

NEWSLETTER
for Members of
CALLERLAB



The International Association
of Square Dance Callers

ROCHESTER, MINNESOTA

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CURRENT QUARTERLY SELECTIONS:

- MAINSTREAM:** None
- PLUS:** None
- ADVANCED:** Wind the Bobbin (1/99)

EMPHASIS CALLS:

- BASIC:** Chain Down the Line (1/99)
- MAINSTREAM:** Fan the Top (1/99)
- PLUS:** Load the Boat (3/99)

FUTURE CONVENTIONS:

- MAR 29-31, 1999** Dallas Grand Hotel, Dallas, Texas
- APR 17-19, 2000** Las Vegas, Nevada

CALLERLAB OFFICE HOURS:

- 9:00 am to 4:30 pm Central Time, Monday through Friday
- Phone: (507) 288-5121
- (800) 331-2577 (business only)
- FAX: (507) 288-5827
- Email: CALLERLAB@aol.com

INSURANCE QUESTIONS & CERTIFICATES

A.H.Wohlers & Co. 1-800-503-9227.

CALL TO CONVENTION

In accordance with the Bylaws, notice is hereby given of the Call to Convention to be held at the Dallas Grand Hotel in Dallas, Texas, on March 29, 30, and 31, 1999. All Life Members (Gold Card Holders), Members, Associates Members, and Apprentices are cordially invited to attend.

The Executive Committee and the Board of Governors is considering proposing revisions to the Bylaws dated 3/26/97, revised 4/8/98. Article II is being considered for revision to add a class of membership for retired members. This class was inadvertently left out of the March 1997 revision.

Article V, Section 6, Publication of Minutes is being considered for revision to conform with Article II, Section 1(A)2.

Article IV, Section 6 is being expanded to be more specific regarding vacancies on the Board of Governors.

A new section will be added to the Bylaws, specifying the procedure for members to bring motions to the Annual Meeting to be considered by the membership.

Article 6 is being considered for revision to include criteria for serving on the Executive Committee.

Convention attendees will receive a copy of the proposed revisions in their convention registration package. Voting on the proposed changes will take place at the annual business meeting on Wednesday, March 31st. This will allow adequate time for all Members to review the changes and get answers to any questions prior to the vote.

There is no other new business to be presented.

Convention invitations and registration packets were included in the November issue of *DIRECTION*. If you did not receive a packet and wish to attend the convention, please contact the Home Office at 1-800-331-2577.

FROM THE CHAIR

Hello everyone and welcome to CALLERLAB in 1999. I have three points that I would like to cover with you. The first point is a sad one. I must inform you that Laural Eddy-Moseley, Chairman of the Board, has found it necessary to resign her position. CALLERLAB will miss Laural greatly. She has given much over the years in time, effort, and dedication. She was instrumental in establishing the CALLERLAB Foundation's tax status and worked very hard to see that the Foundation maintained its separate identity. Although Laural is short in stature she stands tall in the eyes of her peers. Thank you Laural, for your contribution.

The second point is the upcoming convention in Dallas, Texas. The convention stands to be a good one done up in the grand, bigger than life, style of the great state of Texas. "Find 'Em, Hook 'Em, Keep 'Em" is the theme for this year and several interest sessions dealing with new square dancers are planned for your enjoyment. Sprinkled in, as always, will be committee meetings, hallway discussions, fellowship, and fun for one and all. When you are ready to take a break, the West End is a few blocks away. This is an old warehouse area full of shops and food for all us tourists. The convention dates are March 29-31 and there is still plenty of time for you to register, so please plan to attend. I hope to see you there. Please introduce yourself and maybe we can visit for a minute.

My third point is a look at the way we, (CALLERLAB), as an organization, and each of us as individuals, approach this new year of 1999. I find it quite easy to gaze beyond 1999 toward the year 2000 as though it will magically make everything better. There is no magic to increase the number of square dancers. We, CALLERLAB the organization, and we, you and me the individuals, are the only ones who can make a difference. We must get back to the basics. We must promote, "Find 'Em". We must teach and make it fun, "Hook 'Em". We must entertain and sustain, "Keep 'Em". I encourage all of us not to waste 1999. Let's all

quit ridin' and start pushin'. We can make a difference in 1999.

Sincerely,


Larry Cole
Acting Chairman of the Board

CONVENTION UPDATE

As of this writing, only 92 callers and 49 partners have registered for the 1999 convention in Dallas. This is 38% fewer caller registrations and 46% fewer partner registrations than last year at this time. If registrations continue to follow this trend, the Executive Committee will consider the registration status on March 1st and make appropriate changes to the convention schedule to forestall any financial ramifications.

If you plan to attend, we need your registration NOW. Convention invitations and registration packets were included in the November issue of *DIRECTION*. If you did not receive a packet, or have misplaced it, and wish to attend the convention, please contact the Home Office at 1-800-331-2577.

While the convention does not officially begin until 9:00 a.m. Monday, March 29th, several activities have been planned for Sunday, March 28th, for those callers and partners arriving early for the convention. Activities scheduled on Sunday are:

- 3:00 - 5:00 p.m. Presenting a One Night Stand
- 6:00 - 7:00 p.m. Reception & Social Hour
- 8:00 - 9:00 p.m. Orientation Session for first-time attendees
- 9:00 - 10:30 p.m. After Party

Convention registration will be open on Saturday afternoon from 1:00 to 5:00 p.m. and on Sunday from 10:00 a.m. to 5:00 p.m. for early-bird arrivals.

