

NEWSLETTER  
for Members of  
CALLERLAB



The International Association  
of Square Dance Callers

ROCHESTER, MINNESOTA

## VOLUME XXII NUMBER TWO - AUGUST 1994

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### CURRENT QUARTERLY SELECTIONS:

**MAINSTREAM:** Single Circle to a Wave  
Wahoo

**PLUS:** Double Your Neighbor  
**ADVANCED:** Chase Chain Thru  
Checkover

**TRADITIONAL:** Scatter Scoot  
**CONTRA:** Samsonville Quadrille  
Scout House Reel

### EMPHASIS CALLS:

**MAINSTREAM:** Half Sashay  
**PLUS:** Spin Chain & Exchange The Gears

### FUTURE CONVENTIONS:

**AUG 26-29, 1994** Mini-Lab, London, England  
**APR 10-12, 1995** Westin William Penn, Pittsburgh  
**APR 1-3, 1996** Westin Crown Center, Kansas City  
**MAR 24-26, 1997** West-Location not set

### CALLERLAB OFFICE HOURS:

9:00AM to 4:30PM CDT Monday through Friday  
**Phone:** (507) 288-5121  
(800) 331-2577 (official business only)  
**FAX:** (507) 288-5827

### INSURANCE QUESTIONS & CERTIFICATES

A.H. Wohlers & Co. 1-800-323-2106, Extension 231 or 268.

### FROM THE CHAIR

**W**elcome to my 3rd "From the Chair" article. As I write this, reports on the National Convention are appearing in the square dance press. From all indications, attendance in Portland was the largest attendance of any National in recent years. There are quite a few square dance festivals with hundreds of squares in attendance. South Carolina has a relatively small population, but Myrtle Beach, South Carolina has a September dance with over 400 squares. Many clubs are having classes again. The Rio Grand Valley routinely has a common class each year with over 50 squares. The Mayo Clinic published an article in their *Health Letter* mentioning that square dancing was an excellent program for recovering heart surgery patients. WOW!!!! All of this is great news. Maybe square dancing isn't as sick as we think it is.

The whole point is that all of this is POSITIVE. If one is to believe the old honey/vinegar saying, why are we all so negative. Our activity is not dead. It may not be as healthy as we would like it to be, but the calorically challenged female has not yet exercised her vocal chords.

The same is true of CALLERLAB. We've been the target of a lot of "cheap shots" lately. Apparently CALLERLAB is to blame for most of the problems in the square dance world. To listen to some, we're responsible for ALL of them. To others, CALLERLAB will be the death of our activity. To all of these charges, I say.....NOT! Based on the survey taken of our members last year, the majority feel that CALLERLAB is basically on the right track. The preliminary results from the USDA survey taken of dancers emphatically says the same thing. With over 21,000 responses, the ratio is almost 5 to 1 favoring the existing program structure.

We have a new RPM Committee chairman (Keith Rippetto), and BOY is he fired up. His goal is to double the number of dancers in one year. Far fetched? Maybe

not. The committee is working very hard to get our activity on mainstream network TV. Funny how the word "mainstream" can be used in a positive manner. This committee has many short term and long term goals that can do nothing but help square dancing. If you want to be a part of this dynamic team, give the Home Office a call.

The Accreditation Committee, chaired by Jim Waas is working on a CERTIFIED Square Dance teacher program. This could be a vehicle to get us back into the mainstream of public education (there's that word again). This also puts some "teeth" back into our accreditation process. Once again, if you have some positive input, call the office and join up.

Space doesn't permit me to tell about all of the other committees and the important functions that they are carrying on. All of our committees are important, and although they are doing a great job, they could always use some help. Maybe even your help. (Please be advised that only full Members may serve on CALLERLAB committees. Ed.)

One way to make change is from the inside. If you have a problem, or if you have any input, join the appropriate committee in order for your voice to be heard. Positive participation is one of our biggest assets.

All of this is worth getting excited over. Let's all get together and work in a positive direction. I don't know about you, but I'll take honey over vinegar any day.

Tony Oxendine, Chairman

### OFFICE CLOSING

**T**he Home Office will be closed Monday, August 22nd, through Friday, August 26th, to accommodate staff vacations and the Executive Secretary's attendance at the Mini-Lab convention.

If you wish to leave a message on our answering machine, please call our local number, (507) 288-5121. There is no answering machine on the 800 line.

## BOARD OF GOVERNORS ELECTION

**I**n this issue of *DIRECTION*, we present the nominees for the 1994 Board of Governors election. Members eligible to vote will be electing nine members to be seated on the Board following the 1995 CALLERLAB convention. Board members serve a term of 3 years.

Red Bates, Don Beck, Jack Berg, Randy Dougherty, Martin Mallard, Tim Marriner, Wayne McDonald, Tony Oxendine and Ken Ritucci, will complete their current terms on the Board at the 1995 convention. Don Beck, Jack Berg, Tim Marriner and Wayne McDonald have chosen not to seek reelection.

Short biographic sketches are included to aid you in making your decision. Members eligible to vote in this election will find a blue ballot enclosed with this issue of *DIRECTION*. **WE ENCOURAGE YOU TO EXERCISE YOUR RIGHT AND PRIVILEGE TO VOTE! Return your ballot NO LATER THAN SEPTEMBER 15, 1994!**

Please read the instructions on the ballot carefully. Do not sign the ballot.

The results of this important election will be announced in the October issue of *DIRECTION*. Press releases will be mailed to publications and callers associations announcing the results.

## REMEMBER - VOTE TODAY!!

### 1995 CONVENTION UPDATE

**P**lan NOW to attend the 1995 convention at the Westin William Penn Hotel in Pittsburgh.

The Executive Committee has selected *REVIVE IN 95* as the convention theme. Member Ron McCravy of O'Fallon, Missouri, suggested the theme. His 1995/96 dues have been paid by CALLERLAB as a thank you for his suggestion.

Full information about registering for the convention will be included in the October issue of *DIRECTION*.

*DIRECTION* is the official newsletter of CALLERLAB, The International Association of Square Dance Callers, with offices located at 829 - 3rd Avenue SE, Suite 285, Rochester, Minnesota, 55904-7313. Telephone (507) 288-5121. *DIRECTION* is published bi-monthly and mailed first class to all members and affiliates of CALLERLAB. *DIRECTION* is edited by George White, Executive Secretary.

As *DIRECTION* is computerized, it would be most helpful to have articles, reports or letters to the editor submitted on computer diskettes whenever possible. *DIRECTION* uses WordPerfect 5.1 as its word processor, on an MS/DOS (IBM Compatible) computer. Computer diskettes (5 1/4" or 3 1/2") containing articles, reports or letters to be published should be submitted in either WordPerfect 5.1, 5.0 or 4.2 format or any of the following formats: ASCII, Revisable-Form-Text (IBM DCA format), Final-Form-Text (IBM DCA format), Navy DIF Standard, WordStar 3.3, MultiMate Advantage II, Word 4.0, DisplayWrite, Mail Merge or Spreadsheet DIF. Please enclose a printout of the article, report or letter.

The opinions expressed in articles submitted by members or affiliates do not necessarily reflect the policies of CALLERLAB. All articles submitted for publication must be signed by the author.

The Editors reserve the right to exercise their discretion in accepting, editing or rejecting any material submitted for publication. Articles submitted for publication that describe square dance formations or arrangements MUST be in accordance with CALLERLAB standards.

## MEMBERSHIP REPORT

**A**s of July 27th, we have a total membership of 2938 callers and are adding new members every week. The current membership is broken down as follows:

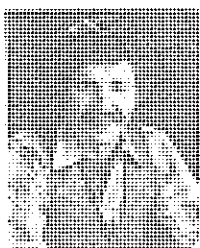
Category	US	O/S	Canada
Members	1,206	145	80
Gold Card Holders	5	0	0
Subscribers	676	62	26
Associates	10	0	1
Associate Licensees	502	4	3
Apprentices	199	6	13
Totals	2598	217	123

A total of 2,632 BMI/ASCAP licenses have been issued; 704 for less than 50 dances a year and 1,883 for over 50 dances per year. We have a total of 45 callers and partners licensed to teach Country Western dances.

