

NEWSLETTER
for Members of
CALLERLAB

Direction



The International Association
of Square Dance Callers

ROCHESTER, MINNESOTA

VOLUME XXIII NUMBER SIX - APRIL 1996

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FUTURE CONVENTIONS:

APR 1- 3, 1996 Westin Crown Center, Kansas City
MAR 24-26, 1997 Wyndham Hotel, Los Angeles Airport
SEP 21-23, 1997 Mini-Lab, Portland, Maine
APR 6- 8, 1998 Eastern 1/3rd of the U.S.

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CONVENTION FLASH

The 'FLASH' issue of *DIRECTION* is published as soon as possible after the annual convention in order to inform all CALLERLAB members of significant award presentations, proposals, and resolutions, if any, to be voted on by the membership. Committee reports presented at the convention will be included in the June issue of *DIRECTION*.

As a result of actions taken at the 1990 convention, all resolutions proposing changes to established CALLERLAB dance programs must be approved by the voting membership.

The Annual meeting was held on Wednesday, April 3, 1996, and there were no resolutions proposing changes to any of our dance programs.



TONY OXENDINE RETIRES!

Tony Oxendine, retiring Chairman of the Board presented the following speech at the Monday evening banquet of the 1996 CALLERLAB Convention.

Well...It's almost over for me. The last two years have been an amazing learning and growing experience. I've had to learn the old adage about "where the buck stops". Decision making has never been one of my strong suits. As a caller, it becomes much too easy to take the path of least resistance. But...as Chairman, that same path is usually full of resistance. My job has been to lead the Board of Governors and the Executive Committee in the direction that I feel is right. My job has been to lead with my heart as well as my head. Many times these two conflict with each other. When that happens, my job is to figure out which one to listen to. You see, any decision made by the BOG, the Executive Committee, or myself directly, affects YOU. When I accepted the responsibility of Chairman of the Board of this great organization, I had to accept those risks.

Most of my leadership came from my heart instead of

my head. Unlike many of my predecessors, I had no formal training in running any kind of business – so my head was basically useless. BUT...I truly love CALLERLAB and all that it stands for. So...while I made mistakes (and I made quite a few...exactly who is this Robert guy that made all these rules anyway), I always made my decisions based on what I thought was best for the organization.

My tenure on the BOG, the EC, and the chairmanship has caused me to do a lot of growing up as a caller and as a person. Unfortunately, hand in hand with growing up comes growing pains. Several current and past BOG members helped me to overcome these growing pains. To these guys I owe my deepest thanks. Names are really unimportant – they know who they are and that is all that matters.

To the BOG – thanks for your support and guidance. It has been an honor to serve with such dedicated people.

The EC – you know we're almost like a family. Between phone calls, EC meetings, conference calls, e-mail, faxes, and now AOL, I stay in better contact with you than my wife sometimes. You know maybe I should have gotten her a voice mail number. I'll especially miss the late night phone calls with Jerry Junck, my Vice Chairman.

The Home Office staff – if there is a better group of workers anywhere in the world, I'd like to know exactly where they are. They were always there whenever I had a question (many) or a favor to ask (way too many). THANKS!!!!!!

George White – my right hand man. This job would be impossible without him. I guess I'll miss our phone calls the most. George, you're CALLERLAB's most valuable asset, and the organization is a better one because of you.

CALLERLAB has become an integral part of my life and I don't think that my life will ever be the same because of it. Because of my involvement in CALLERLAB, I get kind of defensive when I hear people put it down. You can't mention CALLERLAB and not mention square dancing at the same time. When I hear people put CALLERLAB down, I figure

they're also putting square dancing down and THEM'S FIGHTIN' WORDS!!!!!! Too often, we are so quick to blame CALLERLAB for the decline of square dancing. Moving calls to other lists – dropping calls – adding calls – Quarterly Selections. You name it – I've heard it. But from my heart, NONE of these things mean anything!!!!!! It's time that we put the blame where it belongs. Now right about now you figure comes the part where he says it's our fault. Well you're wrong!!!!!! It's partly our fault. We, as callers, don't play by the rules. When you continue to break rules, eventually the game changes. So now we're not playing the same game that we were 20 or even 10 years ago. We need to accept the responsibility for that.

If you have Mainstream lessons and you teach Plus calls – YOU'RE WRONG. If you do Plus tips in the middle of a Mainstream dance – YOU'RE WRONG. If you teach some calls and don't teach others. YOU'RE WRONG. If you teach nothing but Plus or Advanced or Challenge and you don't do anything to put new Mainstream dancers on the floor. YOU'RE WRONG. If you expect to make Plus dancers out of raw beginners in 20 weeks. YOU'RE WRONG. If you promote Plus as an entry level – YOU'RE WRONG. You may be right for your area, but you're wrong for the activity as a whole. And last but certainly not least.... The only worldwide recognized square dance programs are the current CALLERLAB Programs. If you are using ANY other. YOU'RE WRONG.

In the last issue of direction, I issued a challenge to both CALLERLAB and ACA members. I issue it again. If you are a CALLERLAB member, refuse to call an ACA level dance. I've never been asked, but I would refuse if I were. To all ACA members, if you truly believe in your organization, refuse to call a Mainstream or a Plus dance. I find it really amazing that some of the leadership of the ACA are making their living calling CALLERLAB Programs. It's time that we start dancing with the one that brung you. It's one thing to give lip service. Do you have what it takes to stand up for what you say you believe in?

To the various representatives of the other national organizations. It's time for you to get involved as well.

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 Director.

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 based 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, 6.0 or 6.1 format. ASCII text files or MicroSoft Word for Windows files are also acceptable. 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.

Square dancing desperately needs your support. The activity has a foundation that is an IRS certified non-profit organization, devoted strictly to the promotion and preservation of the activity, that we all say we love. To my knowledge, CALLERLAB is the only national organization to support the Foundation financially. CALLERLAB members raised over \$100,000 dollars for the Foundation. Most of that has been used promoting square dancing, and we need your help. To the NEC and USA West - if you want callers to continue supporting your functions, it's time that we see square dancing in general, benefit from your events. You gotta put in, if you're gonna take out.

To ROUNDALAB, you are starting to experience the same problems that square dancing has had for several years. If there ain't no square dancers, eventually round dancing is going to suffer as well.

You see, our problems are your problems and we have to work together to keep square dancing alive. The Foundation can not do it alone. Ideas are great, but they don't buy stamps, or fax machines, or computers, or ads.

Is square dancing dying? I don't think so. I believe that we may have bottomed out and we're poised on another major upswing of attracting new people. While many clubs are folding, many others are trying new methods of recruitment. Some, believe it or not, are working. Ask Keith Rippetto about the success of the 10 + 10 program. You want some good news, I think that he can give you some. You want some more good news? On Thursday, production is to start on a video for a pilot show on square dancing on TNN. There is even a famous TV star who has agreed to be on it. This is big time stuff. THAT'S EXCITING!!!!

The bottom line is that all of these exciting things happen when people work together. CALLERLAB can't do it alone and I surely can't. But together.....not only can we make a difference, we can become the difference. Let's start right now by being the difference.

It has been an overwhelming honor to have served as chairman for the past two years. If I have ruffled some feathers, I guess that too, is part of my job. It's not often that a person can dream and actually have it happen. Thanks for allowing me to live my dream.

JERRY JUNCK NEW CHAIRMAN

Jerry Junck, Chairman Elect, presented the following speech at the Tuesday evening banquet of the 1996 CALLERLAB Convention.

Good evening, fellow callers, partners, ladies and gentlemen, members of the Board, and honored guests. The theme for this 1996 CALLERLAB convention has been "Improving Our Product."

There have been numerous sessions presented dealing with the various technical aspects of calling square dances. There have been sessions on voice, creative choreography, music, methods of choreographic control, teaching techniques, and on, and on, and on. All of these sessions deal with specific aspects of becoming a well-rounded caller and teacher. Note that I said, "and teacher."

Keeping all of that in mind, how do we really improve our product? Through **CHANGE**. It does absolutely no good for anyone to spend the time, money, and effort to attend either a caller's school or this convention, gather all this information, and then go home and not attempt to implement some of this material and techniques into your own calling. Not all of this information will work for you. Pick and choose the techniques that fit your personality and style. The important thing is to **TRY** to improve **YOUR** product. That can only be accomplished through change.

The following was taken from the December "Dancetime Notes For Callers" written by Brad Carter. "Change is a method of adjusting... it helps us educate ourselves to new and different, and hopefully, better ways of accomplishing things. It provides us with the means to be more productive in our work... It is something we are confronted with every day of our lives. ...We need to be able to make and accept changes. Try to be open-minded. Change is the only constant in our lives."

What kinds of changes do we need to make? Do we need to change or consolidate our program lists? Will this solve our problems? Definitely not. Look at the areas that have tried to combine the Mainstream and Plus lists as an entry level program. It has been a disaster. Although the misuse or, the unwillingness to use the existing lists has contributed to the current decline in our square dance population, I do not feel that it is the major problem. The lists and CALLERLAB are simply two visible entities that people can blame.

Well then, if the lists are not the problem, what is? I honestly believe it is **ATTITUDE**. Both dancers and callers alike. However, remember that dancers only mirror the attitude of their caller. Therefore, it is up to us as callers and **LEADERS** to set an example and **CHANGE OUR ATTITUDE**. Now you are going to ask, "Our attitude toward what?" I think our attitude toward square dancing in general and, most importantly, toward new dancers in particular. This change in attitude will require all of us, callers and dancers alike, to work on two things, understanding and tolerance. Understanding that it is not easy for beginners to learn square dancing and, tolerance toward the new dancer after graduation.

Now, before everyone gets excited and begins denial, let me present some examples of the **ATTITUDES** we need to change. We have all heard these statements. I spent all last year collecting them. The following are just a few examples that represent our attitudes pertaining to either teaching, to new dancers, or to the Mainstream Program.

First. This from a full-time festival caller. "I think the Mainstream Program is a terrible program to call." How many callers do you know who have said Mainstream is uninteresting and doesn't work? If dancers hear that often enough, they'll begin to believe it.

Second. The following from a number of callers last summer, when I asked them how their lessons had been doing. "I've called a lot of years and paid my dues. Let someone else teach them." Do you think this type of attitude will eventually show up in dancer attitudes? How many lesson people will be brought to callers expressing those feelings? Do you think callers with this type of attitude can motivate dancers to promote lessons? Can callers with this attitude be expected to do an effective job of teaching?