Apprentices are also invited to attend the CALLERLAB Convention, even though they are unable to

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 in February, April, June, August, and November, and is 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. A computer diskettes (3 1/2") containing articles, reports or letters to be published should be submitted in either WordPerfect 5.1 or 6.0 for DOS or 6.1 for Windows format. ASCII text files or MicroSoft Word 6.0 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.

become Active Members until they meet all of the requisite qualifications for membership. Present members come from all 50 states, nine Canadian provinces, and from fifteen overseas countries. Delegates who attend the conventions have an opportunity to sit down and discuss mutual concerns with others from all over the world. Many callers frequently find that what they thought was a unique problem is, indeed, shared by others. While the serious side of square dancing takes up most of the convention time, there is still time to prove the square dancing slogan, "Friendship is square dancing's greatest reward".

1999 CONVENTION EXHIBITORS

Convention exhibitor information has been mailed to all exhibitors whose names we have on file. If you wish to exhibit at the Dallas convention and have not received an information/application package, please contact the Home Office.

To exhibit at the convention, you must be registered at the convention hotel. If you are a CALLERLAB member you may display and sell products or services of any kind. Non-members may exhibit at the convention only if your product or service is primarily for square dance callers. If you have any questions, please contact the Home Office.

WANTED - AFTERPARTY SKITS

Herb Egender will be hosting an afterparty at the 1999 Dallas Convention. He would like your help in making it the most successful party ever. If you are interested in presenting or if you have a skit, one-liner, unusual talent, play an instrument, sing, or any other type of afterparty entertainment, please call Herb at 520/625-2048 or write to him at 104 N Candlelight Drive, Green Valley, Arizona, 85614. Or you can e-mail him at campanas@juno.com.

SO YOU WANT TO BE A CALLER-COACH?

A seminar is planned for Saturday, March 27, 1999, (just before convention) in Dallas. This will be a seminar to teach callers how to become a Caller-Coach. It does not matter whether the participant plans to get accredited or not, although accreditation would demonstrate knowledgeable qualifications.

It is proposed that this seminar be free of charge. The only expense would be for a meeting room at the hotel. However, if enough people are registered in the hotel, a meeting room will be provided. Instructors will be Accredited Caller-Coaches. If you have a desire to learn more about being a Caller-Coach, this is for you. There are openings still available for other participants

who might want to attend.

Participants should contact Jon Jones, 1523 Bluebonnet Trl, Arlington, TX, 76013-5009. Telephone and fax number is 817/469-1179. Call or write as soon as possible. The registration desk, at the convention, will have information on what room this seminar will be in.

Thank you,
Jon Jones

TRAIL-IN DANCE, DALLAS

There will be a Trail-In dance at Global Hall on Saturday night, March 27th featuring Jerry Story, Jon Jones, Dee Dee Dougherty-Lottie, and Doug Bennett.

All CALLERLAB Convention attendees and their partners are invited to attend this dance as our special guests. For directions and transportation arrangements, contact Doug Bennett at 800-686-2039.

THE CALLERS ASSOCIATION LIAISON COMMITTEE NEEDS YOU

The Callers Association Liaison Committee (CAL) is planning an important task for the upcoming year of 1999. For this task, we are asking people who are self motivated to become a part of this undertaking. All current members of the CAL Committee and anyone else who is planning on attending the CALLERLAB Convention in Dallas, and would like to become a part of this exiting endeavor, are urged to attend the CAL meeting and get involved.

For those who are going to attend the convention, watch for further information in the upcoming *DIRECTION* and then get involved.

"Let's Get The Word Out!"

Thank you.

Vernon Jones, Chairman
Callers Association Liaison Committee

NEW EXTENDED APPLICATION REVIEW (EAR) SUBCOMMITTEE

Under the Choreographic Application Committee, Wayne Morvent, Chairman, a new sub-committee has been formed which is named, Extended Application Review or EAR. This committee is designed as a reactive rather than pro-active. However, the committee will listen to, review, and publish decisions with regard to proper and improper usage of any questionable application of definitions and/or arrangements.

This committee has representatives from around the world that were selected for their knowledge and expertise with regard to choreography. Therefore, if

anyone has a question with regard to ANY extended application, please write, call, or fax Jon Jones, 1523 Bluebonnet Trl, Arlington, Texas, 76013-5009, phone or fax 817/469-1179.

Jon is the chairman of the EAR sub-committee. The first meeting will be held at the Dallas Convention.

IN MEMORIAM

David Parsons, San Antonio, TX
Lee McNutt, Carmichael, CA, 4/98
Jerry LeBlanc, Westerly, RI, 11/23/98
Lonnie Seshier, Mississippi, 12/5/98
Gene Wood, Leonardstown, MD, 12/10/98
Larry Buhler, Louisville, CO, 1/1/99

PLUS COMMENTARY

Some additional thoughts as we look forward to Dallas this spring. I noted in the year end message from one of the square dance equipment and record suppliers, that their square dance business is up this year. Hopefully this translates into square dancing is beginning to look up, at least in some places. It's a good sign. The best way to insure the continued success of our activity is to share our thoughts and experiences. The annual CALLERLAB Convention is always a great place for that to happen. Where else in the space of a few days can you share experiences with people from every corner of the square dance world? This is every caller and partner's opportunity to refresh yourself with new ideas and bring something back for your programs. Let's promote the activity together. See you in Dallas.

For the Plus Committee,
Larry Davenport, Chairman

LOST MEMBERS

Mail sent to the following members has been returned to the Home Office. If you know of their whereabouts, or know of someone that might have a current address for them, please contact the Home Office on 1-800-331-2577. Thank you.