551 callers have not renewed their membership for the current year. Their BMI/ASCAP license and insurance coverage is no longer valid.

All callers using copyrighted music should be licensed by BMI and ASCAP to protect the clubs they call for from the possibility of a lawsuit. If you know of any caller that may not be aware of this requirement, please have him/her contact the Home Office for complete information.

## CANDIDATES FOR THE BOARD OF GOVERNORS



**RED BATES**, Oquossoc, Maine and Northport, Florida, began his calling career at Springfield College, where he organized a square dance band and toured throughout New England with three fellow students.

While a new England resident, Red called throughout the Eastern United States and traveled to Canada and England as well, teaching and calling for clubs, festivals, callers groups, etc. Red has cut numerous records as well, having appeared on the Lore, High Hat and Red Boot labels. He is currently recording for Silver Sounds records. His last recording is "Someday Soon".

Red has been active in several callers' associations, including Western Massachusetts Callers' Association, Advanced Callers' Association and the New England Council of Callers' Association, which he was instrumental in forming.

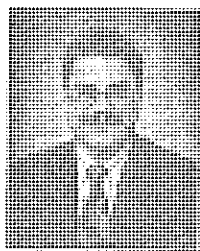
As a new "Floridian", Red is calling full time in the Southwest area of Florida. Red is affiliated with the Florida West Coast Dancer Association, the Suncoast Callers' Association and the Florida Callers' Association. Red calls in Florida from October through the end of April and in the Northeast from May through September.

Red is a long time member of CALLERLAB, having served on the Board of Governors for ten years and on the Executive Committee for five years. He has also served as Vice Chairman of CALLERLAB. Red would like to continue on the Board and do what he can to serve the membership and help see that our great activity continues to grow and prosper through the efforts of CALLERLAB.

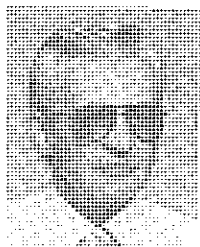


**CORKY BIRT**, Yorkton, Saskatchewan, has been calling for 40 years and has taught beginner's every year that he has called. He is calling for 4 clubs (1 Plus & 3 MS). He also has a C1 workshop group that meets once a month. He and his wife Bjorg have taught rounds in all the clubs they have called for as well as some contra & line dances. He has called in 10 US states and 6 Canadian Provinces and for many festivals & weekends. He has run a February weekend for 29 continuous years. Corky has been on staff at 18 international conventions and has called at 3 Canadian National Conventions. He and his wife are directors-at-large for the International Convention and have been since 1988. Corky is a retired sales manager from CKOS-TV and has been a member of CALLERLAB for 9 years and has attended 7 conventions. He has served on the MS and Plus Quarterly Selection Committees. He feels that his many years experience as a regional caller will enable him to make a very worthwhile contribution to CALLERLAB as a member of the board and earnestly solicit your support when casting your ballot.

## VOTE - VOTE - VOTE - VOTE - VOTE



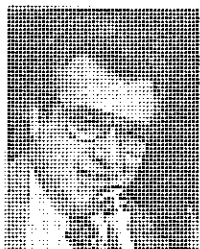
**MITCH BLYTH**, Winnipeg, Manitoba, began calling in 1974 at the age of 15, and runs his own square dance programs calling Basic thru A-1. Mitch became a member of CALLERLAB in 1984 and was accredited shortly thereafter. He is a member of the Mainstream, Public Relations and RPM Committees. Mitch has been a speaker on panels at the CALLERLAB Conventions and was the M.C. for the Monday night banquet this past year in Vancouver. Born and raised in Winnipeg, Manitoba, Mitch has worked extensively in his home area with the local dancer associations and has held every office of the Square Dance Callers Association of Manitoba, Eastern Division. Mitch has been very active with the recruitment and training of the new callers in his area over the past 10 years, having conducted various seminars through the Callers Association and working one on one with new callers. This past June Mitch and his wife, Marcia, were elected as the Permanent Canadian Directors of the local International Square and Round Dance Convention. Due to the commitments of his full time job as an Account Representative for a local window and door manufacturer, Mitch cannot travel as much as he would like, but does manage to get away for various festivals and weekends in Western Canada, Ontario and the North-Central States. As a Board of Governor member Mitch hopes to be able to help our activity prosper and feels that starting in our activity as a youth and his commitment to the grass roots level of square dancing will be of benefit to our organization.



**SKIP BROWN**, Portland, Maine, began calling in 1976. He calls throughout New England and is club caller and teacher for four clubs. Skip has been calling full time since 1987. Skip has served as Vice President and President of Tri-State Callers Association, as Secretary of the New England Council of Callers Association and is currently its Vice Chairman. Skip has written monthly articles for the Northeast Square Dancer Magazine since February 1987.

Skip joined CALLERLAB in 1983 at which time he joined the MS, Plus, MS/QS and Plus/QS Committees. He is currently Vice Chairman of the Plus Committee. Attending eight of the last twelve conventions Skip has participated in timing demonstrations and as moderator of a panel.

Skip is a strong advocate of CALLERLAB, its principles and its dedication to Square Dancing and Square Dancers alike and would like to share his advocacy, experience and perspectives with CALLERLAB as a member of its Board of Governors. Whether elected or not, however, Skip will continue working with CALLERLAB in its goal of recruiting and retaining dancers and in any other manner deem appropriate by CALLERLAB.



**JIM "WHO" CHOLMONDELEY**, Florissant, Missouri, began calling 28 years ago in Germany. He is currently a full time caller and has called frequently at festivals and weekends. He has called in the Far East, Europe and Canada. Jim was the Chairman of the Square and Round Dance Music Producers Association for several years. He is currently on the Mainstream Committee where he has served for several years. He was a full member of CALLERLAB in 1976 - '77. He then rejoined in 1980 and has been an active member ever since. He is a very accomplished author of Square and CW hooks as well as a current feature writer for the American Square Dance Magazine. Jim currently serves on the board of his local caller's association as well as being the Missouri Director of the NTA. Jim and his wife Jean are co-owners of the Keltone Speaker Company, Eagle Sound and DC CW Productions.

Jim feels that square dancing must move into the Twenty-first Century as smoothly as possible and that there is a vast pool of potential dancers out there that will be attracted to the activity if we market it correctly. We must put the family back into the activity. Jim feels that his knowledge of computers, music, the music industry and marketing will serve the Board of Governors and CALLERLAB.



**DARYL CLENDENIN**, Portland, Oregon. I graduated from the Northwest Callers Class of 1969 and set about building a square dance program in the Portland area that served beginners through A2 level.

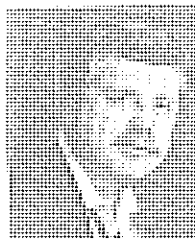
In 1975, I was invited to join CALLERLAB and attended my first convention in Chicago, IL. Since that time I have served as Chairman of the Mainstream QS Committee, served two terms on the Board of Governors and one term on the Executive Committee. I am also an accredited Caller Coach and have been featured on numerous panels for caller training.

I produce Chinook and Hoedowner Records and through the years have been responsible for many of square dancers' favorite tunes. I travel nationally during the summer months and spend my winters in Mesa and Apache Junction, Arizona calling at the "Snowbird" RV Parks. Wintertime calling consists of calling up to seventeen dances, workshops and classes each week.

I am a full time caller. But after spending eighteen years involved with local programs, I am very aware of the problems confronting most callers and I would be very happy to be 'Your' voice on the Board of Governors.