Third, and finally, this excerpt from a letter I received last June. It's from a dancer from the midwest. It reads. "Dear Jerry, ...I feel I am being a spokesman for a lot of square dancers and I have chosen you upon whom to unload. In this area, there are a lot of students, recent graduates, and not-so-often dancers. So, we are a little slow and need all the practice we can get."

"Recently, it has become a practice for the caller to give the Plus group a part of our (Mainstream) dance evening. This is while the rest of us sit and watch them make mistakes. Last evening the Plus group got the fourth tip of the evening. It took thirty-five minutes while their mistakes were practiced over and over, and on and on. While this was going on, the rest of us non-Plussers sat and waited."

"When the PLUS club dances, we are not permitted to join, since they look down on us... So pass the word around to the callers. Have mercy on us coming-uppers and give us a full evening of practicing what we tried so hard to learn. We didn't come to sit and watch. We pay too." I'm sure there are many more dancers who feel this way. At least this man took the time and made the effort to express his feelings. I'm afraid many more

simply quit dancing and never come back.

Do any of these examples sound familiar to you? Do any of these examples express your opinions? How do you think the dancers perceive these attitudes? Do these negative attitudes affect recruiting and retention? Definitely! Can we change our attitude? I think we had better.

How do we do this? First, we simply **MUST** realize that the Mainstream Program is the most important program in square dancing. All we need do is look back at our history. When square dancing was at it's peak, 70% of the clubs danced Mainstream! That should speak volumes to us. Does everyone want to dance Mainstream? Certainly not. That's the purpose of the variety of programs square dancing offers. We have something for everyone. However, everyone dancing in all these programs must be made aware of the importance of a strong Mainstream Program to their own favorite program. Without Mainstream, these other programs cannot continue to exist. Maybe we have finally reached a point where that has become evident. I certainly hope so.

Square dancing consists of two types of dancers, recreational dancers and hobby dancers. Most recreational dancers dance the Mainstream Program and maybe a few Plus calls. They only dance once or twice a month. The hobby dancers, on the other hand, dance Plus, Advance, Challenge, and Rounds. Hobby dancers tend to

love their program to the exclusion of all other programs. This includes the exclusion of helping with, and, recruiting for, beginner lessons. Isn't it a shame our most enthusiastic dancers, basically, do not help recruit for the activity they so enjoy? Are these dancers reflecting our attitudes?

Obviously, we are not replenishing our recreational dancers. Furthermore, we cannot expect to, when only 1/5th of the square dance population is doing the recruiting. The Mainstream dancers cannot, and should not, have to do all the work. Everyone, (Mainstream, Plus, Advanced, Challenge, and Round dancers), are all going to have to contribute new dancers in order to perpetuate our beloved activity. This will take a big change in attitude.

Will dancers dance Mainstream? Yes. Just attend the after-parties at the National Convention and observe the crowds enjoying Mainstream singing calls. Do dancers want to dance Mainstream? Absolutely! When

CURRENT QUARTERLY SELECTIONS:

- MAINSTREAM:** Hinge Over (9/95)
- PLUS:** Cross Over Circulate (11/95)
Six-Two Acey Deucey (3/96)
- ADVANCED:** Scatter Scoot (5/94)
Cross the K (9/95)
Pass & Roll Chain Thru (4/96)
- TRADITIONAL:** Cheat and Swing
- CONTRA:** The Caller's Wife

EMPHASIS CALLS:

- MAINSTREAM:** Scoot Back
- PLUS:** Load The Boat

I first began calling in the resort parks in Arizona, I did not have a Mainstream dance. Like everyone who is lucky enough to have the opportunity to call a winter program, I was thrilled to be there and couldn't wait for my Dad and Mom to visit us and see what it was all about. They took square dance lessons with me in 1965. They came to visit in 1992 and I was embarrassed that they drove 1500 miles and could only WATCH me call. I asked my Dad why, after twenty-six years of dancing, he didn't take Plus lessons. He gave me the best answer I have ever heard. He said, "Because I don't want too." What a perfect answer.

My Dad is a recreational dancer. He dances a couple of times a month. He doesn't enjoy weekends or festivals because it's too much dancing. We have thousands of these kinds of dancers. If we don't provide them with a place to dance, we exclude them from enjoying our activity. Many just quit dancing when PUSHED upward. Most aren't like my Dad who will simply say "I don't want to."

I was told that Mainstream wouldn't work in Arizona. I'm very pleased to say that it does. It is also working for Jerry Haag and Jerry Story in Texas, and Jerry Jestin in Yuma. We have to have a place for new dancers to dance. A place for them to stop, at least for a little while, and enjoy what they have learned. The mid-west and northwest also prove that Mainstream can work. Let's re-think our attitude.

Secondly, the attitude that, "I've paid my dues. Let someone else teach them"..... simply has to change. The single most important thing we do as callers is to teach new dancers and new callers. How many of you taught a class this past season? There are 300 callers in this room. If each of us had a class of only 2 squares, that would be 600 squares or 4800 new dancers in one season! That's with only 2 squares each! But, everyone has to contribute. We cannot survive with only a few doing the teaching. Everyone has to put out some effort.

Enough of the negative attitudes. Are there callers and dancers who are showing a positive attitude and working to improve our dance population? Absolutely! Believe it or not, there are callers and dancers putting out that effort. One example is Toots Richardson, a caller from Clinton, Oklahoma. She has been calling since 1958. Last winter she taught for two clubs. One, in Hydro, the other in Clinton, Oklahoma. She has taught for both clubs for years. Both clubs had the largest classes she has ever taught! One had 24 people, 3 squares, the other had 41 people, 5 squares. Do you think eight squares of new dancers would help the attendance and enthusiasm of your club? The classes were basically the result of the efforts of only two couples. They resolved to put their clubs back on their

feet. Now, the other club members are excited. They have energy. What a change in attitude!

There are others who are trying to make a difference in our activity. Doug Waldren from the Detroit, Michigan area, found a way to get an hour square dance program on WJR Radio in Detroit. This program was aired last season on Sunday morning. The program was narrated by professional announcers at the station and was a quality program about square dancing as it is today. WJR is a 50,000 watt station. Congratulations to Doug and all the dancers responsible for making this program possible.

One more example of callers trying to make a difference is Chuck Veldhuizen of Sioux City, Iowa. He has put together a plan to make a pilot television show for TNN. The program will be hosted by Rebecca Holden of the TV series "Knight Rider". We finally have a high profile personality willing to endorse square dancing on national TV. The taping of the show will be done this Thursday in Nashville. What an exciting time for square dancing! What an opportunity! What a change in attitude from those who keep saying it can't be done.

If square dancing can get this type of exposure, we are going to see many more people wanting to try this activity. With that in mind, we are going to have to be better prepared to teach than we have been. We don't want to lose this opportunity. Teaching square dancing is like teaching the ABC's. You cannot read a book until you can read a paragraph. You cannot read a paragraph until you can read a sentence. You cannot read a sentence until you can read a word. And, you cannot read a word until you know your ABC's. Square dancing is the same. You cannot expect people to Coordinate when they haven't learned to Circulate. I know of callers who are trying this.

Another analogy is that the square dance activity is a little like farming. You cannot reap a harvest, if you don't take the time to plant a crop. We cannot have dancers for our conventions, festivals, and weekends, if we don't take the time and make the effort to teach classes and create new dancers. However, there is more to it than making a token effort at teaching a class. In farming, after the crop is planted, you have to nurture the crop. You have to add fertilizer and water to make it grow. You have to cultivate it so weeds don't take over.

Square dancing is very much the same. Why don't we retain dancers? Because after we get them started, we don't nurture and cultivate them. We used to be very careful with our new graduates. Not anymore. How many of you have heard club officers say that their class is at the dance for the first time, but would like you to call some Plus during the evening? He will

usually follow by saying that, "although the new dancers don't know the calls, the club will split them up and **PULL** them through. They are going to have to learn it anyway".

How different from the story Jon Jones related to me about a festival he did years ago in California. He said that the main hall was full. However, the next hall over had 200 squares of new dancers. Jon asked to call to them. The reply was, "no way." They did not want an unfamiliar caller to destroy their confidence. They did not want to lose them. My, how our attitude has changed from then.

Finally, how do we retain our new dancers? It is our responsibility, as callers, to provide an enjoyable dance experience. We have to be more tolerant and understand that we must **SELL** our activity to these new dancers first. Too much complexity in lessons and dance programs **DRIVES** dancers from our activity. Let's hook them on fun and friendship first.

A couple of thoughts about recruiting and retention. Dancers have to recruit for us. We have to make them aware of that fact. That is one of our jobs as a leader. By recruiting, I mean dancers have to **BRING**, not send, people to class. Unless brought, most people won't come to class. We are all afraid of the unknown, of being embarrassed. Make these new people feel welcome. Stay and dance with them for a few weeks at least.

We always hear tales of losing many new dancers right after graduation. I think there are some reasons for this. We need to remember that new dancers have become comfortable with their lesson setting. Now, they are graduated and that comfort zone is gone. Up jumps that fear factor again. Lessons are finished for them and joining the club is like starting over again. We need to be aware of this fact. How many more dancers would we save, if we again **BROUGHT** them to their first two or three club dances. Would they feel more welcome, more at ease?

Here again, I'm seeing callers beginning to change their attitude. Last month Chuck Bermele called me to ask if I felt his new Mainstream graduates would be able to dance with my group in Mesa. I assured him that I felt they would do fine. But Chuck didn't send them. He and his wife, Sherry, brought sixteen couples to the dance. These dancers were delighted to be dancing with their teacher. In addition, having Chuck and Sherry there, greatly alleviated their anxiety at dancing to their first unfamiliar caller. It was a big success for them and I commend Chuck and Sherry for their concern and effort. Do you see a change in attitude?

Furthermore, we need to remember that square dancing is not a big part of these new dancer's lives, as

yet. Here they have been going to lessons on Tuesday night. Lessons are over, but the club dances on Saturday. They can't go on Saturday. That's the night they play cards or go bowling with their other friends. How many dancers do we lose this way? We seldom seem to even consider it.

Here might be a perfect opportunity for those of you without a Mainstream club in the area to extend the class to a Mainstream workshop. Note, I did not say, Plus workshop. What an opportunity to keep them dancing on their night, and let them dance the calls they know. It could be a great chance for them to develop their skills and confidence. Perhaps they could dance awhile and have fun.