George Ferguson, last known in Ypsilanti, Michigan
Paul Bischoff, last known in Anchorage, Alaska

HAS YOUR AREA CODE CHANGED?

From time to time, we call one of our members only to find out that their area code has been changed and we have no record of it. It is to your benefit that we have correct records on file. Once a roster is printed, it would be a full year before the next roster is printed. When you renew your membership this year, please take the time to ensure your personal information is correct. Thank you.

SUPREME AUDIO/HANHURST'S TAPE SERVICE CALLER EDUCATION SCHOLARSHIP FUND

Applications are now being accepted for the Supreme Audio/Hanhurst's Tape Service Scholarship Fund for caller education. This fund was established by Bill and Peggy Heyman of Supreme Audio/Hanhurst's Tape Service to enable both new and experienced callers to further their professional caller education, by attending a Caller's College providing a full CALLERLAB curriculum.

New and experienced callers may request a scholarship application from them by writing to Supreme Audio, Inc., PO Box 50, Marlborough, NH 03455-0050, or FAX your request to 603/876-4001. Scholarships are awarded in May for the colleges normally taking place during the summer. Applications must be received by May 31st. To date, more than a dozen partial scholarships have been awarded to colleges in the USA and Europe.

"FRIENDS OF THE FOUNDATION"

On behalf of the Board of Directors of the CALLERLAB Foundation, we wish to express our appreciation for the generous donations from the following "Friends of the Foundation":

Paul Walker, Kannapolis, NC
AT&T Matching Grant Program
Gregg Anderson, Colorado Springs, CO

Your contributions will enable the Foundation to increase public awareness of the fun and fellowship that makes square dancing a popular recreation today. Foundation projects that will help preserve and promote square dancing are important to the growth and image of the Foundation. Caring people are what will keep our activity alive.

All contributions will help us expand our resources and do a far more extensive job in the preservation of square dancing.

To make a tax-deductible donation or memorial to the Foundation, send it to The CALLERLAB Foundation, 829 - 3rd Ave SE, Ste 285, Rochester, MN 55904.

NEW SONG & DANCE ROUTINE BROCHURE

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

Enclosed with this issue of *DIRECTION*, is an order blank for use in ordering these brochures.

Due to increased costs for paper and printing, the price has been changed to \$10.00 per hundred, plus postage

or shipping charges. Brochures are shipped by UPS whenever possible.

They are available in a fan-fold with a blank panel for adding your own local information, or you can now order them "flat" for printing by a professional printer or on your home computer.

Nearly 1,000,000 of these deluxe brochures have been distributed world wide. They have proven to be a very effective tool for recruiting new dancers.

FOUNDATION DONATIONS ARE TAX DEDUCTIBLE

The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing has been designated a 501(C)3 corporation by the IRS. Donations to the Foundation are now tax deductible.

A codicil is also available as an addition to a standard will so that those who wish to bequeath funds to the Foundation may do so easily and expeditiously. This codicil is available from the CALLERLAB Home Office.

Funds raised will be utilized to increase public awareness of square dancing as an art form and as part of our nation's history. These funds will also help to educate the general public as to the physical, social, and mental benefits of square dancing.

IRS Revenue Ruling 67-246 and Revenue Procedure 90-12 describe conditions under which an event qualifies as tax deductible. Guidelines for conducting a tax-deductible event are available by calling the Home Office. **DO NOT, REPEAT, DO NOT** advertise your event as tax deductible unless you are positive that it really is tax deductible. If you have any question as to its deductibility, please contact the Home Office for guidance.

As an example: If you conduct a square dance and advertise the admission as a \$3.00 per person donation, the donation **IS NOT TAX DEDUCTIBLE**. The IRS has ruled that if the donor receives something of value in return for his donation, it is not deductible. If the 'fair market value' of a dance in your area is \$3.00 per person, any donation over \$3.00 would qualify as a gift to the Foundation and, therefore, deductible. i.e. A \$5.00 donation would result in a \$2.00 deduction for the donor.

As we said before, if you have any questions regarding deductibility, contact the Home Office. We must **not** jeopardize the Foundation tax status by leading people to believe that their donations are tax deductible when, in fact, they may not be.

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.

WHAT IS YOUR MISSION?

Square Dancing can learn from successful businesses.

By Jeff Garbutt, Australia

John Brant, California

Do we really know what we are trying to achieve? Or are we just aimlessly trying to do our best for square dancing?

Many organizations have faced very similar questions about their existence:

- * Why do they exist? (Mission Statement)
- * What is the ultimate goal they wish to achieve? (Vision Statement), and
- * How do we inspire everyone towards that goal? (Passion Statement).

Can we use the same concepts in our quest to promote square dancing? We believe so!

MISSION STATEMENT

Mission Statements tell us what an organization does, and why they exist. But more than that - they should inspire the people within that organization to work towards their mission.

In the case of a local caller's association, it's main reason for existence may be, to provide a forum for the exchange of ideas and skills between callers, for the overall good of square dancing. So the mission statement would be something like, "to assist our callers to better serve the square dance community".