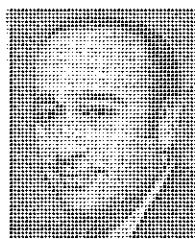


**WALT COOLEY**, Pacific Grove, California, began calling in 1977. He works for the General Electric Company and calls on a weekly basis for three square dance clubs (one Mainstream, two Plus). He also regularly calls for local organizations of non-dancers (CDP/Line dance programs), periodic workshops to A-1, and occasionally at Hoedowns and Festivals in the Central and Southern California area. Walt began his calling career by founding a square dance club in Zurich, Switzerland, during a 6 year overseas assignment with GE, and became a Callerlab member after his return to the US. He has attended 7 of the past 10 CALLERLAB conventions, and has served first as Vice-Chairman, and now as Chairman, of the Mainstream Quarterly Selection Committee. Through his Chairmanship of the MSQS Committee, Walt has been working for several years with the Plus, Mainstream and both the Mainstream and Plus Quarterly Selection Committees to find ways to adapt the QS process to today's needs and make it a positive factor in the strengthening and evolution of the CALLERLAB programs. He is a strong supporter of the CALLERLAB programs, but also believes that, to be successful, CALLERLAB must move forward to refine the programs and be willing to try new teaching approaches and program structures where there is good reason to believe that any such new ideas will lead to success in today's society. With the positive support of the Board of Governors, CALLERLAB is in the best position to provide the democratic forum necessary for all our membership to have a voice and move forward, but process improvements need to be developed so that this large organization can work together better and more easily make positive decisions. If elected, he will work to strengthen communication among the membership, seek improvements in the methods we use to test and agree on key program changes, and facilitate development of processes to improve and strengthen the CALLERLAB programs.



**RANDY DOUGHERTY**, Grand Rapids, Minnesota and Mesa, Arizona, has been involved in square dancing for 34 years, 28 years as a caller. He joined CALLERLAB in 1977 and has since attended 9 conventions, where he has served as a panelist on many different topics. He has served as Vice Chairman and Chairman of the Career Caller's Committee.

Randy has experienced many of the facets of square dancing - for several years he called part time for various home clubs and as a career caller he travels nationally and internationally, has worked for several years in winter resort areas and regularly calls and teaches beginners through C2. His first-hand experience in these different areas has made him a strong supporter of CALLERLAB's programs and he is a firm believer in the Basic Program. Randy is currently a member of the Board of Governors serving on the Executive Committee and feels he still has work to do to preserve the activity he has loved since he was a child. If elected, he would work with CALLERLAB toward this end. He believes we already have the tools and simply need to learn to use them efficiently in order to see square dancing continue to evolve, grow and flourish.

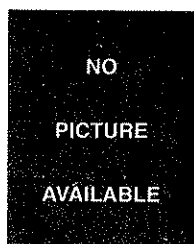


**MIKE JACOBS**, Herndon, Virginia, started dancing in 1962, calling in 1971, going fulltime in 1979. He joined CALLERLAB in 1976 and has served as chair of the Advanced Quarterly Selection and Membership Committees. He has also chaired both sub-committees on the Advanced Teaching Order, as well as the current By-Laws sub committee. He has a broad background in square dancing, calling Basic through C4 and actively dancing rounds and contra. He has taught at the CALLERLAB seminars at two National Square Dance Conventions and participated in many panels at the CALLERLAB Convention. He also authored the paper on Dealing with Difficulty.

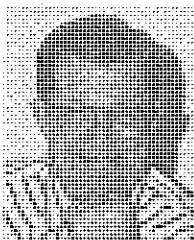
"I grew up in square dancing. It was a major factor in my life. I now have a twelve year old daughter who I would like to see share in these experiences. CALLERLAB provides the means to repay square dancing for its contribution to my life, as well as to assure that it will be a major factor in my daughter's life. Serving you on your Board of Governors will allow me to work toward these goals."



**CHUCK JAWORSKI**, Chicago, Illinois, began dancing while in High School, started calling for his first club in 1968, became a member of CALLERLAB in 1975 and a fulltime caller in 1978. He is the owner of Dance Sounds Record Shop and Eager Beaver Engraving Company. Chuck has been President twice of both Chicago Area Callers Assn. and Lake County (IL) Area Callers Assn. He is also the current Senior Director of the Northern District of the Illinois State Callers Assn. Chuck is a member of the Lloyd Shaw Foundation Board and has been on the staff of their annual dance camp since 1981 as well as a staff member at Lloyd Shaw Foundations Workshops. He currently calls for 16 clubs/groups, calling Basic through C1, the Community Dance Program (CDP), Traditional, Contra, Rounds and CW dancing. He has conducted workshops in Contra and Traditional dancing at the Illinois State Conventions, Chicago Area Conventions and Wisconsin State Conventions. Chuck has been active locally in caller education for 15 years and has a teaching background in math/psychology. Chuck resides in Chicago, IL. Chuck feels with his very diverse background in all types of dance he would bring a unique perspective to the CALLERLAB Board of Governors.



**DOREN MCBROOM**, Manchester, Maryland. I started calling in 1968 and currently call for two clubs and do a moderate amount of traveling, calling in the central east coast region. As my full time profession, I work for Westinghouse as an electronic technician and also have a small vending machine company. I have been a member of CALLERLAB since 1983 and have attended nine conventions. I have served on numerous committees since joining CALLERLAB. My most active involvement has been with the Choreographic Applications Committee since the inception of that committee and as the Chairman of the Plus Quarterly Selection Committee for the past two years. I was persuaded to run for the Board for three major reasons. First, I feel the Board should be made up of a mix of local, regional and full time callers and there are not enough callers like myself currently serving on the Board. Secondly, as a caller of 27 years, I have seen the square dance activity go through many changes; most notably, the quality of our dancing has deteriorated in some areas and I would like to work to restore it. I feel this can only be achieved by experienced callers leading the way. Finally, I feel that the current philosophy of a single destination program is not realistic, whether we like it or not "soft Plus" does exist as an entry program and I want to direct that input to the Board. I would appreciate your support.



**MARTIN MALLARD**, Saskatoon, Saskatchewan, along with his wife Terry have been active in square and round dancing and the training of callers for 39 years. During those years Martin held down a full time job and called 5 nights a week. They are retired from full time employment, but are still calling 5 to 6 nights a week. The clubs they call for are clubs they started and range in age from 25 to 39 years. Martin has been an active member of CALLERLAB since it started in 1975 and has attended all the CALLERLAB Conventions. He has served on the CALLERLAB Board of Governors since 1983 and has served three terms on the Executive Committee and is currently on five sub committees. He obtained his Caller Coach Accreditation in 1991 and is Vice Chairman of the Caller Coach Committee. They teach beginner classes each year as well as Plus and A1 classes. Martin is very active in their local, Provincial and National square dance organizations. Martin was awarded the Milestone Award in 1994. Martin is a local club caller who knows what it is to recruit and maintain clubs at the local level. He believes that CALLERLAB is an International Organization that represents square dancing the way it is the world over and will work to keep it that way.



**RON NILSON**, Anderson, California. I have been a full time caller for twelve years, a member of CALLERLAB for six years, and have attended three CALLERLAB conventions. I have called in five states at national and state conventions, festivals and other special events and have been calling for the same club for about three years.

I would like to be a member of the board because I feel from my own experience, I could contribute innovative ideas to the betterment of this special healthy activity.

Because we travel and participate in the square dancing activities, we meet many dancers and callers who give us different ideas which could help the growth of square dancing. Because of this, we are able to contribute to the cause and preservation of the square dancing spirit of America.

I would like to express my appreciation to my wife Jean, for all the help and support with my square dancing activities and the many individuals who signed my petition. I pledge all my MIGHT, MIND, and STRENGTH to this calling and if elected, I will endeavor to be worthy of the trust placed in me by my supporters.

Thank you for taking time to read this.



**TONY OXENDINE**, Sumter, South Carolina, began calling in 1974 and in 1980 decided to pursue calling as a full time vocation. Regularly traveling in excess of 150,000 miles annually, Tony has called in 45 states, Canada, Japan, Saudi Arabia and several Scandinavian and European countries.

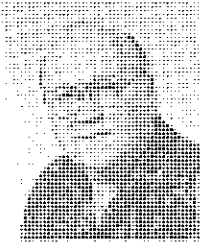
Tony joined CALLERLAB in 1974 and became accredited in 1978. Since that time Tony has served on the Plus QS, Mainstream QS and Career Callers Committees. He has served two terms on the Board of Governors and has been a member of the Executive Committee for the last two years. He is a past Vice Chairman of the BOG and is currently serving as Chairman of the Board.