One last thought regarding retention of new dancers. Remember the letter I read about the Plus tips in the middle of the dance? I would like to see Mainstream clubs do away with the "Star Tip," especially in the middle of the dance. I am very much opposed to the 3rd and 6th tip Plus. I would like to see **CALLERLAB** take a stand on this issue and make that recommendation to square dance clubs everywhere. By dancing two tips of Plus at a Mainstream dance, 1/4th of that dance is **EXCLUDED** from the new dancer. If it is a Mainstream dance, then let's dance Mainstream and **INCLUDE** everyone for the evening. I remember many years ago, sitting where you are now and hearing Jack Lasry say, "I'm not worried about the people who leave square dancing. I'm worried about the people we **DRIVE** out." That statement is as appropriate now as it was then. Would a change in our attitude make a difference? I think so.

Each of us would like to see the square dance activity of the future as a vibrant, healthy, and exciting recreation. I firmly believe that it can. However, it will take effort, understanding and tolerance on the part of everyone. It will take leadership, not only from **CALLERLAB**, but from all the organizations associated with square dancing.

In reality, it will only take a small change in **ATTITUDE** in those of us who enjoy this activity so much. We must be more tolerant and understanding of the new dancer. We must show as much enthusiasm for square dancing as a whole, as we show for our favorite program within the activity. We need to extend some love and affection for our wonderful recreation of square dancing. We need to teach new dancers that there is more to square dancing than doing geometric figures to music.

How many people do you know in this room? Square dancing did that for you. Everyone please stand and join hands around your table. Now, look around the room. Look at your circle of friends. That's what square dancing is all about. It's the people.

Let's see if we can change our attitude toward square dancing. Let's be positive, especially in our writing and our conversation. Let's be positive with the dancers. CALLERLAB hasn't caused our problems. The lists haven't caused our problems. We have. Let's see if we can't change our attitude and be positive and excited about our recreation.

You will notice that I have not spent time talking about CALLERLAB. My attention has been focused on square dancing, the importance of teaching, and our attitudes. I leave you with this thought. I don't think we need to be as concerned with CALLERLAB as we are with square dancing. However, if we, as callers and members of CALLERLAB, take care of square dancing, then, square dancing will take care of us. Thank you.



AWARD PRESENTATIONS

MILESTONE AWARD

Presented by Bob Osgood

This is the Milestone... CALLERLAB's highest award--presented to individuals who have met the five-point criteria in the field of square dancing and been selected by representatives of the membership to be honored in this way.

These five points are:

- (1) The recipient must have worked in **UNCHARTERED FIELDS**.
- (2) The individual's contributions to the activity must have **STOOD THE TEST OF TIME**.
- (3) These contributions must have been **UNSELFISH**.
- (4) In the course of making these contributions, the recipient must have displayed true **LEADERSHIP** and **PROFESSIONALISM**.
- (5) Finally, the recipient's work must have had a **BROAD INFLUENCE** on the activity.

To this date some 40 leaders in the square dance activity have received the MILESTONE. These past recipients include such leaders as Lloyd Shaw, Ed Gilmore, Ralph Page, Joe Lewis, Herb Greggerson, and Benjamin Lovett. You may see the portraits and biographies of all of them in CALLERLAB's new HONORS BOOK on display here for the first time at this Convention.

Tonight it is my honor to present the MILESTONE to

another leader in our activity.

This individual who started a very successful calling career 46 years ago has had to more than prove herself, for, in her own words, "Every lady caller must realize that she is entering a man's field and be willing to work that much harder to become a good caller." Tonight's recipient has taken this as her challenge.

She was the first lady to be invited to join CALLERLAB; the first to call on a "Square Dance Documentary-in-Sound" and the first lady to call at the Penticton Peach Festival in Canada. As a matter of fact, so impressed was the local Canadian press that they ran a major story in the newspaper that carried the headline: "California Call-girl to Appear on Festival."

This caller entered the activity in 1949 and started calling that same year.

She taught two classes each year until her retirement in 1994. She called on the nationally televised Art Linkletter Show and on the Pat Boone Program. For many years she made an annual calling trip of the Western United States and on several occasions called for and led groups of dancers to Europe, the South Pacific, the Orient, the Caribbean, Canada, Hawaii, and Alaska, fostering square dancing goodwill throughout the world.

She helped to organize and called on the program for the first National Square Dance Convention in 1952. She has hosted a very successful three-day square dance festival the first weekend in March for the past 20 years and coordinates and produces the Annual Arthritis Hoedown in her city.

She served on the Board of the Southern California Callers Assn., held the position of President of the Orange County Callers Assn., and President of the Cow Counties Callers Assn. three times. She has served as moderator at a number of state and National Conventions and the subject, "Styling and Comfortable Dancing" is one that is very important to her. Over the years she has served on the staff of a number of area callers schools. Together with her husband and enthusiastic supporter, our recipient was chosen as "Patron" of the Penticton, British Columbia Square Dance Festival. In recognition of her many contributions of Community Service through square dancing, she has been twice honored (in 1981 and again in 1990) by her home town of Palm Springs, California, with an official day named after her.

Because she lives and called in a world renowned vacation spot, she and her husband, Clif, have, over the years, had the opportunity to introduce square dancing to many men and women from all parts of North America as well as from around the world.

And so, on behalf of the members of CALLERLAB, it gives me great pleasure to award this MILESTONE to that "call girl" from Palm Springs, California - OSA MATHEWS!

GOLD CARD AWARD

Presented by Kip Garvey

The Gold Card is a special honor bestowed upon members who have served CALLERLAB in an outstanding and meritorious fashion. Members so honored by the Board of Governors are entitled to privileges and benefits of active membership. To date there have been only six Gold Cards issued. These were issued to Arnie Kronenberger, Bob Osgood, Lee Helsel, Bob Van Antwerp, Cal Golden, and Herb Egender.

Mr Chairman, esteemed members of the Executive Committee and Board of Governors, honored guests, fellow colleagues and associates.

It is with great and mixed emotions that I stand before you tonight to make this presentation. When a time comes for any of our illustrious, long time callers who have given so much of their time and effort unselfishly, with no hidden agendas, toward the betterment of this organization and square dancing, CALLERLAB expresses its heartfelt thanks with permanent membership and member benefits afforded by CALLERLAB. As is often the case, recipients of this award are no longer actively calling square dances, and not by their own choice. And this in itself is the reason for my deep feelings of regret at this moment.

For the man who freely contributed so much of his advice, experience, knowledge, and depth of understanding for the benefit of dancers and callers alike over the last 46 years, is unable to communicate his ideas to us any more, and most likely won't for a long while to come.

Calling since 1955, this caller has attended 22 CALLERLAB conventions. He received his Quarter Century Award in 1980. For 12 of his 22 years he effectively served on the Board of Governors, chairing several committees, and was instrumental in developing a great deal of our existing resource material.

In 1989 CALLERLAB bestowed their highest award, the Milestone Award to him, in recognition of his unselfish contributions to the growth and development of our calling profession.

A renowned and prolific author, as early as 1966 he wrote the first relevant white paper on sight calling technique. In 1972 he wrote a paper introducing symmetric square dance states. He authored the Sight Caller's Textbook, the Extemporaneous Caller, the Big 5, the Top 10, and for the past 11 years published a syndicated article entitled "Circle Right" published in

many square dance publications.

He served on the Mainstream Quarterly Selections Committee, the Plus Quarterly Selections Committee, the Advanced Quarterly Selections Committee, the Challenge Committee, the Research and Development Committee, the Caller Training Committee, the Caller Coach Committee, is a liaison representative for the Caller Association Liaison Committee, and is currently chairman of the Program Policy Committee.

Last May he suffered a sudden and totally unexpected, debilitating stroke that left him unable to speak or otherwise communicate his thoughts and ideas with us. This a great loss to us and to our square dancing community.

It is a distinct honor and pleasure at this time to present this Gold Card award and membership to my dear friend, to our dear friend, Dr. William "Bill" Davis. Accepting this award for Bill, in absentia, is John Sybalsky.

CHAIRMAN'S AWARD

Presented by Tony Oxendine.

Recipients of the Chairman's Award are chosen by the Chairman of the Board to recognize individuals for outstanding contributions to CALLERLAB. The position of Chairman of the Board of Governors is not an easy one. Many difficult and sometimes controversial decisions have to be made that affect the entire membership. For novices like me, it can really be rough. Sometimes you just gotta have help!!! Many people have helped me along the way. However, there are some that really stand out.

The Chairman's Award is a way to publicly thank certain people that have been influential in either his life or his chairmanship. Normally only one Chairman's Award is presented at the convention. However, I am going to present two. My job would have been impossible without two men's guidance, help, and support. So, I would like to publicly thank these two men without whom I could never have become Chairman of this great organization.

The first person is a man that I would have to say is MR. CALLERLAB. He stands for every good thing that CALLERLAB represents and I can think of no better ambassador for our organization. While at the beginning, our relationship started off rocky (the first time we met - I was at the wrong end of the table of an ethics committee discussion), over the years our friendship has blossomed. He has been one of my mentors during my tenure on the BOG and the EC. If I had a tough decision to make - he has always been as close as the phone. He is one of the most respected men in CALLERLAB and I can think of no better person to receive my Chairman's Award than Mr. JIM MAYO.

The second person is a gentleman with whom I have had MANY late night conversations. The subjects of these talks have ranged from CALLERLAB business to just plain calling business to (heaven forbid) TOOTHACHES. Although he has a thriving, busy dental practice, he has never been too busy to help me in any way. When I was elected Chairman, I still had one year of being his Vice Chairman. Much of what I have learned about being Chairman, I learned from this man. CALLERLAB is very fortunate to have him as a member. It is both my pleasure and my honor to present this Chairman's award to my very close friend Dr. MIKE SEASTROM.

SMALL WORLD AWARDS

Presented by Al Stevens.

This award is presented to members residing outside continental North America and Hawaii, who are attending a CALLERLAB convention for the first time. This year's recipients were: Louise Andersson, Sweden and Hans-Gerd Gasser, Germany.

Previous Small World Award recipients attending this year were: Geoff Hinton, New Zealand, Martin Kromer, Germany, and Yona Chock, now living in Hawaii.

HALF CENTURY AWARDS

This award is presented to callers who have been calling for fifty years. Eleven CALLERLAB members earn their certificate this year. Since they could not attend the convention, the Home Office will mail them their certificates. They are; Elmer Elias, Harlingen, Texas; Les Houser, Dodge City, Kansas; Jim Maston, Tucson, Arizona; Johnny May, Chicago, Illinois; Mac McDevitt, Alameda, California; Jim Munyon, Sequim, Washington; Roscoe Roeder, Lincoln, Nebraska; Neal Slack, Millville, New Jersey; Dan Tolson, Fairfax, Virginia; J.D. "Red" Warrick, Kilgore, Texas; Vernon Wersler, Pipersville, Pennsylvania.