One problem with square dance clubs is they all try to be alike in the same area. We are all trying to appeal to the same market. This is why most clubs are Plus clubs with a high age average in America. Maybe we should start thinking about creating "niche" clubs that appeal to different types of dancers. Some clubs have specialties but really have not thought about it in those terms. Club leaders should think about what they want their club to be and actually write a Mission Statement. One example of a Mission Statement that could be used by a club that books the top callers is, "We will book the best callers available and continue to maintain the rent on the best hall, so we will be considered the premier club in the area". Another small town club may not be able to afford the top callers and are in an area that does not draw dancers from other areas. Their specialty would be appealing to the community. Their Mission Statement would be, "We

will promote our club to be a friendly 'country' club that will appeal to the average citizen. We will dance at a level that will allow all dancers to enjoy the evening." These are only two examples. It is important for businesses to focus on what their core business is by using mission statements. Mission Statements could also help square dancing clubs.

VISION STATEMENT

Vision Statements are quite simply a view of how we would like things to be. In our case, it could be something as simple as, "A world in which square dancing is seen as the most popular pastime".

PASSION STATEMENTS

The term "Passion Statement" is quite new, but Passion Statements have been around for a long time. They are essentially "Mission Statements" that really say something - and are used to not only inspire the members of an organization - but to encourage customers to use a product or service. For example the old classic - "American Express Card - don't go anywhere without it". A petroleum company in Australia advertises, "Go well - Go Shell". And Coca-Cola used to have, "things go better with Coke". These are statements that work on our subconscious and make us want to use that product.

The idea, of course, is to produce some excitement. If an ad agency came up with the Passion Statement of "drink Coke", they would be fired. So we should think about how poor marketing it is to say "learn to square dance". We could jazz it up a bit by saying things such as these; "square dancing is fun & friendship set to music", "square dancing is cool", and "square dancing - the dance the world has been doing for generations", to use some examples. Maybe if the image of square dancing was different, more people would want to do it even though they really wouldn't know why they prefer to do it over other activities. It would be like Coke or Pepsi convincing people their drink is better, even though many cannot tell the difference in a blind test. If we could just find a really good passion statement that catches everyone's attention - we might just peak their curiosity a bit about square dancing. In this modern world of the media, image is everything. All businesses and activities live and die with it.

WHY BOTHER?

"Why should we bother to work on any of these?", you say. We are not a large corporation - we are just a hobby. It would be nice if none of us had to think about the organizing and promotion of square dancing, but unfortunately, someone has to keep the hobby going. With no promoting or organization the dance form probably would not have lasted as long as it has. We dancers need to start thinking about square dancing as

a business or we will go the same route as most poorly run businesses do - that is, out of business.

Well, do you really care about this hobby? Wouldn't you like to see it grow and become popular? Don't you think it would be useful for us to work out exactly what we are trying to achieve (mission)? And what we want the world to be like in five, ten, fifty, or even one hundred years time? Wouldn't you like to see square dancing as being a major part of that future (vision)?

We do - and so should everyone who cares about square dancing.

Of course, these statements on their own won't do anything. We also need action, training, planning, promotion, opportunity, good leaders, members, and other resources - all the things that business needs to be successful.

HOW DO WE CAST OUR LINES?

By Jim Cholmondeley

Many of us think of many things when we talk about recruiting new dancers. I think of the fisherman who has fished out a pond, but still goes back every day, just in case he missed one or two. He goes back to the same pond because he has always done so. I also think of the fisherman who knows his lure isn't working, but keeps on trying because it worked in the past.

We are like those two fishermen. We know that our pond is "fished out", for the most part, but resist going to other ponds. You know and I know that where we recruited many years ago is not producing the students we need. We keep looking in the same places over and over again. We must look for new avenues to explore and ignore some prejudices we have. For too long we have essentially recruited by word of mouth and by enlisting our friends into our activity. We must look at square dancing as a business and use the marketing tools the same way other businesses do. We must build mailing lists and phone numbers, use such tools as professionally produced posters with tear off mailing cards and advertisements in newspapers. Telemarketing has gotten a bad name but it works, or there wouldn't be so many out there.

Now for the lures we use. I'm going to say things that many of you do not want to hear, but must be said. If you want to attract seniors, you must use seniors to showcase your club. If you want to attract middle age, you use middle aged people as demonstrators, and if you are looking toward the younger people, you must use your younger members.

You must go where the people are. You are not going to get new members in nursing homes, but you might at a street dance. You might ask a car dealer to let you

dance when they are having a promotion. It takes little space and brings in people to watch, who just might buy a car. The dealer may include an ad for you in their ad, which will give you city-wide publicity.

Another lure is the dress or lack of it. August, temperature is in the 90's, the sun is beating down on the asphalt, the men are out there dancing with long sleeve shirts, ties and the ladies are in long dresses with petticoats, etc. You look nice for a few minutes, but after that you look wilted. Would you as a non-dancer want to join an organization who demanded you to go through this torture? Not in this life time! On the other hand, take that same group in jeans or shorts, with "Club" t-shirts or sport shirts, having a good time and not melting in the street...you just might find some people saying that looks like fun and I'd like to try it. The point here is that we are not trying to sell the square dance dress, but trying to sell square dancing, which are two different things, believe it or not.

We talked about several things we can do to recruit and I know that many cost money. If you are not willing to put money up and try to recruit, I wonder how serious you are about recruiting. Besides the money we are talking about work. It takes much work and time to run a successful recruiting program. If you and the members of your club are not willing to put in the time and money, maybe you should rethink your goals.

As callers we have the responsibility to look, not at the near term, but at the future. We have callers who will not help with recruiting, they feel this is the dancer responsibility. These callers should look at a new profession (in my belief). We, as callers, must look at where the activity is going and jump on the band wagon to bring it along the correct path we need to be on. We cannot do that by having the attitude that we must squeeze every dollar we can out of the activity. If a club asks you to call for a demonstration for them, and you are free, you should not charge them an arm and a leg. Work with the club and try to recruit, even if you consider yourself a "National Caller."