Tony feels that two of the biggest obstacles facing both CALLERLAB and the activity in general are public awareness and perception. With progressive, knowledgeable and positive leadership CALLERLAB can overcome these obstacles and do much to help put new people in our activity. If elected he will work to accomplish these goals.

**VOTE - VOTE - VOTE - VOTE - VOTE**



**DEBORAH PARNELL**, Upland, California. I have been calling for 12 years and have been an Accredited Member of CALLERLAB since 1985. I have served at various times on the Mainstream Committee, the Quarterly Selection Committee, the Advanced Committee and the Full Time Callers' Committee. I am currently serving on the Plus Committee, the Women in Calling Committee (as liaison for the western United States), the Caller Accreditation Committee and the Caller Training Committee (as Vice-Chairman). As both a local caller and a traveling caller, I am privileged to see many facets of our activity. We are facing difficult challenges and I believe that the answers lie within the combined experiences, strengths and hopes of the members of CALLERLAB. I would like to be a part of the process of discovery by serving on the Board of Governors. To do this, I need your vote of confidence. Being a square dance caller isn't just what I do, it's what I am. Thank you.



**JERRY REED**, Rockledge, Florida, is a professional caller who happens to work 40 hours a week for a major aerospace company. Since beginning to call in 1978 he has relocated five times. Relocating has provided him a deep appreciation of differences unique to different areas. He has become a leader in each new area and has worked on the organization of state and national conventions.

Jerry is currently Chairman of the Choreographic Applications Committee. He has been instrumental in developing and implementing the Standard Applications concept. He continues to serve on several CALLERLAB committees and has been moderator and panelist for various CALLERLAB interest sessions.

Some of his major accomplishments include:

- Compiling and editing the Standard Plus Applications Book
- Writing, editing and coordinating the Choreographic Guidelines
- Caller Coordinator, Florida State Convention
- Leadership positions in various regional caller associations

He strongly believes in CALLERLAB's leadership role as a positive influence for square dancing. We should look forward to new recruitment and retention approaches. He feels differences with the ACA can be resolved through negotiations and that his unique background will aid this process. Jerry is an established caller whose diverse background puts him in a unique position. He knows his diverse experience will bring a distinctive quality to the board and asks for your support.



**KEN RITUCCI**, W Springfield, Massachusetts, has been a member of CALLERLAB since 1983. During his 19 years as a caller, Ken has contributed his time and talent as a leader to CALLERLAB in the form of panel discussions at numerous conventions as well as chairman of several committees. When asked to serve CALLERLAB in any manner, Ken has responded positively and professionally. For the past two years, Ken has been chairman of the Public Relations Committee, a relatively small, but powerful committee that has been busy spreading the "good word" about CALLERLAB. He is past chairman of the Plus and Advanced QS Committees. Currently, Ken is serving on the Executive Committee. Known throughout New England as a leader and extremely hard worker, Ken has spent his calling career dedicated to the promotion and preservation of square dancing. It is this kind of dedication that has made Ken a valuable asset to CALLERLAB. Getting deeply involved within the organizational structure of CALLERLAB, Ken feels his re-election to the board would have a positive effect on the activity for the good of the membership. Like any caller, Ken has concerns regarding the pressing issues our activity faces in the 90's. He realizes that there are no easy, quick-fix answers waiting to be found, but he is willing to work hard to find solutions. It is his desire that all CALLERLAB members make a conscious effort to vote for those who have had a proven track record of positive accomplishments for the members of our organization.



**STEFAN SIDHOLM**, Stockholm, Sweden, began calling in 1983 and he is now calling five nights a week and travels all thru Europe on the weekends. He also travels to the US on a regular basis. Besides his calling career, Stefan is working on a masters degree in economy at the University of Stockholm. He joined CALLERLAB in 1989 when he attended his first convention.

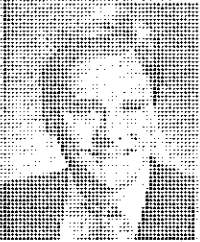
Stefan is one of the founders of the Swedish Association of Callers and Teachers (SACT) where he served as vice chairman for three years. In 1986 he started Sting Records together with Ingvar Pettersson. During the last 7 years he has conducted about 20 caller schools all over Sweden both for beginners and more experienced callers.

By running for the Board of Governors, Stefan means to provide a lot of input from Europe and the Scandinavian countries. He feels that we could all help each other with our problems in square dancing today. If elected, he would like to try and implement some parts of the European system to try and keep the dancers in the activity and also work out a way to recruit the younger generation to ensure the future of this great activity.





**JOHN SYBALSKY**, Oakland, California, has been calling since 1973 and teaching beginners at every opportunity since then. Standardizing dance programs and call definitions has been an important job for CALLERLAB—one I've supported by active work on the program and definitions committees. Looking ahead is also important. I've been helping by chairing the Research & Development committee and running the caller census project. To do its work, CALLERLAB must run smoothly. I was involved in the by-laws revision work a few years ago and I've been Parliamentarian for 3 years. We've done a lot, but there's more to do. I'd like to keep helping.



**BUDDY WEAVER**, Hawaii, has been calling since 1977 but has been around Square Dancing most of his life as both parents and grandparents pioneered the activity in Hawaii. A member of CALLERLAB since 1981, calling and teaching CDP through Advanced, Buddy has called in 20 states, Canada, Europe, Japan, and the South Pacific. He conducts caller clinics with an emphasis on proper teaching, timing and use of music. Buddy records for Hi Hat Records and aside from calling has built an insurance business. "CALLERLAB has the ability to promote an easier introduction for non-dancers into square dancing. We can take a pro-active position on easy entry with the goal of having full dance halls by the end of this century."

## THE WORLD'S FLAT AND THAT'S THAT!

(Why Should I Care About Standard Applications?)

**M**any, many years ago most people thought the world was flat. This did not mean they were illogical, it only meant they were not aware of the true nature of the world. It is much the same today with the concept of Standard Applications. There are those who are unaware of the purpose and potential benefits of this historic concept. Implementation and application of this principle can lead to new dancers becoming more capable with less difficulty in the transition to club dancing. It can also lead to greater caller success.

The concept of Standard Applications has been with us over four years now and is becoming accepted as a valuable tool when discussing square dance choreography. There seems to be, however, continuing misunderstanding of the intention of this historic concept which extends to the purpose, content, and utilization of the Standard Applications books. Because of this misunderstanding, some callers are unwilling to endorse the implementation of the concept, some are even reluctant to learn more about it. The purpose of this article is to provide both a discussion of the objectives of the concept of Standard Applications and information concerning the Standard Applications books, which have been compiled by the Choreographic Applications Committee (CAC).

A logical place to start this discussion is with the definition of Standard Applications. These are the applications from which a caller using a move may reasonably expect close to 100% dancer success. The basis for this definition is the fact that for each move there are certain Formations and Arrangements (F/A)

which are used much more frequently than others. The Standard Applications books provide a listing of F/A which fit this definition for each move in the Mainstream and Plus programs; these are the F/A from which the listed moves are used most frequently. These books were compiled after considerable research and review by the CAC. It can not be stressed strongly enough that CALLERLAB did not dictate which F/A would be listed, the committee merely compiled a report of what is being called most frequently.

A major misconception about Standard Applications is the idea that implementation of this concept would be an endorsement of the restriction of the caller's ingenuity in developing creative choreography. This is not true! Some callers have voiced the following concern: "If this is accepted, are we supposed to avoid use of non-standard applications?" The answer here is a resounding "NO!!" Implementation and acceptance of this concept is NOT an endorsement of the exclusion of non-standard choreography. It is merely an acknowledgement of the fact that for each move there are certain F/A which are used more frequently than others.

CALLERLAB continues to support the judicious and appropriate use of non-standard applications. Most experienced callers agree that the limited use of challenging non-standard choreography can be an important element in creating an exciting and entertaining dance. Most also agree that a dance consisting entirely and exclusively of familiar moves called from the same F/A with no variety or challenge can very easily result in a dance considered uninspired or down right boring by the average dancers.