Previous recipients of this award are: David Mac Leod, Al Brundage, Clyde Charters, Elsie Jaffe, Bob Osgood, Carl Geels, John Veneski, Herb Egender, Max Forsyth, Ernie Gross, Dean Edwards, Jerry Helt, Glenn Mayes, and Bill Morrell.

QUARTER CENTURY AWARDS

Presented by Martin Mallard.

This award is presented to members who have been calling for twenty five years. Recipients must attend a convention to receive their certificates. Certificates were presented as follows:

Calling 43 years - Willard Palmer
Calling 37 years - Bill Roles
Calling 32 years - Irene Smith
Calling 28 years - John Holman, Jim Jeffries, Tim Scholl, John Vlcek.

Calling 27 years - Terry Harrison, Ken McDaniel, Len Siegmann, Jim Stanbro.

Calling 26 years - Edward Claflin, Clyde Cullings, Eddie Fulps, Geoff Hinton, Mike Kelly, Jim Morris, Don Rouze, Alan Schultz, Don Smith.

Calling 25 years - John Paul Bresnan, Jr, Mike Huddleson, Mike Jacobs, Bobby Lepard, Jim Noonan, Andy Pennock, Jerry Story, Larry Weekley, Rusty Wright.

Additionally, 50 members will celebrate their 25th year of calling in 1996 but were unable to attend the convention. They will receive their certificate when they attend their next convention.

654 CALLERLAB members have already received this award and an additional 495 have qualified for the award but have not attended a convention in order to receive it.

AWARDS OF EXCELLENCE

Presented by Tony Oxendine.

Awards of Excellence are presented to members of the Board of Governors who are retiring from the Board. Retiring immediately following the convention are:

BILL HEYMAN, after serving 3 years; GRACE WHEATLEY, after serving 3 years; STAN BURDICK, after his present term of 3 years; GREGG ANDERSON, after serving 6 years on the BOG and 3 years on the Executive Committee; KEITH RIPPEO, after serving 9 years on the Board and 2 years on the Executive Committee; RED BATES is retiring after serving 10 years.

APPRECIATION AWARDS

Presented by Tony Oxendine.

The Appreciation Award is given by the Executive Committee to recognize CALLERLAB members that have given unselfishly of their time, energy and knowledge in support of CALLERLAB committee work, convention assistance or significant CALLERLAB programs.

Recipients of the 1996 Appreciation Awards were:

KEITH RIPPEO, Chairman of the RPM Committee and NASSER SHUKAYR, Vice Chairman of the RPM Committee, having worked many hours in making the RPM Committee one of the most active and aggressive committees in CALLERLAB for the last two years.

ELMER CLAYCOMB, JOHN KALTENTHALER, JIM MAYO, and JERRY REED for their diligence in completing the Plus Standard Applications booklet for the Choreographic Applications Committee, and more recently the Choreographic Guidelines book.

BILL HEYMAN and JIM MAYO for their efforts on the Assistant Executive Director Selection Committee.

DAVE CLAY, KENNY FARRIS, JAY KLASSEN, and BILL PETERS also deserve recognition for their efforts on the Choreographic Applications Committee and their certificates will be mailed, following the convention.

SPECIAL THANKS--

We wish to extend our sincere thanks to those attending our 23rd annual convention to represent other national and international organizations.

DOREEN & DOYNE SILLERY, representing the Canadian Square and Round Dance Society.

GLEN & LOIS BALDWIN and CARL & JEAN McCARVER, representing the National Executive Committee.

BERNIE & CAROLYN COULTHURST, representing LEGACY.

IRV & BETTY EASTERDAY, representing ROUNDALAB.

JIM & JODY TEMPLE, representing the United Square Dancers of America.

RUSTY WRIGHT, representing the Lloyd Shaw Foundation.

DORIS HOWATT, representing CONTRALAB.

PRES & KAY MINNICK and SAM & LINDA MARGHEIM, representing ^{USA}WEST.

JOHN SAUNDERS, representing the ACA.

We are pleased that each of these organizations were represented and wish to thank them individually for sharing their knowledge and experience with us and working towards finding solutions for our mutual concerns.

Dick Henschel and Bert Swerer, Hilton Audio Products, generously provided us with PA sets and special audio requests for which we are most grateful. Thanks, also, to John Sybalsky, our convention parliamentarian.

We have been fortunate, for many years, to have volunteers to help with the registration at the conventions - thank you, Lee Lovelace and Pat White for your able assistance this year. Our sincere thanks to these dedicated hard working people who made life so much easier for all of US.

Thanks also to those who exhibited their products and services at this year's convention. They were:

Hilton Audio Products

Holly Hills

Palomino Records, Inc

R & R Video International

Rockin M/Stampede Records

Daystar Productions

Choreo Business Software/Eagle Enterprises

Laces & Ruffles

Supreme Audio/Hanhurst's Tape Service

Yak Stack

Zeller Enterprises

And finally, we take this opportunity to thank each of those who assisted in whatever capacity at this year's convention! This includes all of those who served as moderators or panelists, our registration staff, those that served as MC's, committee chairmen and vice chairmen, our exhibitors, the members of the Executive Committee and the Board of Governors and especially, the attendees.

WE THANK YOU, ONE AND ALL!

ASSISTANT EXECUTIVE DIRECTOR NAMED

The Executive Committee is pleased to announce the appointment of Jerry Reed, Rockledge, Florida, to the position of Assistant Executive Director of CALLERLAB.

Jerry was the Chairman of the Choreographic Applications Committee and was recently elected to serve on the Board of Governors. In order to accept the Assistant position, he has resigned his seat on the Board.

He will report directly to the Executive Director but continue to reside in Florida. His immediate responsibility will be to assist the Home Office in any way he can until definite responsibilities can be assigned.

Welcome aboard, Jerry!

CONVENTION CRITIQUE SHEETS

Just a reminder--if you attended the Kansas City convention and have not yet turned in your convention critique sheets, please send them to the Home Office immediately. Your comments and suggestions will be very helpful to the Executive Committee when they plan the 1996 convention.

BOARD OF GOVERNORS ELECTION

If you would like to be a candidate for the Board of Governors, petitions can be obtained from the Home Office. Your valid petition, a brief biographic sketch and a current photo (suitable for use in the August issue of *DIRECTION*) must be in the Home Office no later than **JULY 15, 1996!**

Candidates must have been a full Member for no less than 3 years and currently calling at least once each week.

Ten members will be elected to three-year terms on the Board, beginning with the Board of Governors meeting immediately following the 1997 Los Angeles Convention.

Eighteen valid petitions have been submitted to date. The following individuals have indicated their desire to serve on the Board: Bill Addison, Cal Campbell, Yona Chock, Jim Cholmondeley, Damon Coe, Larry Cole, Dave Craw, Bob Huff, Chuck Jaworski, John Kältenthaler, Dee Dee Dougherty-Lottie, John Marshall, Jim Mayo, Doren McBroom, Mike Seastrom, Al Stevens, Jim Wass, Terry Wheeler. Their biographies will appear in the August issue of *DIRECTION*. Members eligible to vote will also receive a ballot at that time.

IN MEMORIAM

Ron Everhart, Lakeside, MT 9/23/95
 Bob Holup, Wausau, WI 11/17/95
 Howard Clemens, West Fargo, ND 12/26/95
 John Lenart, Ingersoll, ON 1/20/96
 Tom Daley, Swansea, MA, 1/28/96
 Bud Linkes, Tucson, AZ 3/3/96
 Ray Smith, Pharr, TX 3/8/96
 Walt Cole, Ogden, UT 4/10/96

1995 FINANCE REPORT

The Finance Committee has reviewed the finance report of our fiscal year ending November 30, 1995, prepared by our accountants Schumann, Granahan, Hesse & Wilson, Ltd. A summary of the report is included with this issue of *DIRECTION*. If you would like a copy of the complete report, please contact the Home Office.

MEMBERSHIP REPORT

Following is a membership report for the year ending March 31, 1996.

Category	US	O/S	Canada
Members	908	202	78
Gold Card Holders	6	0	0
Subscribers	844	37	30
Associates	9	0	1
Associate Licensees	412	4	5
Apprentices	251	9	11
Totals	2,430	252	125

A total of 2,581 BMI/ASCAP licenses were issued; 758 for less than 50 dances a year and 1,748 for over 50 dances per year. We had a total of 75 callers and partners licensed to teach Country Western dances outside the square dance activity.

406 callers had not renewed their membership for 1995. If you have not yet received a dark blue membership card from the Home Office, your membership has expired. Please contact the Home Office if you believe you paid your dues but have not yet received a membership card.

1996 CONVENTION TAPES

Convention Tapes International audio taped 36 interest sessions and, as usual, the tapes are excellent. If you missed a session or two, or were unable to attend this year's convention, you may order the tapes directly from Convention Tapes International, using the order form included with this issue of *DIRECTION*. All tapes are of excellent quality and have much to offer. Please note that the price for the tapes includes postage.

1997 CONVENTION THEME

If you have an idea for a theme for the 1997 convention, please write it up and mail it to the Home Office no later than May 12th. The write-up should include a brief explanation as to the general nature of the theme and how interest session topics could be related to it.

A theme will be selected by the Executive Committee at their Spring meeting. The author of the selected theme will receive free dues for one year. Insurance and BMI/ASCAP license fees are not included.

COUNTRY WESTERN DANCE LICENSE

The Home Office has received several phone calls from CW and line dance teachers that were told by callers that they could purchase a BMI/ASCAP license through CALLERLAB. Please be advised that CALLERLAB only provides BMI/ASCAP licenses for square dance callers. Our bylaws specify that you must be a square dance caller in order to be a member of CALLERLAB. We cannot accept CW and line dance teachers as members unless they are also square dance callers. Our agreement with BMI and ASCAP states that we can only supply music licenses for our members.

CW and line dance teachers may purchase BMI/ASCAP licenses through the NTA (National Teacher's Association) by contacting Carol Fritchie, 1637 Peltier Lake Drive, Centerville, MN 55038. Phone (612) 429-4785.

LIABILITY INSURANCE UPDATE

The 1996/97 Group Liability and Accidental Medical insurance has again been placed with A.H. Wohlers Company of Park Ridge, Illinois. Callers residing in the U.S. are insured for general liability, bodily injury, and property damage claims in the amount of \$2,000,000 per occurrence.