We must be leaders and give of our time, as much as the dancers do. This is especially true if we make our living from the activity. Too often I have heard "Traveling Callers" say that it is the job of the club caller to get the dancers so they can come in and give them a "good" dance. It is time for all of us to help build up the activity and if this requires you to donate your time, so be it. How many of our "leaders" teach beginner classes each year, attend club meetings, and local callers' association meetings?

Last, but not least, we must get involved and look at the activity as a business, if we want to survive the next 10 years.

"COMPLEXITY" IT'S OUR FAULT

by Don Yosten, Erie, PA.

As dancers mature they look for more variety in their choreography, they tire of doing the same old things, and search for callers who provide something "Different". Callers find it much easier to provide the something "Different" if they use extended applications of the figures the dancers are familiar with. The logic is why teach them something they will never see again when we can expand on the figures they already know. At first glance this makes good sense, after all, the better the dancer understands the extended application of the figure, the less likely it is that he will incorrectly execute the standard application. In this manner dancers never stop learning. Every time they dance they learn something, and every dance it takes a new something "Different" to satisfy their need. Club level dancing has gradually become more difficult as callers incorporate these extended applications into their regular dance programs. Each time the dancers learn something new, we notch up the complexity of their dance program. It didn't happen overnight, but slowly we have made square dancing so difficult that newcomers can no longer make the transition from class to club.

So what is the answer? Will club dancers ever accept a caller that presents a less complicated program? How can we satisfy club dancers now accustomed to extended applications with anything less? Should we extend lessons long enough to teach all the figures from extended applications? How long would that be - 50, 60 weeks or more? Would anyone take that many lessons?

The alternative I believe, is to make the something "Different" a figure that is new to all the dancers. At the same time it must be one that is not a part of the next level program. Using a figure that is new to all will provide variety without expanding the dancers knowledge of extended applications. The key is to provide entertainment without contributing to the notch-up process by expanding the dancers knowledge of the program figures. Things like Hexagon Squares, Progressive Squares, and Exploding Squares offer variety and dancers of all levels of experience love them. Inserting a contra, teaching a line dance, or doing an old traditional visiting couple square dance, will serve the same purpose. Mini-squares add variety and provide such a different feel that dancers are always amazed that so many figures can be done with just two couples. Venus and Mars Stars, Wagon Wheel, and Grapevine Twist all offer variety without using extended applications.

As callers we must ask ourselves, "Have we come too

far?". Have we created a universe of dancers so skilled that no one can join them? How realistic is it for new dancers to attain club level proficiency in one season? If we can't reasonably expect our new dancers to dance the program we routinely call to our clubs, then we have effectively cut off our source of new club members.

We have no one to blame but ourselves. We have made the dancers what they are today and in a sense we should be proud. Today club dancers are experts, they routinely perform the figures flawlessly. We must now question the wisdom of our action. Perhaps it would have been better to allow our dancers to retain their amateur status. We have created a universe of dancers so skilled that newcomers can't join them!

WHY DO CALLERS DANCE? ANSWER: THEY DON'T!

by Dick Mazziotti, New Jersey

Here are the results of a recent bulletin board survey, scientifically conducted by a Committee for Callers Who Dance. The survey asked about the frequency and type of dances callers attend.

One must assume that since callers will respond by the thousands to questions such as, "should men wear hats while they dance?" (answer: Fedoras? no, white Stetsons? yes) and "when can the word 'Mother' be used at the Basic and Mainstream Programs?" (answer: only when your own is in the square), lack of response to such a pithy question as, "Do you Dance?", can only be taken as a resounding NO!

This brings up an interesting theory. Let's say there are 5,000 or so callers in the US (with partners, a population of 10,000 souls, speaking quite liberally, definition-wise), and 2,000 or so clubs dancing an average of two nights a month, averaging roughly 1,000 clubs dancing per week, or 143 per night. That means if every caller danced one night a week with his or her partner, every club would average 10.2 additional dancers per dance! The actual numbers may differ, but the principal is the same. That's an additional 1.275 squares per dance!

We don't need to recruit new dancers. We need to recruit ourselves!

But wait, you say. There must be good reasons callers don't dance anymore. Perhaps their partners don't want to dance and listen to them carp about the caller on stage all evening long. More than likely, it is because callers probably no longer understand the benefits they can get from dancing to other callers.

First of all, there is what some euphemistically call "research". This is the creative thievery by the dancing caller of neat choreography previously stolen from some one else by the caller on stage. The other night I danced to a caller who used "Left Box the Gnat"! LEFT

Box the Gnat? You can't use "Left Box the Gnat". Except somebody forgot to tell the dancers that and they all did it with a smile on the collective face.

While research is a legitimate reason all by itself for going out, especially to dance to a local caller who has been calling and improving for 18 years, many callers, of course, have been calling for one year...18 times. Innovative choreography may go wanting. What is the benefit to be had by dancing under such circumstances? For one thing, it will prove to you just how resilient dancers are. We abuse them and they come back for more. For another, I am occasionally told by my partner that some of the things I call are awkward.

Since she is my wife and a good dancer, but not a caller, I can easily dismiss her comments as coming from one who is simply not appreciative of the intricacies of innovative choreography when called by her husband. However, when I go to a dance, and some ham-fisted, power-hungry, untutored caller has me snatching my head from shoulders with his ill-timed, badly conceived and uncomfortably jerky sequences...and I recognize they are the same ones I use so proudly...believe me, I have learned something.