Acceptance and implementation of this concept means support of the idea that for every move there are certain F/A which are used more frequently than



others. These frequently used F/A have been named the "Standard Application(s)" for each move. There is nothing in this concept nor in the Standard Applications books which indicates nor implies these are the only applications which should be used. Quite the contrary, all callers are encouraged to use the amount of variety and non-standard choreography which provides the type dance material which will keep dancers happy and involved. For some groups this may be a program consisting almost entirely of standard material; for other groups the mix may include considerably more non-standard than standard choreography. Finding the proper mix of challenge and comfort is not easy, but is a major part of each caller's job.

The Standard Applications books provide the most frequently used F/A for the listed moves. Since these are the applications the dancers will hear most often, new dancers should be given more practice with them rather than the non-standard applications. What this means is that instructors can review the books to determine the minimum teaching requirements for the program being taught. With this information the instructor will know which applications to practice the most and which to practice less often. This should help ensure the new dancers are given the most practice with the applications they will hear most often. Instructors are encouraged to teach each move in such a way that students are aware that other applications are permissible. This can be accomplished through a method of instruction known as Teach By Definition where the instructor teaches the definition of each move in terms of ends, centers, infacers, outfacer, etc. rather than in terms of boys, girls, men, and women. Introduction and extensive practice of these other non-standard applications could be delayed until the new dancers are very comfortable with the Standard Applications.

If callers review the books and become familiar with the Standard Applications, they will be more aware of potential trouble spots when calling to dancers they do not see regularly. For instance, callers need to be aware that calling SCOOT BACK from any F/A other than #1W or #2W (Right Hand Ocean Waves with Men or Women facing in) will generally cause more breakdown at an open dance or festival than using the Standard Application (#1W or #2W). This is not to say that callers should avoid use of these other F/A. The point is that when we use non-standard choreography, we should not be caught off guard. We should be aware that the dancers are likely to experience some trouble and we should be prepared to provide extra helping words or extra time, if required, to help them succeed. Some callers have expressed concern that adoption of

the Standard Applications concept would constitute endorsement of a weak, watered-down program and that other applications should not be used. This is not the intention of the concept. The basis of Standard Applications is to provide a tool which is available to callers/instructors to improve teaching, learning, and calling. The concept provides definitive information about which F/A are used most frequently and therefore should be taught first and practiced most. Implementation of this concept and use of the books will not exclude use of non-standard choreography, merely provide a listing of the minimum applications which should be taught.

There are callers and dancers who regularly and successfully use a large amount of non-standard choreography (formerly known as APD/DBD) such as RECYCLE from #3W or #4W (BBGG or GGBB waves), RELAY THE DEUCEY from Left Hand Ocean Waves, or MOTIVATE from two-faced lines. These groups are the exception rather than the rule, however, and use of this type choreography would most likely be restricted to a caller's 'home' club and would be avoided at an open dance, when calling 'on-the-road', or at a festival. Most experienced callers agree that using this type non-standard choreography away from a caller's 'home' club will result in a measurable amount of breakdown. Again, it must be stressed that the purpose of the concept is to help the caller by providing information about where the potential trouble spots are, not to restrict application of challenging, non-standard, or 'far-out' choreography.

Thank you for taking the time to read this article. Our purpose is to provide information about this historic and beneficial concept. If you agree or disagree, I welcome your comments. Please write or call the Choreographic Applications Committee Chairman, Jerry Reed, 943 Tamarind Circle, Rockledge, FL 32955, (407) 633-1306.

## WHAT ABOUT SOUND ENHANCEMENT SYSTEMS?

**A**re you currently using a system in your area? In your club or your association? Which one are you using? Which frequency? What is your success rate as to use and cooperation?

Do you know what I mean by the sound enhancement system? If you are using a system, what prices are you paying and for what? Is there a difference in prices and where is the best bargain in your province/state? How easy is it to change the frequency of the channels, and how easy is it to connect to your amplifier?

Some of you may have been in the special session held in Vancouver during the CALLERLAB convention and heard Jack Murtha, Fred Willing and me talk about

the systems and then learned how to change the frequencies of the William Sound system. What about yours?

Are you still wondering what we mean by Sound Enhancement?

Each month we will tell you more about the advances made in the different systems, but please tell us all about what you know, your experiences and send us any literature, (or copies) extolling the virtues of any one system.

We want to hear how you are using the systems in your area, either write to the Home Office or to:

Doreen Sillery, Chairman  
Sound Enhancement Committee  
318 E 21 St  
N Vancouver BC V7L 3B8  
Canada

## COMMITTEE REPORTS

### ADVANCED COMMITTEE REPORT

**O**ur committee has been very quiet this past 6 months, due to the fine work of former Chairman, Mike Callahan.

At the 1995 Convention in Pittsburgh, we expect to take a straw vote to examine any changes to our lists.

One special item will be to agree on a current definition of Cross Trail Thru, which we hope to receive from the Definition Committee, prior to the convention. We will also review the current teaching order for the Advanced Program.

After the convention, we plan to present this straw vote to all committee members for their approval or disapproval.

Looking forward to meeting many of you at the convention in Pittsburgh. Please bring your ideas or suggestions to the convention or mail them to me before hand if you cannot attend.

Bob Stern, Chairman  
Advanced Committee

### CONTRA & TRADITIONAL COMMITTEE

(as updated by the Executive Committee)

**I**n January, 1994, the Executive Committee (EC) of CALLERLAB split the Contra and Traditional Committee into two committees. Jim Howatt and others opposed this split. As a result of these opinions, a direct appeal was made to the Board Of Governors (BOG) on Wednesday, April 13. The BOG referred the matter back to the EC. At the May meeting of the EC, the combined committee was

reinstated.

Three interest sessions were held at the convention in Vancouver. All were well attended by callers and partners interested in expanding their knowledge of contra. Yona Chock was the Moderator of the Birds-of-a-Feather session, Contra Problems and Solutions. Many questions were asked at this session and answers and demonstrations were provided.

Bob Osgood and Bob Howell conducted the Basic Interest Session. Again, answers and demonstrations were provided to the attendees.

"Decko" Deck MC'd the ever popular Evening Dance Session. Ten callers/promoters provided an evening of fun for all in attendance. The Basic Interest Session and the Evening Dance Session were taped by Convention Tapes International. Two callers also were accredited as contra callers while at the convention. The committee consensus was to repeat the three interest sessions at the next convention in Pittsburgh.

The committee decided to submit additional material, besides the Quarterlies, for possible inclusion in DIRECTION and/or the CDP Journal. This will provide additional contra dances for CALLERLAB members and CDP Journal subscribers to use besides the Quarterlies at their dances.

The committee meeting also addressed the BOG decision to place the History/Archive project on hold, removing it from the committee's responsibility. There was much discussion about the BOG action and a special meeting was set for Tuesday morning. Only Yona Chock, Jim Howatt and a lady who was an archivist for the square dancers in the state of Washington attended. Jim briefed them on the background and turned the meeting over to Yona. The BOG gave Yona time to make a presentation to them at their meeting on Wednesday. The BOG has approved the support of the Lloyd Shaw Foundation archives rather than setting up our own at this time. The EC and Home Office will be requested to provide the following sessions at the 1995 convention in Pittsburgh:

Contra Basic Interest Session  
Contra Problems and Solutions  
Contra Evening Dance Interest Session  
Contra/Traditional committee meeting

Jim Howatt, Chairman

### FROM OUR MEMBERS

Opinions expressed in letters or articles from our members are that of the writers and do not necessarily reflect that of CALLERLAB, nor of the Editor.

The Editor reserves the right to condense, omit or re-write all or any part of material sent to CALLERLAB for publication.

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## WHAT ARE THE ISSUES?

by Jerry Reed

**H**ere I sit in front of my computer on a rainy Saturday morning, trying to catch up some committee work. My mind begins to wander and brings to mind recent events which prompt me to ponder several of the issues facing square dancing today. To me, one of the many attractions of square dancing is that it is a changing activity. It is not the same today as it was 30 years ago when I first became involved nor as it was 16 years ago when I began calling. It has changed significantly since then and continues to change even today. Many advocates of change say that since this is a folk activity it will, by definition, change with time. I support the orderly review and controlled modification of the CALLERLAB programs to reflect the current status of the activity. This change has, since the inception of CALLERLAB, been slow, well reviewed, and approved by the majority. Most changes have been very moderate and were made to reflect the dynamic nature of modern square dancing.