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility, may obtain the necessary certificates directly

from the insurance company by calling the A.H. Wohlers Company at 1-800-503-9227. Identify yourself as a member of CALLERLAB and they will issue the certificate after verifying your membership. Certificates are mailed no later than the next business day.

Member's partners are also eligible for this coverage by paying the \$15 premium. Contact the Home Office for details.

This insurance coverage is also available to CALLERLAB Affiliated Organizations and their non-CALLERLAB members. Contact the Home Office for details.

COMMITTEE REPORTS

All committee reports presented at the Kansas City Convention will be included in the June issue of *DIRECTION*.

MEMBERSHIP & LICENSE CARDS

If you do not receive your membership and/or license cards within two weeks (three weeks for overseas members) of paying your dues and required fees, please contact the Home Office. Member cards and licenses are usually mailed within two business days.

COMMITTEE MEMBERSHIP

Many CALLERLAB committees need your help! Here's your chance to get involved with the internal workings of CALLERLAB... Use your knowledge and expertise to help a committee make the right decision. Make your opinions count by taking an active part in committee actions. The following standing committees solicit your participation:

- Accreditation
- Advanced QS*
- Advanced*
- Basic/Mainstream*
- Caller Association Liaison
- Caller Training*
- Callers Partners
- Career Callers*
- Challenge*
- Choreographic Applications (CAC)
- Community Dance Program (CDP)
- Contra & Traditional Dance
- Education
- Foundation Development
- Mainstream QS*
- Overseas Advisory*
- Plus QS*
- Plus*
- Public Relations

Recruit, Promote, Maintain (RPM)
Research & Development
Women In Calling

* Committee membership has a minimum qualification. Please call the Home Office for more information.

Please note that you must be a full Member of CALLERLAB to serve on committees.

**IT'S NOT TOO LATE!
GET INVOLVED.
THE SQUARE DANCE ACTIVITY
NEEDS YOUR KNOWLEDGE AND
EXPERTISE...**

NEW STYLING HANDBOOK AVAILABLE

The Home Office is pleased to announce that a Styling Handbook for the Basic/Mainstream and Plus Programs, is now available. This book was created at the request of a number of our members. The manual may be ordered from the Home Office at a cost of \$1.50 each, postage included.

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.

BLAME IT ON VIET NAM!

For nearly two years, as Chairman of CALLERLAB's RPM (Recruit-Promote-Maintain) Committee, I've reviewed hundreds of voice mail messages from concerned callers dealing primarily with new-dancer recruitment. During this time, I've also had many letters from concerned callers and dancers on the same subject. Couple this with my own conversations with callers and dancers and I believe I've spent more time discussing and researching the subject of recruiting than anyone over the last two years. My comments and conclusions are strictly my own and in no way represent the position of any organization.

My unofficial survey shows that square dancing in many (actually most) areas of our country is in trouble and experiencing an alarming decline! Some areas have a couple of squares in lessons, but as a rule the dancers and callers I've talked to report very small classes and in a lot of cases NO CLASSES at all. There are many club's that haven't had lessons in years. And we wonder what's wrong? **Wake up square dancers**, if you don't plant corn each year, eventually you won't be eating corn.

Most of us have an idea of what's wrong. The only problem is, we can't agree on what it is. Many say it's the length of the list. Many say it's the length of time required to learn to square dance. Many say it's just not the "in" thing. Line dancing has taken away all our dancers. The excuses abound and go on and on and will continue to grow unless the square dance world wakes up to the fact that the **only** problem we have is that we don't have enough new dancers coming into the activity.

What then can we do? How can we reverse the situation?

First of all, to understand the situation, I feel we must journey back to the early 1970's and start from there. If memory serves me correctly, it was during this time that our halls were full and classes were doing very well. Special dances were sellouts, club dances were well attended, classes were "angeled" by all the club members and the clubs had a solvent treasury. The average age of a square dancer was in the forties and quite often you would see young children dancing or playing in the back of the hall while their parents danced.

It was also during this time we witnessed the tragedies of the Viet Nam conflict (I say it was a war). We saw our great country divided and eventually fighting amongst ourselves over the wars very being. As a nation things were not so good, but square dancing was doing well and continued to do so until 1976. This was the last year I remember where all of square dancing had a good recruitment year. I believe we had a good year because it was our Bi-centennial and the non-square dancing public related to our activity and joined us to celebrate and honor our heritage.

Since our bi-centennial, I believe square dancing has steadily gone downhill. The question is, WHY?

Once again, if you look back to the time when square dancing was still in good shape and to when it started falling apart, you can see the influence of the post Viet Nam era. Our servicemen and women came home to find inflation had driven prices so high that their hopes and dreams would be more difficult to realize than ever. Anyone raising a family during the war and shortly afterwards know prices for even the most common necessities skyrocketed. Making ends meet on one salary was very difficult, especially for the younger generation. In most cases it was very clear that both spouses would have to work to meet their goals and make their dreams come true.

I believe this particular situation was the beginning of our activities decline. It doesn't take much thought to conclude that any household with children and both parents working, would have very little time to join

square dancing, or any other activity for that matter, while raising a family. Our daughter has three girls and one boy, all under twelve years old, and sometimes it takes both parents and both grandparents just to see to it they meet their school's academic requirements and extra curricular activities.

Recruiting this age group is very difficult, to say the least. To make matters worse, we generally do not offer beginner classes when this particular age group (20-45) would have time to participate. Lessons in most areas are Monday through Thursday, which isn't a favorable time for most young parents. If we hope to involve the younger generation we must come to them, not them to us. Friday or Saturday evening lessons would be a start. We also need to have, in place, a program that will attract those parents who have seen their last child go off to college, the military or whatever, and suddenly find they're alone for the first time in twenty years.

Recruiting is the name of the game and it's the only thing that will insure the activity continues to grow. Many dancers make the excuse that they've asked everyone they know to dance and there's just not anyone left to ask. But then I hear stories where a next door neighbor of twenty years still doesn't know where those people in the funny clothes are going on Saturday night. How many times have you heard a new graduate attending his first open dance say to his hunting buddy who's been dancing for ten years, "Gee, I didn't know you square danced".

I like to tell of a couple that recently graduated from my beginners class that were astounded to find that four couples on the same street, within two blocks of their house, had been square dancing for many years and they knew nothing of it. One square dancer even worked with one of the new graduates. Am I getting through to any of you? We just don't do a good job at all in recruiting new dancers. Why?

Here again, there are many opinions and they all have value. The reason I'm given most often is that lessons take too long to learn to dance. I agree it takes quite awhile to go through all the calls required to graduate into whatever program is called in that particular area, but I strongly disagree that it takes a long time to learn to dance. Aren't we dancing the very first night, the very first tip? I'm told the reason the Texas two-step and line dances are popular is because you can learn it in one night and go out and do your thing. Fat chance. It would be about the same as a first night beginner square dancer going out to an open Mainstream dance. May I suggest you tell any prospective dancer that they'll be dancing the first night and they'll simply continue to hone their skills as you would in any activity. It doesn't take thirty weeks

to learn to dance. For those dancers using the excuse that they've asked everyone they know to dance, then I say you're all we've got left and how are we going to recruit if you don't get out and do it?

Logic tells me, and experience confirms, that it's not the length of lessons, the number of calls to learn, or the destination dance level of an area that keeps new dancers from our doorstep. How could it, when they don't know any of this prior to joining? I suggest that if we get the beginners in lessons and let them enjoy dancing while learning they'll stay and be our best recruiting tool.

What then, can we do to get the new dancers into lessons?

First of all we must go back to the basics. The number one recruiting tool by far is the individual approach. Demo's, flyers, and public service announcements are OK, but they account for a very small percentage of the new dancers we're getting. It's very important to understand what I'm saying here. Each of us, dancers as well as callers, must make the individual effort to recruit, and when we do, we need to do it together. If each of us would simply concentrate on recruiting one couple for lessons the results would be staggering.

We must offer lessons more than once a year. Go back to when you took lessons. If it's anything like I remember, you probably became so involved with the activity that you neglected your non-square dancing friends, and a year later when you wanted to recruit them, they weren't interested. Maybe they just didn't like the idea, or perhaps they felt resentment or didn't want to start after you already knew how to dance. Think about it, if you could have asked them to join you after only eight weeks, perhaps they would be dancing with you today.

The Ten-Plus-Ten program that starts a new set of lessons every ten weeks has done very well and makes sense when you think about it. If we have a good beginner's class going, and they're having a great time, why don't we use their enthusiasm while they're in their early learning period to recruit their friends? Why do we wait a year to start lessons again? By the time our beginners get through lessons, their non-dancing friends have probably found someone else.

The Ten-Plus-Ten program has other benefits that we can use to our advantage. Such as a new beginner that has to miss a couple of lessons or gets behind for whatever reason. He can start again in a few weeks. The beginner that is a slower learner has a chance to go back without the embarrassment of quitting because they were holding others up. It also offers a level that suits the occasional dancer.

Using this type of lesson plan requires that you have

two sets of lessons going after the first ten weeks. On the eleventh week you'll have the first class (10-weekers) to angel the new beginners for the first hour and a half, which is a win-win situation for both classes and the instructor as well. The twentieth week brings another problem. Let's say that the original beginners are now through the Mainstream Program, but the area is all Plus level. Maybe starting a Mainstream club is the answer. Perhaps the Plus clubs can review the Plus Program as the beginners learn. No matter what, a plan must be in place that will assure we don't lose these dancers. If the clubs can't do it, then the area callers must take over and provide a place for them.

My last comment is very hard to get across to the long-time dancers. That is to say we must make every effort to welcome the new beginner and make him feel wanted and part of the club. Many clubs have had so many good people go through lessons and then drop out because they felt they were never a part of the club. Why would we go to all the trouble to recruit, only to distance ourselves from them when they try to join us?

We have seen the problem and the problem is US!

Start lessons now!

Keith Rippetto, Chairman
RPM Committee

FOOD FOR THOUGHT

by Freddie Kaltenthaler

Reprinted from the Jan-Feb, 1996 issue of Grand Square Publication.

The recent rash of letters pointing fingers or complaining about the rise and fall of dancing, clubs and/or dress, leads me to add my comments.

