
MANITOBA	232.00	
NEW BRUNSWICK	46.00	
NEWFOUNDLAND		
NORTHWEST TERRITORY	46.00	
NOVA SCOTIA	139.00	256.00
ONTARIO	1,574.00	3,439.27
PRINCE EDWARD ISLAND		
QUEBEC	139.00	160.00
SASKATCHEWAN	417.00	590.00
YUKON TERRITORY	46.00	157.00
CANADIAN TOTAL	7,862.00	5,384.27

OVERSEAS	GOAL	TO DATE
OVERSEAS APO/FPO		50.00
AUSTRALIA	695.00	40.00
S AUSTRALIA	93.00	
W AUSTRALIA	46.00	
AUSTRIA	46.00	
ENGLAND	556.00	50.00
JAPAN	324.00	530.00
NETHERLANDS	93.00	
NEW ZEALAND	556.00	509.65
SAUDI ARABIA	93.00	
SPAIN	46.00	
SWEDEN	46.00	
WEST GERMANY	370.00	290.00
TOTALS	2,964.00	1,469.65

Totals all sources	GOAL	TO DATE
USA	92,188.00	68,472.29
Canada	4,862.00	5,384.27
Overseas	2,964.00	1,469.65
Cash from unidentified sources		2,508.00
GRAND TOTALS	100,014.00	78,038.21