In addition to minor changes to our programs, there are several major issues facing CALLERLAB today and for the foreseeable future. These include the proposed changes from the American Callers Association (ACA), concerns about improved recruitment of new dancers, and discussions of ways to increase retention of dancers.

The proposed changes from the ACA need to be discussed and dealt with in a straight forward manner. The recent policy statement from the Board is a significant step in dealing with this situation. We, as members of CALLERLAB, can help by supporting this policy or by letting the Board know how we feel about this very important topic. I feel another vital step is continued discussions between our organizations to settle differences which exist in our approach to achieving our goals. I firmly believe the current CALLERLAB system of various programs is the most viable method to provide programs geared to different interests and levels of commitment. I know CALLERLAB continues to work toward the improvement of square dancing for the good of all involved in the activity. This commitment is evident in the many hours of work by CALLERLAB members devoted to resolving concerns and developing solutions to these concerns. Increased publicity of CALLERLAB's stand on the issues and increased visibility of CALLERLAB members at major square dance events will, I feel, help "spread the word" of the commitment of our organization to the improvement of square dancing. The stated goal of the ACA is to work toward the same goal, that is, the betterment of square

dancing. Our challenge in the near future is to resolve differences in our approach in obtaining this goal so that we do not cause irreparable harm to the activity. Negotiations and compromises may be the way to achieve this outcome.

Recruitment of new dancers has always been a high priority. Developing new recruitment methods has begun under the leadership of the RPM Committee. I feel an important source of new students is the people in the 55 and over group. Many of these people have retired early and their responsibilities to children and job are much less than younger couples. Most have achieved financial security and are looking for new recreation activities. These factors contribute to making this group a prime market for recruitment. Our challenge in this area will be to get the word to this group. Increased use of "Fun Nights" where these people live to introduce square dancing in a fun and easy to learn setting is a good start.

There has been considerable discussion of how to increase the retention of new dancers and many steps have been taken toward this end. I believe a major positive factor is the use of the concept of Standard Applications. This concept is based on the fact that certain Formations and Arrangements (F/A) are used much more frequently than others. If we concentrate our teaching efforts on these limited applications, we can provide more repetition of the F/A the new dancers will hear and be expected to dance most often. This will help them become more proficient with these applications, thus improving their success and enjoyment. After graduation when these new dancers have had more practice with the Standard Applications, they can be introduced to non-standard choreography. We can explore additional non-standard applications during workshops and club dances to increase the dancers knowledge and enjoyment. Most callers agree, dancers typically enjoy additional challenge only if they are successful. By concentrating on Standard Applications during the early phase of new dancer's involvement, we can help them become more confident and comfortable before adding additional challenge through the use of non-standard applications.

Since learning to call in 1978, square dancing has been a major factor in my life, as it has been for many of you. Through commitment and hard work we can bring this enjoyable pastime to many thousands of new dancers. I believe it is up to each of us to promote square dancing by working together toward our common goal. Even if this means devoting a full class season to only one or two squares or to providing the same degree of professionalism, entertainment, and enthusiasm to our two or three square "home" club as

we do to the big festival with 20 or 30 squares.

Well my committee report is still waiting for a finish, so I'd better return to work. Thank you for letting me share my thoughts and for taking the time to read this.

## PITIFUL BALLOT RETURNS

by Guy Adams

**I** just finished reading my June 1994 Direction. As I finished reading it something struck me as strange. Out of all the members who are able to vote in CALLERLAB, very few do so. I wonder why more callers do not participate in the balloting process.

CALLERLAB has a voting membership of approximately 2,000 members.

Every one of these members received ballots in the mail to vote on the resolutions presented at the 1994 CALLERLAB convention. The number of ballots returned was pitiful to say the least. On one resolution only 502 ballots were returned, and the other had 498 ballots returned. This means that an average of 25% of the appropriate voting membership participated in the convention resolutions.

Now I'll admit I am fairly new to CALLERLAB joining as a Full Member in 1988. I, however, would not miss an opportunity to have my voice heard through my vote. Even though you were not able to attend the convention, this doesn't mean that your vote isn't important. There were over 1,500 members who didn't send in their ballot on the convention resolutions and this is what I don't understand. Is this what square dancing is coming to? Is this some of the "problem" that is occurring in our activity? This activity needs to hear from you and to hear your ideas. By not participating you are essentially saying, "I don't care what happens to this activity". When you do participate you say, "I DO care what happens and this is what I have to say about it".

Why wouldn't you send in your vote? Why wouldn't you want to be heard? Don't you care enough about this activity and about CALLERLAB to participate? Is it because you have to put a stamp on the ballot and mail it? If this is the case, look at the cost of postage that would be lost from nonreturned ballots. I urge you to get involved, the next time you get a ballot in the mail, fill it out and mail it back. You will feel better having participated in the democratic process as well as helping to make the square dance activity stronger.

## FROM OTTO WARTEMAN

**B**eing a caller for an exhibition dance team has made me more cognizant of what other callers, dancers and dance groups do.

Because it has been done the same way for years

doesn't make anything right. We need to be constantly on the alert and looking for new ways to recruit, promote and maintain dancers.

How many times have you gone to a trade, travel, car or home show and have been asked to fill out a card for "THE DOOR PRIZE"? **Why** do they need your name, address and phone number? **What** are they going to do with it? **When** are they going to do it?

Why.... So they can contact you.

What... Put it in their files or sell the list.

When... Sales are down or new products come out.

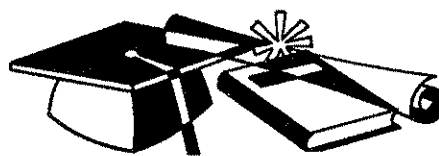
Trade shows will never pay for themselves during the show, but, the contacts made will last them for months.

Square dance organizations for years have had door prizes for the non-dancer. Raffle tickets if you please. 70,000 last year in Texas were sold to non-dancers. If each person bought 5 tickets it meant 14,000 people purchased tickets. It is not realistic to believe that we could sell all 14,000 people to take square dance lessons. If only 10% took lessons the dancer population would increase by 350 squares. That figure is double the attendance of the last state dance. We will never know how many would like to take lessons because, for the last 32 years we have thrown the tickets away without contacting anyone.

We **MUST** review everything we, as an activity, do if we are to survive.

Since typesetting was invented centuries ago, the typographer has always had a proof reader to check their work. We have a tendency not to see the little shortcomings we have. This is only human nature. Major sales organizations have for years used video as a means to improve the productivity of their sales force.

Callers and cuers have the same tools at their disposal. The Handicam is now in the cost range to warrant use by anyone who appears before the public. When you teach a class the camera should be running and recording your voice and it's many inflections. The lens will record the caller's facial expressions, body language and mannerisms. You will also be able to review whether the class stood too long and listen to a long winded caller talk and didn't dance enough. Dance time is very important to the class and only through practice will proper motor skills be developed by the new dancer. The caller will have the opportunity to dance to their own calling and check for proper timing and body flow.





**FOR IMMEDIATE RELEASE**  
**August 1994**



\*\*\*\*\* **START** \*\*\*\*\*

**MAINSTREAM QUARTERLY SELECTION**

The MSQS committee has selected **NO NEW MOVEMENTS** as the Mainstream Quarterly Selection for the period September 1, 1994 to December 31, 1994.

In the most recent KEEP/DROP balloting of the Mainstream Quarterly Selection, **ACEY DEUCEY**, was voted to be dropped.

The current Mainstream Quarterly Selections are:

**SINGLE CIRCLE TO A WAVE**  
**WAHOO**

\*\*\*\*\*

**PLUS QUARTERLY SELECTION**

In the most recent KEEP/DROP balloting, the Plus Quarterly Selection **CONNECT THE DIAMOND** was voted to be dropped.

The only current Plus Quarterly Selection is:

**DOUBLE YOUR NEIGHBOR.**

\*\*\*\*\*

**ADVANCED QUARTERLY SELECTION**

In the most recent KEEP/DROP balloting, the Advanced Quarterly Selection **CHISEL THRU** was voted to be dropped.