In the recent issue of National Voter, an article entitled "Bowling Alone", the point is made that Americans are no longer joining groups to actively participate. Our direct engagement in politics, civic organizations such as the Red Cross, PTAs, or LWVs union membership, and even attendance at church has dropped significantly. People are disenchanted with organizations even though they embrace the philosophy. There are many new associations which are vital and growing such as the environmental watchdog groups or retired citizens protecting Medicare, but these memberships are supported by money and emotions, not by regular attendance. The point of the article is that even in a recreation such as bowling, league participation is way down and individuals who go bowling sporadically for a casual night out with friends, is up.

Does this sound like square dancing? People want to "try" square dancing for a while but not to join a club; people want to "try" a festival or a weekend, but not

travel very far. Of course there are exceptions. The Mini-Festival was very well attended with great traveling callers, but what about the home clubs? In the main, people are doing their own individual thing without taking the responsibility of active group membership. In conclusion, it is not just square dancing that is suffering; there is a whole nationwide pattern.

I am not offering this as an alibi, but as a reason. Now my hope is that we all take a look at what we are doing. Let us help CLUBS, join, promote, and enjoy being an active participant of a group and counteract this national tendency to do our own thing.

RESPONSE TO "TEACHING? PLUS"

by Allen Finkenaur

In the last issue of *DIRECTION* were several comments about changing our levels of choreography. Kip Garvey in "TEACHING? PLUS" said, "Plus as a stand alone level, must go. Combine it with Advanced, merge it back into Mainstream, whatever, just get rid of it."

His statements are correct. Let's remember, however, CALLERLAB combined Plus 1 and 2 to stop this teaching rush. It did no good! CALLERLAB then added more choreography to Mainstream and to Plus for this exact same purpose. It did no good! CALLERLAB must be very, very careful of any change now realizing it may not work or will seriously damage square dancing. If we add Plus to Advanced, which I think several callers are advocating, we can have disastrous results.

I am a caller, a teacher for several Plus clubs and an active club member who dances a couple of times a month. From this activity I believe I have a good feel for how Plus club members will react. All of the clubs in our area are Plus level. If we move Plus to the Advanced level a few of the better dancers will move up to it. Not enough will move, however, in any one club to keep a club alive. Many dancers will quit square dancing rather than lose the choreography they like at Plus. A very few will try to find a Mainstream club - and none exist in our area.

Square dancing currently has problems of a dwindling population. We can't afford to lose an additional large number of square dancers at this time. If the area has no Mainstream clubs, the Advanced area without clubs feeding them members, will soon dwindle to nothing.

If we combine Plus and Mainstream and consider the suggestion that has been made of reducing choreography using the count of highly used choreography at conventions - drop a number of pieces of choreography that can be done directionally (Acey Deucey) - drop some choreography that is seldom used (Fan the Top) - and Pair Off a little more choreography

that does not dance well, we can attain a level to satisfy the current Mainstream dancers and the Plus dancers. This will also make it possible to teach "SQUARE DANCING" between September and Christmas.

Square dancing is my music outlet and I dearly love it. Please consider very carefully any change at this time; don't make another mistake - one that might kill our fun activity.

I CAN'T SQUARE DANCE

by Patricia Wahle

I just realized something: I can't square dance. Whenever I tell people that I can square dance, they always ask me to do some square dancing for them, and I've always been kind of befuddled by their requests and didn't know quite how to answer. But I just realized what my problem has been with their requests, I cannot square dance.

We can square dance. Even just two of us can do a little bit of square dancing. But I, I cannot square dance.

As I was thinking about this, I started looking through the Mainstream list to find just one call that *I* could do...

Hmmm. Looks like Forward and Back can be done with just one person, forward 3 steps and pause, then back 3 steps and pause. But the more popular wording seems to be "Up to the Middle and Back", in which case there must be at least 2 people--between whom to have some sort of "middle".

You can promenade single file by yourself around the circle, but then "the circle" pretty much refers to some people standing in a circle-type shape....

Oops. I almost thought I could at least U-Turn Back, until I read the rest of the definition--just in case it was followed by "and roll" or something--and I have to either have a partner or a set of dancers to turn toward.

Grand Square, "...turning one quarter on the fourth step to face partner..." Darn. Can't do that either

Shoot, I can't even get into position to do anything. I can't be in a wave--that takes at least 3. I don't even qualify as a mini-wave. I can't be a star. Now wait, I can't find the definition of a line. How many people does it take to make a minimal line? Can I be in a line of one? ...How would you tell?

Hmmm. I guess I can't square dance after all. I need you.

CALLERLAB, INC.

The International Association of Square Dance Callers Financial Statements For The Twelve Months Ended November 30, 1995

REVENUE		
Membership Dues	\$173,397	34.75%
Music Licensing Fees	189,489	37.98%
Membership Insurance	39,725	7.96%
Convention Revenue	78,368	15.71%
Sales of Promo Items	\$ 16,021	
Less: Cost of Goods Sold	<u>(9,898)</u>	
Gross Profit on Sales	6,123	1.23%
Interest Income	5,770	1.16%
Fees, Seminars, Other	<u>6,072</u>	<u>1.22%</u>
Total Revenue	<u>\$498,944</u>	<u>100.0%</u>
EXPENSE		
Operating Expense		
Salaries	\$90,268	18.09%
Payroll Taxes	7,405	1.48%
Printing	18,038	3.62%
Postage & Shipping	29,000	5.81%
Telephone	9,628	1.93%
Credit Card & Bank Charges	4,167	.84%
Office Rent & Utilities	11,300	2.26%
Legal & Accounting	1,200	.24%
Committee Expense & Travel	11,373	2.28%
Repairs, Maint. Contracts, Parts	2,497	.50%
Leased Equipment	2,293	.46%
Depreciation	4,328	.87%
Other Operating	<u>10,444</u>	<u>2.11%</u>
Total Operating Expense	\$201,941	40.47%
Membership Benefit Expenses		
Music Licensing Expense	\$180,199	36.12%
Convention Expense	88,959	17.83%
Insurance - Members	30,666	6.15%
Caller Coach, Awards, etc.	<u>3,427</u>	<u>.69%</u>
Total Membership Benefit Expense	\$303,251	60.78%
Total Expenses	<u>\$505,193</u>	<u>101.25%</u>
Net Surplus (Deficiency)	<u>(\$6,249)</u>	<u>-1.25%</u>

Note: Summarized from Public Accountant Report

CALLERLAB, INC.

The International Association of Square Dance Callers Assets, Liabilities & Fund Balances As Of November 30, 1995

		ASSETS	
Current Assets			
Petty Cash		\$ 150	
Cash in Bank - Designated		7,627	
Cash in Bank - Undesignated		117,799	
Awards Inventory		<u>1,355</u>	
Total Current Assets			\$126,930
Property & Equipment			
Equipment		\$48,106	
Furniture & Fixtures		22,811	
Accumulated Depreciation		<u>(57,891)</u>	
Total Property & Equipment			13,026
Other Assets			
Security Deposits		\$ 450	
Note Receivable - Callerlab Foundation		<u>15,000</u>	
Total Other Assets			<u>15,450</u>
Total Assets			<u>\$155,406</u>

LIABILITIES & FUND BALANCES

Current Liabilities			
Payroll Taxes Payable		\$ 27	
Sales Tax Payable		3	
Member Dues Credits		<u>993</u>	
Total Current Liabilities			\$1,023
Fund Balances			
Schatzer Scholarship Funds-Designate		\$ 749	
Hencerling Scholarship Funds-Designated		1,200	
Education Grants Funds-Designated		4,845	
Mini-Lab Seed Funds-Designated		832	
Undesignated Funds		<u>146,757</u>	
Total Fund Balances			<u>\$154,383</u>
Total Liabilities & Fund Balances			<u>\$155,406</u>

Note: Summarized from Public Accountant Report

CALLERLAB BOARD OF GOVERNORS & EXECUTIVE COMMITTEE*

1996-97

<p> CLENDENIN, DARYL (YVONNE) '98 7915 N Clarendon Portland OR 97203 (505) 285-7431 400 N plaza Dr #542 Apache Junction AZ 85220 (602) 983-3013 *COLE, LARRY (ELLEN) '97 3302 N 500 W Marion IN 46952-9753 (317) 384-7089 (H) (317) 664-5092 (B) DOUGHERTY-LOTTIE, DEE DEE '97 (BOB LOTTIE) 3922 Tyler St NE Minneapolis MN 55421-4039 (612) 788-5576 DOUGHERTY, RANDY Eff 4/1 '98 (602) 444-5579 cellular phone 4700 E Main, Space 100 Mesa AZ 85205 (602) 924-1309 *EDDY, LAURAL '99 120C Lake Terrace Ct Macon GA 31210 (912) 474-3072 GOTTA, BETSY (ROY) '99 2 Laurel Place N Brunswick NJ 08902 (908) 249-2086 (H) (908) 745-3793 (B) HARRISON, BILL (JUDY) '99 10518 Nast Dr Cheltenham MD 20623 (301) 372-0485 JACOBS, MIKE '98 PO Box 484 Herndon VA 22070-0484 (703)713-0821 JERRY JESTIN (JANICE) '99 6620 E Hwy 80 Yuma AZ 85365 (520) 726-9589 Rt 2 Delburne AB TOM OV0 Canada (403) 749-2167 </p>	<p> *JUNCK, JERRY (SHARON) '99 Box 128 Carroll NE 68723 (402) 585-4829 Eff 4/1 Trailer Village 3020 E Main St A-168 Mesa AZ 85213 (602) 641-8683 Eff 10/1 KALTENTHALER, JOHN (FREDDIE) '97 Box 679, McCauley Ave Pocono Pines PA 18350 (717) 646-2945 LUTTRELL, MELTON (SUE) '97 435 Horseshoe Trail W Aledo TX 76008 (817) 244-7928 (H) (817) 244-0892 (B) MALLARD, MARTIN (TERRY) '98 222 Stillwater Dr Saskatoon SK S7J 4A4 Canada (306) 374-5250 MARSHALL, JOHN (COLLETTE) '97 12317 Cliveden Herndon VA 22070 (703) 404-9440 *MAYO, JIM (JO ANN) '97 79 Wash Pond Road, Box 367 Hampstead NH 03841 (603) 329-5492 Vice Chmn MILLER, TOM '99 PO Box 72 Chest Springs PA 16624 (814) 674-5969 MORVENT, WAYNE (CAROLYN) '99 328 Stonestrow Rd Silsbee TX 77656 (409) 385-5222 *OXENDINE, TONY (SUSAN) '98 PO Box 6026 2640 Goldeneye Ridge Sumter SC 29150 (803) 469-0495 PARNELL, DEBORAH '98 (FRANK LESCRINIER) 1571 Redwood Way Upland CA 91786 (909) 982-3311 </p>	<p> RITUCCI, KEN (DANINE) '98 48 Althea Street W Springfield MA 01089 (413) 734-0591 SEASTROM, MIKE (GAIL) '97 2000 Campbell Avenue Thousand Oaks CA 91360 (805) 495-0021 (H) (818) 345-4383 (B) STEVENS, AL '97 Lammstr 6 76448 Durnersheim Germany 011-49-7245-7799 SYBALSKY, JOHN '98 (ANNE SYMANOVICH) 1555 Lakeside Dr Apt 102 Oakland CA 94612-4548 (510) 763-0516 (800) 228-5325 <p style="text-align: center;"><u>HOME OFFICE STAFF</u></p> GEORGE WHITE - Executive Director JERRY REED - Assistant Executive Director JOHNSON, GEORGI - Admin. Secretary JOHNSON, DAR - Finance Admin. LOVELACE, PAT - Office Assistant SCHIEFERT, MARY - Office Assistant <p style="text-align: center;"><u>CALLERLAB OFFICE</u></p> CALLERLAB 829 - 3rd Ave SE Ste 285 Rochester MN 55904 (507) 288-5121 (800) 331-2577 Official Business Only (507) 288-5827 FAX (800) 331-0027 Voice Mail System E-mail: CALLERLAB@aol.com Office Hours 9am - 4:30pm Mon-Fri Central Time Zone * Indicates 1996/97 Executive Committee † Indicates changes since last revision </p>
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PRESS RELEASE