And if you want a real eye-opener and experience enhancer, dance the belle position for a tip or two. Talk about learning things not to do! God love 'em, but they keep coming back.

For us callers there is a certain tortuous logic we use to avoid dancing:

- I won't dance to any caller who isn't at least as good as I am (damn few, in any caller's humble opinion, I might add);
- If I do go to a dance, I will be admitting to the caller that I think he or she is better than I am;
- Therefore, if I don't go to the dance, everyone will think I am better than they thought. HUH?

My partner and I agreed long ago that if I started calling, we would continue to dance. We have kept that promise to each other and I reap the double benefits of learning something at every dance, and still having my original caller-hauler to offer critiques (many and unwarranted) of my calling (flawless...just like yours).

And everyone in square dancing should remember our motto here at camp: "Square dancing is not what it used to be. What's more, it never was." Happy dancing.



**Time to register for the
1999 CALLERLAB
Convention!**



PRESS RELEASE

FOR IMMEDIATE RELEASE
January 1999



PRESS RELEASE

***** START *****

MAINSTREAM EMPHASIS CALL

Dana Schirmer, Chairman of the Basic/Mainstream Committee, is pleased to announce FAN THE TOP has been selected as the Mainstream Emphasis Call for the period January 1, to April 30, 1999.

FAN THE TOP

- STARTING FORMATION: Ocean Waves or Two-Faced Lines
ARRANGEMENT: Standard arrangement is "0" (boys on ends, girls in center)
DEFINITION: The centers of the lines or wave turn three quarters (270 degrees) while the outside dancers move forward in a quarter circle. The ending formation is at right angles to the starting formation. Centers remain centers and ends remain ends.
STYLING: Center dancers use hands-up position and styling similar to that of Swing Thru. End dancers arms are in natural dance position and hands are ready to assume appropriate position for the next call.
TIMING: 4 steps
ENDING FORMATION: Same as original beginning formation (Ocean Waves or Two-Faced Lines)
TEACHING HINTS: Emphasis should be on center dancers to begin the call with adjacent center. If ladies are touching left hands in the center, preference the call by saying, "ladies, where are your left hands?, FAN THE TOP". Also, explain the fact that dancers will end at right angles to their beginning formation.
DANCE EXAMPLE: (for EMPHASIS use) (Static Square) Heads step to an Ocean Wave and FAN THE TOP, Extend, Swing Thru, Boys Run, Couples Circulate, FAN THE TOP, Wheel & Deal, Right & Left Thru, Ladies Lead Dixie Style to an Ocean Wave, Boys Cross Run, FAN THE TOP, Right & Left Thru, Touch 1/4, Girls Run, Right & Left Grand. (Zero Lines) Touch 1/4, All 8 Circulate, Single Hinge, FAN THE TOP, Girls Run, Tag the Line Right, FAN THE TOP, Wheel & Deal, Square Thru 3/4, Allemande Left.
SINGING CALL EXAMPLE: (Static Square) Heads Square Thru, Dosado to an Ocean Wave, FAN THE TOP, Pass Thru, Partner Trade, Boys Reverse Flutterwheel, Ladies Lead Dixie Style to a Wave, Boys Cross Run, Swing and Promenade.

***** 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
January 1999



PRESS RELEASE

***** START *****

BASIC EMPHASIS CALL

Mike Alexander, Vice Chairman of the Basic/Mainstream Committee, is pleased to announce **CHAIN DOWN THE LINE** has been selected as the Basic Emphasis Call for the period January 1, to April 30, 1999.

CHAIN DOWN THE LINE

STARTING FORMATION: Right-Hand Two-Faced Line or Left-Hand Ocean Waves with Girls in the Center

ARRANGEMENT: Normal couples in Two-Faced Lines, Ladies in Center of Left-Hand Wave

DEFINITION: As centers (girls) Trade with right hands, the ends (boys) face the center of the line or wave to Courtesy Turn the trading centers (girls) to finish as facing couples.

STYLING: Man uses left hand to lead (not pull) the lady. Man's right hand is in the small of the lady's back. Ladies use right hand for skirt work.

TIMING: 8 steps

ENDING FORMATION: Facing Couples

DANCE EXAMPLES:
(for EMPHASIS use)
Heads Lead Right, Swing Thru, All 8 Circulate, Boys Run, **CHAIN DOWN THE LINE**, Flutterwheel, Star Thru, Pass Thru, Trade By, Pass Thru, Left Allemande

Sides Lead Right, Circle to a Line, Right & Left Thru, Veer Left, **CHAIN DOWN THE LINE**, Pass Thru, Left Allemande

Heads Square Thru 4, Swing Thru, Boys Cross Run, **CHAIN DOWN THE LINE**, Pass the Ocean, Boys Circulate, Swing Thru, Girls Circulate, Boys Run, **CHAIN DOWN THE LINE**, Pass Thru, Wheel & Deal, Square Thru 3, Left Allemande

SINGING CALL EXAMPLE:
Four Ladies Chain 3/4, Heads Star Thru, Pass Thru, Swing Thru, All 8 Circulate, Boys Run, **CHAIN DOWN THE LINE**, Star Thru, Square Thru 3, Swing, Promenade

***** END *****

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THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE
January 1999



PRESS RELEASE

***** START *****

PLUS EMPHASIS CALL

Larry Davenport, Chairman of the Plus Committee, is pleased to announce that LOAD THE BOAT has been selected as the Plus Emphasis Call for the period beginning March 1, 1999. (Standard formation, arrangement and comment are provided from the CALLERLAB "Standard Plus Applications" document.)