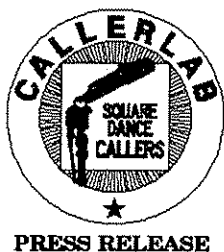
The current Advanced Quarterly Selections are:

**CHECKOVER**  
**SCATTER SCOOT**

\*\*\*\*\* **END** \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

**THE CALLERLAB BOARD OF GOVERNORS**



FOR IMMEDIATE RELEASE  
August 1994



\*\*\*\*\* START \*\*\*\*\*

## ADVANCED QUARTERLY SELECTION

Steve Minkin, Chairman of the Advanced Quarterly Selections Committee, is pleased to announce that the committee has selected **CHASE CHAIN THRU** as the Advanced Quarterly Selection for the period September 1, 1994 through December 31, 1994.

**Quarterly Selections are provided as optional material for those callers and/or clubs that wish to include a workshop in their programs. Do not use a Quarterly Selection unless you walk it or workshop it first.**

### CHASE CHAIN THRU

STARTING FORMATION: Lines back to back

THE ACTION: Chase Right, but the original Beaus make a wave in the middle when they meet. In the wave, Swing, Slip and Swing, then Extend.

ENDING FORMATION: Parallel waves

TIMING: 14 beats

DANCE EXAMPLES: Heads Pair Off, Swing Thru Double, Explode the Wave, **CHASE CHAIN THRU**, Single Hinge, Acey Deucey, Swing Thru, Boys Run, Ferris Wheel, Centers Pass Thru, (Zero Box) Pass In, Pass Thru, **CHASE CHAIN THRU**, Extend, Spin the Windmill -- Right, Bend the Line, Pass Thru, Wheel and Deal, Centers Star Thru and Home.

Sides Pair Off, Swing Thru, Boys Run, Bend the Line, Right and Left thru, Pass Thru, Tag the Line -- Right, Bend the Line, Pass Thru, **CHASE CHAIN THRU**, go Right and Left Grand.

SINGING CALL EXAMPLE: Heads Wheel Thru, Circle to a Line, Pass Thru, **CHASE CHAIN THRU**, Quarter Thru, Explode and Slide Thru, Swing Corner and Promenade.

NOTE: Some callers may wish to use Left **CHASE CHAIN THRU**. Referring to the definition above, replace the beginning with: Left Chase, but the original Belles make a Left Hand Wave and continue as above. Ends in Left Hand Waves.

\*\*\*\*\* END \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

## FOR IMMEDIATE RELEASE

August 1994

\*\*\*\*\* START \*\*\*\*\*



PRESS RELEASE

The following New Dancers Bill of Rights was developed by the CALLERLAB Education Committee and adopted by the general membership at the 1988 CALLERLAB Convention in Reno.

### NEW DANCERS' BILL OF RIGHTS

A new square dancer has the right:

1. To a class experience that is both educationally and socially enjoyable.
2. To patient and dignified treatment by the class instructor(s) and sponsors.
3. To gain experience dancing to other callers and, if possible, with dancers from other classes, prior to graduation.
4. To receive advice and assistance in acquiring appropriate clothing for square dancing.
5. To instruction and practice using the approved definitions, timing and styling for each listed call. (Basic, Mainstream, Etc.)
6. To information about the history and heritage of our present square dance program.

As stated above, this "Bill of Rights" was approved by our entire membership. We encourage ALL callers and square dancers alike to help put the FUN and FRIENDLINESS back into Square Dancing!

Happy Dancing! Keep 'em smiling! Remember, Friendship is Square Dancing's Greatest Reward.

\*\*\*\*\* END \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS





PRESS RELEASE

**FOR IMMEDIATE RELEASE**  
**August 1994**

\*\*\*\*\* S T A R T \*\*\*\*\*



PRESS RELEASE

**'LOST SQUARES'**

In 1986 CALLERLAB introduced a procedure for 'LOST SQUARES'. It was approved with some small changes in 1987 and reads as follows:

The following method of returning to dancing once a square has broken down, shall be a uniform method to be taught to all dancers for class programs through all approved CALLERLAB dance programs:

**DANCERS RESPONSIBILITY:**

1. Return to home position as soon as possible.
2. The head ladies will take their corner's hand and head couples will back out to form lines at the sides of the square.
3. On the caller's command, "EVERYBODY go forward and back", they enter into the dance pattern.

**CALLERS RESPONSIBILITY:**

1. Recognize that a number of sets have broken down and have formed lines at the sides of the hall.
2. Place the dancing squares into lines that they are in a normal boy/girl arrangement.
3. Give the command "EVERYBODY go forward and back" in a bold voice which is the command for the broken squares to enter into the dance pattern.

\*\*\*\*\* E N D \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

**THE CALLERLAB BOARD OF GOVERNORS**



**FOR IMMEDIATE RELEASE**  
**August 1994**



\*\*\*\*\* **START** \*\*\*\*\*

**SQUARE DANCE PROMO-PAKS**

September is Square Dance Month and it's not too soon to start planning a campaign to interest folks in your community in learning to square dance. Don't wait until August 31 to make your plans. Start now--focus on making square dancing interesting and available to younger square dancers. While younger dancers are being courted, it important also to retain those who are now enjoying the activity.

Square dancing has traditionally been an inter-generational activity, where folks of all ages could have fun together. The activity will benefit by gaining the enthusiasm and energy of young dancers and mixing it with the estimable experience of seasoned dancers.

Plan now for your fall recruitment campaign. Appoint a committee, study the materials, make plans for a blitzkrieg of publicity. Use all the media and resources available. The clubs that really plan a campaign and use new ideas are still teaching sizable classes.

Are you unsure how to go about this campaign?

Order the LEGACY Promo-Pak, issued as a LEGACY project, from Stan and Cathy Burdick, PO Box 2678, Silver Bay NY 12874. The cost is \$5, which includes postage. The Pak includes a poster with the 1994 theme, *Square Dancing--For the Young and the Young At Heart*, information on ways to promote and methods of accomplishing your goals. Every caller and club promotion chairman should have one of these kits.

\*\*\*\*\* **END** \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

**THE CALLERLAB BOARD OF GOVERNORS**



PRESS RELEASE

## FOR IMMEDIATE RELEASE

August 1994

\*\*\*\*\* START \*\*\*\*\*



PRESS RELEASE

### PROMOTIONAL VIDEO TAPES

TV commercials, produced by the CALLERLAB Foundation For The Preservation and Promotion of Square Dancing, are still available on 1/2" VHS or 1" studio video tape.

Two 30 second commercials and one 60 second commercial are included on each video tape. Your local TV or cable studio can add a phone number or address to the commercials.

"Couch Potato", a 30 second commercial, proposes an alternate solution for people seeking more excitement in life than nightly TV. The 60 second commercial features a narrator repudiating the more common misconceptions of square dancing. "Scenic America" another 30 second commercial, pictures square dancing as the central theme - "Everyone is coming home to square dancing". The purpose of the commercials is to educate the non-dancing public and assist local groups in recruiting new dancers for the square dance activity.

The tapes can be used as public service announcements (PSAs) on local TV stations or cable TV. The tapes are also effective recruitment tools when used at shopping malls, craft and folk fairs, county and state fairs, etc.

Each tape is shipped with a list of suggested uses and instructions on approaching TV stations and cable companies for air time. The tapes are distributed at no charge. A \$5 donation to the Foundation to cover shipping and handling costs would be greatly appreciated.

Call or write the CALLERLAB Home Office to obtain a tape for use in your local area.

CALLERLAB  
829 - 3rd Avenue S.E. Suite 285  
Rochester Minnesota 55904-7313  
Phone: (507) 288-5121  
FAX: (507) 288-5827

\*\*\*\*\* END \*\*\*\*\*

We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



**FOR IMMEDIATE RELEASE**  
**August 1994**



**\*\*\*\*\* START \*\*\*\*\***

## **CALLERLAB CONVENTION**

CALLERLAB, The International Association of Square Dance Callers, held its 21st Annual Convention April 10 - 13 in Vancouver, BC, Canada. The first CALLERLAB Convention held outside the United States had as its theme "Reach Out and Teach Someone". Many of the educational interest sessions and special sessions focused on teaching square dancing.