FOR IMMEDIATE RELEASE

April 1996

***** START *****



PRESS RELEASE

MAINSTREAM EMPHASIS CALL

Larry Cole, Chairman of the Mainstream Committee, is pleased to announce **SCOOT BACK** has been selected as the Mainstream Emphasis Call for the period beginning May 1, 1996.

SCOOT BACK

- STARTING FORMATION:** Box Circulate or Quarter Tag.
- ARRANGEMENT:** Standard application is Parallel Right-Hand Ocean Waves and Right-Hand Box Circulate with same sexes facing in/out.
- COMMENT:** However, **SCOOT BACK** can be done from any Box Circulate arrangement (right hand, left hand, BB, GG, GB, BG) and from a Quarter Tag, right or left hand, of any Boy-Girl arrangements.
- DEFINITION:**
- From Box Circulate, dancers facing-in step straight forward to join adjacent forearms, turn half (180°) and step forward to end in the position vacated by the dancer who was facing out. Meanwhile, each dancer facing out runs into the position vacated by the dancer who is doing the forearm turn. When done from left hand boxes, the dancers facing in turn by the left and the dancers facing out run left. Finishes in a box circulate formation.
- From Quarter Tag, dancers step ahead, join forearms (right if center wave was right handed or left, if center wave was left handed), turn half (180°) and step straight forward. Those returning to the center, step to a wave (using same hands as original wave): the others finish as a couple facing out. Ending formation is a 3/4 tag.
- STYLING:** Similar to that of Turn Thru and Fold.
- TIMING:** 6 steps
- ENDING FORMATION:** Dancers will end side by side with the dancer they were initially side by side with, each dancer facing in the opposite direction from when they began.
- DANCE EXAMPLE:**
for **EMPHASIS USE:** (Static square) Heads Pass Thru, U-Turn Back, Touch 1/4, Centers **SCOOT BACK**, Boys Run = ZERO BOX or Allemande Left.

(Static square) Heads Lead Right, Touch 1/4, **SCOOT BACK**, Boys Run, Reverse the Flutter, Pass Thru, Bend the Line = ZERO LINE or use an Allemande Left getout.

(Static square) Heads Pass the Ocean, Sides Half Sashay, **SCOOT BACK**, Sides Cloverleaf, Centers Hinge, Centers **SCOOT BACK**, same Boy Run, Pass to the Center, Square Thru Three Hands, Allemande Left.

GETOUTS:

ALLEMANDE LEFT:

(From Zero waves) Swing Thru, Boys Cross Run, all **SCOOT BACK**, Allemande Left

(From Zero box) Star Thru, Right & Left Thru, Dixie Style to a Wave, Boys **SCOOT BACK**, Allemande Left.

RIGHT & LEFT GRAND:

(From Zero lines) Right & Left Thru, Pass the Ocean, **SCOOT BACK**, Right & Left Grand.

SINGING CALL EXAMPLE:

(From static square) Heads Right & Left Thru, Touch 1/4, Centers **SCOOT BACK**, Boys Run, Pass Thru, Star Thru, Pass the Ocean, Girls Trade, **SCOOT BACK**, Boys Trade, Swing and Promenade.

* * * * * **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



PRESS RELEASE

FOR IMMEDIATE RELEASE

April 1996

******* START *******



PRESS RELEASE

ADVANCED QUARTERLY SELECTION

Steve Minkin, Chairman of the Advanced Quarterly Selections Committee, is pleased to announce that the committee has selected **PASS & ROLL CHAIN THRU** as the Advanced Quarterly Selection for the period May 1, 1996 through September 1, 1996.

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.

PASS AND ROLL CHAIN THRU

STARTING FORMATION: 8-Chain-Thru.

THE ACTION: All Pass Thru. The centers Turn Thru while the outsides do a right-faced U-Turn Back. All Pass Thru. Outsides do a right-face U-Turn Back, while centers step to a wave and Swing, Slip, Swing, and Extend.

ENDING FORMATION: Parallel right-hand waves.

TIMING: 16 beats.

DANCE EXAMPLES: Heads Wheel Thru, Sides 1/2 Sashay, **PASS AND ROLL CHAIN THRU**, Swing Thru, Recycle, Allemande Left.

Heads Right and Left Thru, then Wheel Thru, **PASS AND ROLL CHAIN THRU**, Centers Trade, 1/4 Thru, Extend, Right and Left Grand.

Heads Wheel Thru, Circle to a Line, Star Thru, **PASS AND ROLL CHAIN THRU**, 1/4 Thru, Boys Run, Pass Thru, Wheel and Deal, Centers Square Thru but on 3rd Hand start a Dixie Grand, Allemande Left.

Heads Pass the Ocean, Chain Reaction, 1/4 Thru, Centers Run, Crossover Circulate, Bend the Line, Touch 1/4, Transfer the Column, Explode and Pass In, Centers Pass Thru, **PASS AND ROLL CHAIN THRU**, 1/4 Thru, Boys Run, Cast a Shadow, Recycle, Pass Thru, Right and Left Grand.

**SINGING CALL
EXAMPLE:**

Heads Touch 1/4 and Cross, **PASS AND ROLL CHAIN THRU**, Girls Trade, Recycle, Pass Thru, Trade By, Touch 1/4, Scoot Back, Swing Corner, and Promenade.

* * * * * **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

**ADVANCED QUARTERLY SELECTION
KEEP/DROP**

Doren McBroom, Chairman of the Advanced Quarterly Selection Committee, reports that in the most recent **KEEP/DROP** balloting, the Advanced Quarterly Selection **DIXIE FIRE** (May, 1995) was voted to be dropped.

The current Advanced Quarterly Selections are:

- SCATTER SCOOT (5/94)
- CROSS THE K (9/95)
- SIX-TWO ACEY DUECEY (1/96)

* * * * * **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

CALLERLAB

The International Association
of Square Dance Callers

829 - 3rd Ave. S.E., Suite 285
Rochester, MN 55904-7313
TEL: 507-288-5121
FAX: 507-288-5827

The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing is pleased to announce the continued availability of the "New Song and Dance Routine" brochures.

As of April 1, 1996, over 700,000 brochures have been distributed, world wide.

These deluxe brochures have proven to be a very effective tool for recruiting new dancers. They are a fan-fold brochure of high quality paper, showing various scenes of square dancers enjoying our country's favorite pastime. Professionally written advertising and full color photographs, taken at actual square dances, tells the general public about this wholesome and healthful recreational activity of square dancing.

Brochures may be ordered at \$8.00 per hundred, plus postage/shipping. Brochures are shipped by UPS whenever possible.

Donations exceeding the \$8.00 per hundred (actual cost to the Foundation), would be gratefully appreciated. Donations are tax deductible as donations to charitable, religious or educational institutions as defined by the IRS. The Foundation is registered as a 501(C)(3), educational, tax exempt, tax deductible foundation.

Please send _____ "New Song and Dance Routine" brochures to:

Please do not send payment now. A statement will be mailed with your order.

Overseas shipments will be via surface mail unless otherwise requested. Call us for overseas airmail rates.

Mail order form to:

The CALLERLAB Foundation
829 - 3rd Ave SE Ste 285
Rochester MN 55904-7313
(507) 288-5121

Thank you for your support!

SUGGESTIONS FOR USING THE CALLERLAB FOUNDATION RECRUITING BROCHURES

An area is provided on the back of the *A New Song & Dance Routine* brochures for you to write, type or stamp a name and address or phone number of your club or area contact.

Your area may be large enough to have a central contact point; someone willing to act as an informational liaison for all area clubs. In this respect, one name and phone number on the back of the brochure is less confusing to the non-dancer than listing a contact for each club. The liaison should have complete information available about dance nights, dates, times, places, costs, etc. This requires the cooperation of all clubs in the area. This works! We have many reports from areas that have tried this and they have been very successful.

Individual clubs should arrange to have only one contact listed on the brochure. This assures that all non-dancers, calling for information, get the same information.

Contacts should point out that the square dance activity is wholesome, energetic, fun, and it promotes good health. Be enthusiastic and tell people how much fun it really is. Friendships last a lifetime and where else can you go and feel welcome as soon as you walk through the door, even clear around the world. Promote friendship along with the square dancing.

Following is a list of places where brochures can be made available to potential dancers. Maybe you can think of some others.