LOAD THE BOAT

STANDARD STARTING FORMATION:

Facing Lines of Four

ARRANGEMENT:

"0" Normal couples

COMMENT:

"Ends Load the Boat" will probably succeed from any arrangement. "Center only" usually succeeds only from half-sashayed couples ("2" lines).

DEFINITION:

Starting formation - Lines of four, with centers facing in, and the ends of each line facing the same (in or out) direction.

The end dancers move forward around the outside, passing right shoulders with three moving end dancers, and turn one-quarter in (90 degrees) to stand beside the third person passed, facing the center of the set as a couple. Simultaneously, the center four dancers Pass Thru, turn their backs to their momentary partners, Partner Trade with their new partners, and Pass Thru.

STYLING:

The end dancers, while moving on the outside, leave enough room for the center dancers to work comfortably. Arms are held in natural dance position throughout the action, blending into the appropriate hand position for the next call.

ENDING FORMATION:

Eight Chain Thru (from starting formation of facing lines of four)

DANCE EXAMPLE:

(from Zero Line) LOAD THE BOAT, Slide Thru, Right and Left Thru (ends in Zero Lines, rotated 180 degrees)

Note: from starting formation of normal facing lines of four, LOAD THE BOAT is equivalent to a Star Thru or Slide Thru

ALLEMANDE LEFT

GETOUT:

(from Zero Box) Right and Left Thru, Slide Thru, **LOAD THE BOAT**, Allemande Left

(from Zero Line) **LOAD THE BOAT**, Square Thru 3/4, Allemande Left

RIGHT AND LEFT

GRAND:

(from Zero Line) Right and Left Thru, **LOAD THE BOAT**, Touch 1/4 and Roll, Right and Left Grand

SINGING CALL

EXAMPLE:

(from Static Square) Heads Square Thru, Swing Thru, Acey Deucey, Centers Run, Bend The Line, **LOAD THE BOAT**, Square Thru 3/4, Swing Corner, Promenade

TIMING:

12

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

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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 availability of a revised "New Song and Dance Routine" brochure.

Nearly 1,000,000 of these deluxe brochures have been distributed world wide and have proven to be a very effective tool for recruiting new dancers. The brochures are printed on a high quality paper and show various scenes of square dancers enjoying our country's favorite pastime. Professionally written text 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 \$10.00 per hundred, plus postage/shipping. Brochures are shipped by UPS whenever possible. They are available in a fan-fold with a blank panel for adding your own local information or you can order them "flat" for printing by a professional printer or on your home computer.

Donations exceeding the \$10.00 per hundred, 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 _____ Fan-fold and/or _____ Flat "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. They can also be ordered "flat" so you can take them to a printer to have your information printed on, before folding.

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

Art centers

Barber shops

Beauty shops

Chamber of

Commerce

Church bulletin
boards

Civic centers

Company recreational
services

Dentists' offices

Doctors' offices

Drug stores

Dry cleaners

Grocery store bulletin
boards

Health/fitness clubs

Hobby stores (music
stores, computer
stores, craft stores,
etc.)

Laundromats

Libraries

Local colleges

Mail to ex-dancers

Movie theaters

Real estate offices

Recreation centers

Restaurants (where
the local people eat)

Senior centers

Service clubs

Shopping malls

Sporting goods stores

Square dance shops

Teen centers

Video tape rental
stores

Visitor magazines

Welcome Wagon

Western shops

YMCA

YWCA



PRESS RELEASE

FOR IMMEDIATE RELEASE
February 1999

***** START *****



PRESS RELEASE

The following was reprinted from January 1994 *Mayo Clinic Health Letter*, with permission of Mayo Foundation for Medical Education and Research, Rochester, Minnesota 55905.

SOCIAL DANCING

Jazz up your fitness routine with a regular dose of dance.

Evelyn resolved that in 1994 she'd exercise regularly. But it's only the beginning of the new year and she's already bored with her new stationary bike. The rowing machine and treadmill at the YWCA also hold little appeal.

When a friend coaxed her to go along for an evening of free dance lessons, she realized exercise doesn't have to be a chore.

It's true. Whether you're swirling across the floor to a Strauss waltz or doing do-si-dos to the commands of a square dance caller, you're getting exercise -- and probably having fun too.

Dancing pairs you up with more than a partner.

From burning calories to socializing with friends, dancing offers these health benefits:

- **Calories** - Dancing can burn as many calories as walking, swimming or riding a bicycle. During a half hour of sustained dancing you can burn between 200 and 400 calories.

One factor that determines how many calories you'll expend is distance. In one study, researchers attached pedometers to square dancers and found each person covered nearly five miles in a single evening.

- **Cardiovascular conditioning** - Regular exercise can lead to a slower heart rate, lower blood pressure and an improved cholesterol profile.

Experts typically recommend 30 to 40 minutes of continuous activity three to four times a week. Dancing may not provide all the conditioning you need, but it can help. The degree of cardiovascular conditioning depends on how vigorously you dance, how long you dance continuously and how regularly you do it.

- **Strong bones** - The side to side movements of many dances strengthen your weight bearing bones (tibia, fibula and femur) and can help prevent or slow loss of bone mass (osteoporosis).
- **Rehabilitation** - If you're recovering from heart or knee surgery, movement may be part of your rehabilitation. Dancing is a positive alternative to aerobic dance or jogging.
- **Sociability** - Dancing contains a social component that solitary fitness endeavors don't. It gives you an opportunity to develop strong social ties which contribute to self-esteem and a positive outlook.