In addition to members of CALLERLAB, representatives from the American Callers' Association, the United Square Dancers of America, the National Executive Committee, CONTRALAB, and ROUNDALAB were also in attendance. A joint meeting of representatives of CALLERLAB and the visiting organizations focused on issues of common concern and resulted in agreement to continue cooperative efforts for the promotion and well-being of square dancing.

Small World Awards were presented to CALLERLAB members who reside outside North America and Hawaii and attended their first CALLERLAB Convention. The honorees were Clyde Bell (Japan), Richard Grocott (New Zealand), Richard Bjork and Claes Hjelm (Sweden), Martin Kromer (Germany), and Jeanette Staeuble (Switzerland).

The Half Century Award, given to members who have completed 50 years of calling, was presented to Dean Edwards of Colorado Springs, CO. Twenty-four callers received the Quarter Century Award for 25 years of calling.

CALLERLAB'S highest honor, the Milestone Awards, were presented to Bob Ruff of California and Martin Mallard of Saskatchewan. The Milestone Award is presented for achievement in uncharted fields that withstands the test of time. The unselfish contribution to the square dance activity must be indicative of professionalism and leadership and have a broad influence over the activity. Bob was honored for his work in bringing square dancing to schools. Martin was recognized for his efforts in spreading square dancing throughout Canada.

CALLERLAB XXII will be April 10 - 12 in Pittsburgh, PA.

**\*\*\*\*\* END \*\*\*\*\***

**We thank you for the coverage you have given us in the past and for your continued support in the future.**

**THE CALLERLAB BOARD OF GOVERNORS**



# CALLERLAB SALES ITEMS\*

		Qty	Cost
CALLERLAB Permanent badges (with name engraved) . . .	7.00	_____	\$ _____
CALLERLAB Decals (see below for styles & sizes) . . . . .	.50	_____	\$ _____
CALLERLAB Logo Pins (Tie-tacs, Lapel Pins or Charms) .	5.00	_____	\$ _____
CALLERLAB Twenty-Five Year Pins . . . . .	4.00	_____	\$ _____
CALLERLAB Patches (3 1/2") iron on or sew on (NEW) . .	2.00	_____	\$ _____
CALLERLAB Badge Dangles (Logo) . . . . . (NEW) . . .	1.00	_____	\$ _____
Confirmation Agreement (20 2-part forms) . . . . .	4.00 <sup>1</sup>	_____	\$ _____
CALLERLAB Mini-Fix Screwdriver set . . . . .	1.50	_____	\$ _____
CALLERLAB Mini-Fix Tool Set . . . . .	2.50	_____	\$ _____
CALLERLAB Envelope Slitter . . . . .	1.00	_____	\$ _____
Dance Program Lists, Mainstream or Plus . . . . .	6.00/50 <sup>1</sup>	_____	\$ _____
Dance Programs Lists, Advanced, C-1 or C-2 . . . . .	6.00/50 <sup>1</sup>	_____	\$ _____
Mainstream Definitions . . . . .	2.00	_____	\$ _____
Plus Definitions . . . . .	2.00 <sup>1</sup>	_____	\$ _____
Advanced (A1 & A2) Definitions . . . . .	2.00	_____	\$ _____
C-1 or C-2 Definitions . . . . .	2.00	_____	\$ _____
Standard Mainstream Applications (Booklet) . . . . .	7.50	_____	\$ _____
Standard Plus Applications (Booklet) . . . . .	5.00	_____	\$ _____
Advanced Dancing Booklets (pack of 10) . . . . .	2.00 <sup>1</sup>	_____	\$ _____
Glossary . . . . .	.50	_____	\$ _____
Partner Handbook . . . . .	10.00	_____	\$ _____
Partner Handbook w/cookbook . . . . .	12.50	_____	\$ _____
Community Dance Program (Booklet) . . . . .	3.00	_____	\$ _____
Curriculum Guidelines For Caller Training w/Supplement .	45.00	_____	\$ _____
Supplement for above if you already own Guidelines . . .	25.00	_____	\$ _____
CALLERLAB Jackets			
Lined SM, MED, LG, XLG . . . . .	28.00	_____	\$ _____
XXLG . . . . .	29.25	_____	\$ _____
XXXLG . . . . .	31.25	_____	\$ _____
Unlined SM, MED, LG, XLG . . . . .	24.50	_____	\$ _____
XXLG . . . . .	25.75	_____	\$ _____
XXXLG . . . . .	27.75	_____	\$ _____
CALLERLAB Logo, ___ front or ___ back (please check one)		_____	No charge
CALLERLAB Logo, front <u>and</u> back . . . . .	2.00	_____	\$ _____
Add for embroidered name on either jacket . . . . .	5.00	_____	\$ _____
Belt Buckles- Steel Gray . . . . .	13.00 <sup>1</sup>	_____	\$ _____
Gold Finish . . . . .	17.00 <sup>1</sup>	_____	\$ _____

<sup>1</sup>Please note new prices, effective immediately.

\*Prices include postage. Overseas shipments will be by surface mail unless additional postage is paid.

Minnesota residents add 6 1/2% sales tax.

Tax (if applicable) \$ \_\_\_\_\_

Order Total \$ \_\_\_\_\_

NOTE: Decals are available for Members, Subscribers, Associates and Apprentices in the following sizes and styles:

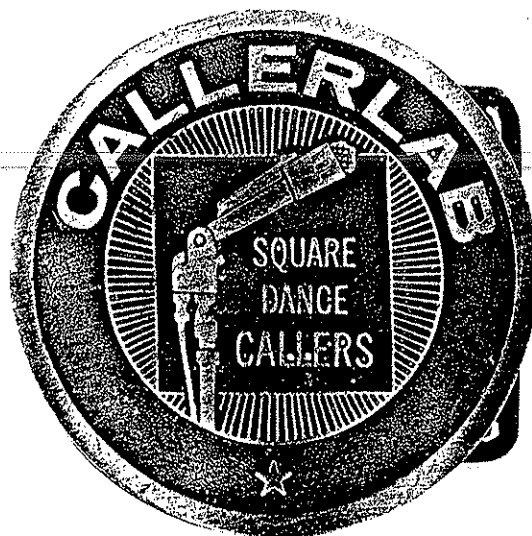
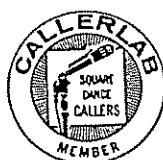
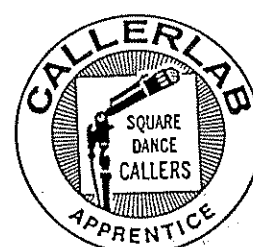
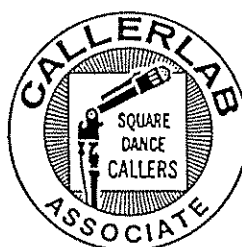
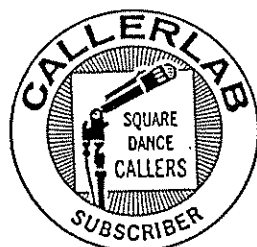
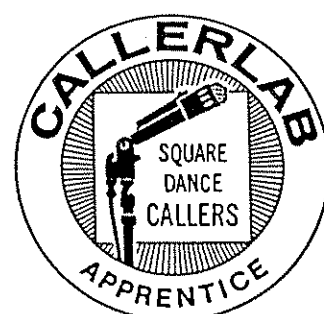
- 3 1/2" Diameter - white - outside use.
- 3" Diameter - clear - outside use.
- 3" Diameter - white - inside use.

Ship To: \_\_\_\_\_

\_\_\_\_\_

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Logos shown below may be reproduced on your stationery, flyers, etc. Please be sure to use the "Member", "Subscriber", "Associate", or "Apprentice" category as appropriate. (Important Note: The logo which appears on CALLERLAB envelopes, etc., showing a star at the bottom center, is reserved for corporate use ONLY and should not be reproduced in any form.)



BELT BUCKLES SHOWN ACTUAL SIZE