Adult education centers	Health/fitness clubs	Senior centers
Art centers	Hobby stores (music stores, computer stores, craft stores, etc.)	Service clubs
Barber shops	Laundromats	Shopping malls
Beauty shops	Libraries	Sporting goods stores
Chamber of Commerce	Local colleges	Square dance shops
Church bulletin boards	Mail to ex-dancers	Teen centers
Civic centers	Movie theaters	Video tape rental stores
Company recreational services	Real estate offices	Visitor magazines
Dentists' offices	Recreation centers	Welcome Wagon
Doctors' offices	Restaurants (where the local people eat)	Western shops
Drug stores		YMCA
Dry cleaners		YWCA
Grocery store bulletin boards		

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	2.00	\$
CALLERLAB Badge Dangles (Logo)	1.00	\$
CALLERLAB Envelope Slitter	1.00	\$
Starter Kit for Newer Callers	\$15.00 + ship	\$
Caller Contracts (Confirmation) (20 2-part forms)	4.00	\$
Dance Program Lists, Basic/Mainstream - revised 12/10/93	6.00/50	\$
Dance Program Lists, Plus - revised 4/12/94	6.00/50	\$
Dance Programs Lists, Advanced - revised December 1993	6.00/50	\$
Dance Programs Lists, C-1 - revised January 1994	6.00/50	\$
Dance Programs Lists, C-2 - revised March 1994	6.00/50	\$
Styling Handbook - Basic, Mainstream, & Plus	1.50 (NEW)	\$
Basic/Mainstream Definitions - revised 12/10/93	2.00	\$
Plus Definitions - revised September 1994	2.00	\$
Advanced (A1 & A2) Definitions - revised 10/1/95	2.00 (NEW)	\$
C-1 Definitions - revised 4/1/87	2.00	\$
C-2 Definitions - revised July 1991	2.00	\$
Standard Basic/Mainstream Applications (Booklet)	7.50	\$
Standard Plus Applications (Booklet) revised June 1995	5.00	\$
Advanced Dancing Booklets (pack of 10)	2.00	\$
Glossary50	\$
Building Guidelines	4.00 (NEW)	\$
Partner Handbook	10.00	\$
Partner Handbook w/cookbook	12.50	\$
Community Dance Program (Booklet) - revised July 1995	3.00 (NEW)	\$
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	\$
Gold Finish	17.00	\$

*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) \$ _____

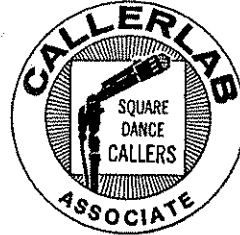
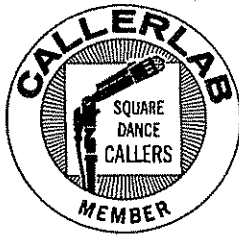
Order Total \$ _____

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

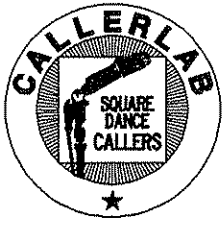
3 1/2" - white - outside use, 3" - clear - outside use, 3" - white - inside use.

Ship To: _____

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.)



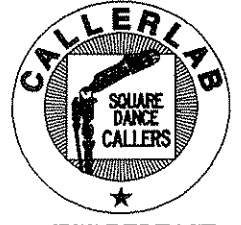
BELT BUCKLE SHOWN ACTUAL SIZE



PRESS RELEASE

FOR IMMEDIATE RELEASE

April 1996



PRESS RELEASE

******* START *******

SUMMER TRANSITION: A CRITICAL TIME

We are entering the summer season and, in many areas, dancing activities will be curtailed. Classes throughout the country have had their graduation exercises. Now the real challenge is before us. We have introduced many new dancers to the wonderful world of square dancing, and we assume that most of them are interested in continuing their new-found hobby. Now let's encourage them so that their enthusiasm doesn't diminish during the summer months. In areas where clubs take a break from dancing during the summer, maintaining the enthusiasm of new dancers may pose a bit of a problem. However, your new dancers can be included in many activities which may or may not involve dancing.

Summertime is a good time to nurture the seeds of those friendships planted during the busy fall and spring classes. Now is the time to make them grow. How about a patio party or a pool party with lots of good food and time to relax and get to know one another? Or a barbecue? Or a picnic? Perhaps the patio or a cleaned out garage (a bonus, incidentally) will provide space for a bit of practice and relaxed dancing. One need not invite the entire group at one time but might consider smaller groups of people with similar backgrounds, abilities etc. And, of course, square dancers seem to make their best recipes when invited to lend a hand to provide food.

Camping trips also offer a great opportunity for including the new dancers in a relaxed, fun atmosphere where they can get to know club members and each other. If you are going to an out-of-town dance or a nearby festival, you may want to invite some of the new dancers to go along. They might be hesitant to go on their own but would jump at the chance to go with someone friendly who could help and encourage them.

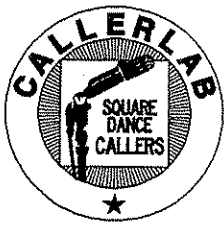
Although there will be many workshops available to the newly graduated dancers, do not push them into an experience which might be discouraging and frustrating to them. Instead, encourage them to experience the fun of dancing at the level at which they graduated and to develop expertise at that level for a year or more before they move on to new programs. You will make a welcome contribution to reducing the drop-out rate if you do this.

Please remember to provide that personal touch for the newly graduated dancers during the summer months. Encourage them to appear on the club doorstep with dues in hand when the fall dance season starts.

******* END *******

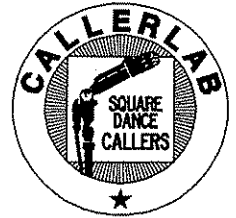
We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE
April 1996



PRESS RELEASE

***** START *****

CALLERLAB is pleased to announce that TONY OXENDINE of Sumter, South Carolina, JOHN SAUNDERS of New Smyrna Beach, Florida, and JIM WOOLSEY of Oklahoma City, Oklahoma, have recently attained recognition as Accredited Caller-Coaches. Congratulations, Tony and Jim.

In order to be accredited as a Caller-Coach by CALLERLAB, an applicant must satisfy two specially appointed accreditors that he possesses the experience, training, and coaching expertise needed to function effectively in the field of caller training.

Currently Accredited Caller-Coaches are:

- DON BECK, Stow MA
- AL BRUNDAGE, Port St Lucie FL - Emeritus
- STAN BURDICK, Silver Bay NY
- DARYL CLENDENIN, Portland OR and Apache Junction AZ
- BILL DAVIS, Sunnyvale CA
- DECKO DECK, Arlington VA
- HERB EGENDER, Parachute CO
- ED FOOTE, Wexford PA
- BETSY GOTTA, North Brunswick NJ
- GRAHAM HALL, Auckland New Zealand
- PAUL HENZE, Chattanooga TN
- GEOFF HINTON, Christchurch New Zealand
- LARRY HOSKINSON, Omaha NE
- JON JONES, Arlington TX
- JOHN KALTENTHALER, Pocono Pines, PA
- JOHN KWAISER, Loveland, CO
- FRANK LANE, Estes Park, CO
- MARTIN MALLARD, Saskatoon, Saskatchewan CANADA
- JIM MAYO, Hampstead NH
- WAYNE MORVENT, Silsbee TX 77655
- RANDY PAGE, Danbury CT
- VAUGHN PARRISH, Berthoud CO - Emeritus
- BILL PETERS, Zephyr Cove NV - Emeritus
- KENNY REESE, Griesheim Germany
- KEN RITUCCI, W Springfield MA
- GLORIA ROTH, Clementsport, Nova Scotia CANADA
- AL STEVENS, Durmersheim GERMANY
- DON WILLIAMSON, Greeneville TN

CALLERLAB Accredited Caller Coaches are best for your callers' clinic or school. Accreditation assures knowledge and experience.

***** 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

April 1996

******* START *******



PRESS RELEASE

CALLERLAB, The International Association of Square Dance Callers, recently completed its 23rd annual convention at the Westin Crown Center Hotel in Kansas City, Missouri. Nearly 500 callers and partners attended this prestigious three-day event. The convention theme was *Improving our Product*. An important observation by many callers, is that new dancers learn best when the material is presented with skill, judgement and an assurance of dancer success. Several sessions were presented to support this observation.

The following national and international organizations were represented at the convention:

- LEGACY International
- National Executive Committee
- ROUNDALAB
- United Square Dancers of America
- Canadian Square & Round Dance Society
- CONTRALAB
- ACA
- Lloyd Shaw Foundation
- USA WEST
- 1998 Charlotte National

Among the significant awards presented this year were the following:

Kip Garvey presented the prestigious Gold Card Award (lifetime membership) to Bill Davis, for his outstanding and meritorious service to CALLERLAB.

Tony Oxendine presented a Chairman's Award to Jim Mayo and Mike Seastrom for their unfailing assistance and support during his tenure as Chairman of the Board.

Al Stevens presented Small World Awards to callers from non-North American countries who were attending a convention for the first time. The recipients were: Louise Andersson, from Hisings Karra, Sweden and Hans-Gerd Gasser, from Schwaebisch Hall, Germany.

Previous Small World Award recipients attending the convention were: Geoff Hinton - New Zealand, Martin Kromer - Germany, and Yona Chock - now living in Hawaii.

Martin Mallard presented Quarter Century Certificates to 29 callers who had completed 25 or more years of calling.

Awards of Excellence were presented to members of the Board of Governors retiring from the Board in 1996. They are Gregg Anderson, Red Bates, Stan Burdick, Bill Heyman, Keith Rippetto, and Grace Wheatley.

Chairman Oxendine also presented Appreciation Awards to 12 CALLERLAB members who have given unselfishly of their time, energy, and knowledge in support of CALLERLAB projects.

******* 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
April 1996



PRESS RELEASE

***** START *****

One exciting project won the support of CALLERLAB at the Kansas City Convention this year. CALLERLAB member Chuck Veldhuizen told the Board of Governors about a television pilot program that he had scheduled for production. He asked for and received the participation of our past and present Chairmen, Tony Oxendine & Jerry Junck. His hope is to be able to sell the idea of a regular square dance program to the TNN Television Channel. The Executive Committee agreed to provide financial guarantees and Chuck has agreed to share the proceeds with the *CALLERLAB Foundation for the Preservation and Promotion of Square Dancing* if he is successful.

In a related action, the Board of Governors also passed a resolution designating Rebecca Holden as an official spokesperson for square dancing. Rebecca is the hostess on the TV pilot show. She appeared on the NBC Television series *Knight Rider* which is in syndication throughout the U.S. and many foreign markets and also on ABC's *General Hospital*. Rebecca is currently the co-host of TNN's new hit show, *Dancin' at the Hot Spots*. She is a very dynamic person who quickly grasped the spirit of square dancing. She charmed the representatives of other square dance organizations in her presentation at the Common Meeting which has been held at several recent CALLERLAB Conventions. They, too, voted to recognize Rebecca as a spokesperson for the activity.

***** END *****

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THE CALLERLAB BOARD OF GOVERNORS