Would you like to dance?

Tomorrow night when you consider settling down for a little television, turn on the music instead. After a few spins around the living room, you'll have so much fun you may forget you're exercising.

The following is an excerpt printed from the USDA News, reprinted from Dancin'News of Central Florida.

LIVE TEN YEARS LONGER!

Square Dancing will add ten years to your life, a surprising new study shows. Dr. Arron Blackburn states, "It's clear that square dancing is the perfect exercise. It combines all the positive aspects of intense physical activity with none of the negative elements."

The study was based on their physical examinations which indicated that both female and male square dancers could expect to live well into their '80's.

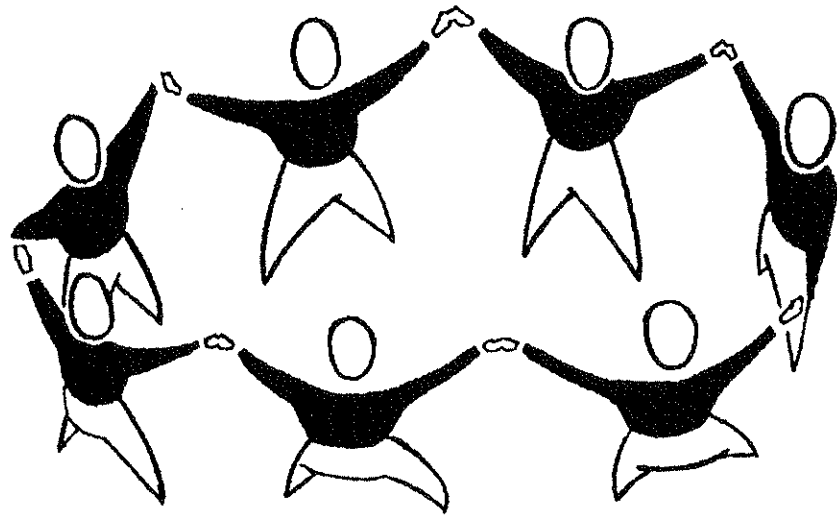
The square dance movements raise the heart rate like any good aerobic exercise should. All the quick changes of direction loosen and tone up the muscles - but not so severely as to cause injury. In square dancing, when you're not moving, you're clapping hands or tapping feet, which all contributes to long term fitness.

*** * * * * 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

E C M A



- 1 When a dancer goes down, a second dancer attends to him/her.
- 2 Remaining couples join hands and take a step backward. This will allow the injured person and attendant air and room.
- 3 Raise joined hands as high as possible in the form of an arched circle.
- 4 On seeing this signal, the caller or hall monitor will immediately place an Emergency Call for Medical Aid.

EMERGENCY CALL
for MEDICAL AID



PRESS RELEASE

FOR IMMEDIATE RELEASE
January 1999



PRESS RELEASE

***** START *****

GIVE TO SQUARE DANCING AND TAKE A TAX DEDUCTION

by Ed Foote

Recently a group of dancers were discussing charitable contributions and what groups they gave to during the year, such as the United Way, Salvation Army, churches, etc. Someone made the comment that they wished they could make a charitable contribution to the square dance activity and get a tax write-off for it, but that there was no way to do this...

YES THERE IS! The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing is a non-profit corporation dedicated to preserving the heritage of the square dance activity. The Foundation was established in 1990 by CALLERLAB, *The International Association of Square Dance Callers*, as a way to safeguard the history and to promote the growth of square dancing.

The Foundation is the legal entity through which money is raised to carry out the specified goals of the organization. It is registered with the Internal Revenue Service as a 501(C)(3) corporation, and donations to the Foundation are tax deductible.

The mission of the Foundation is to "preserve and promote square dancing through the preservation of the heritage of square dancing, the establishment and enhancement of a positive perception of square dancing, and education regarding the benefits of square dancing to the general public."

Goals of the Foundation are to "develop and maintain a national advertising campaign to promote square dancing, develop and encourage educational programs directed toward the mission of the Foundation, and provide funding through grants and loans to support the mission of the Foundation. A major goal is to promote the wholesome nature of the activity."

The Foundation has already accomplished much in support of its goals, such as; (1) published and distributed almost one million brochures to promote square dancing, (2) produced and distributed over 4000 promotional video tapes containing TV public service announcements to be used in recruiting new dancers, (3) provided a grant to the New England Foundation for the preservation of square dancing, (4) provided square dancing educational materials to the Czech Republic, (5) funded an educational exchange between master dance instructors from the Peoples Republic of China, and square dance leaders in the United States, and (6) in funding a variety of projects all aimed at promoting square dancing.

The Foundation has numerous future projects under consideration but funding is needed to make them a reality.

A sample codicil for last will and testaments for those who would like to bequeath money to the Foundation has been developed and is effective in all 50 states and Canada.

Individuals, square dance clubs, dancer organizations, and caller associations may wish to consider making a donation for this ongoing preservation of square dancing. Checks can be made payable to the CALLERLAB Foundation.

To make a donation, receive the sample codicil, or receive additional information, contact; The CALLERLAB Foundation, 829-3rd Ave. SE, Suite 285, Rochester, MN 55904. Phone: 507-288-5121.

Reprinted from Northeast Square Dancer, October 1997.

***** END *****

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

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