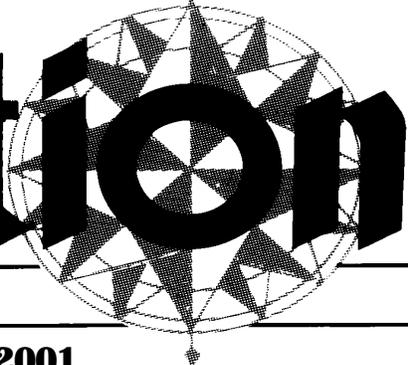


NEWSLETTER
for Members of
CALLERLAB

direction



The International Association
of Square Dance Callers

COCOA, FLORIDA

VOLUME XXVII NUMBER ONE - FEBRUARY 2001

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CURRENT QUARTERLY SELECTIONS:

MAINSTREAM: None
PLUS: None
ADVANCED: Double Down (1/01)

EMPHASIS CALLS:

MAINSTREAM: Split Circulate
PLUS: 3/4 Tag the line

FUTURE CONVENTIONS:

APR 9-11, 2001 St. Louis, MO
MAR 25 -27, 2002 Richmond, VA
APR 14 - 16, 2003 Central Region

CALLERLAB OFFICE HOURS:

8:00 am to 4:30 pm Eastern Time, Monday through Friday
Phone: 321- 639-0039

800 - 331-2577 (business only)

FAX: 321- 639-0851

Email: CALLERLAB@aol.com.

Website: www.callerlab.org

INSURANCE QUESTIONS & CERTIFICATES

Seabury & Smith 800-503-9227

CALL TO CONVENTION

In accordance with the By-Laws, notice is hereby given of the Call to Convention to be held at the Airport Marriott Hotel in St. Louis, Missouri, on April 9, 10, and 11, 2001. All Members, Life Members (Gold Card Holders), Associate Members, and Apprentice Members are cordially invited to attend. 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 800-331-2577.

The Board of Governors has approved three revisions to the bylaws. These changes will be presented to the membership during the annual meeting, Wednesday, April 11, 2001 for discussion and vote. After the convention a ballot will be mailed to all Voting Members. This ballot addresses the issues voted on at the convention. The following are the changes approved by the Board:

- A. Eliminate Convention Attendance Requirements - This change will eliminate the requirement to attend an annual meeting or special meeting to become or to remain a "Voting member".
- B. Eliminate Term Limits for serving on the Board Of Governors - The Home Office recommended this change, due to the large number of Governors who will be forced to leave the Board and the resulting loss of continuity. The Home Office believes and the Board agrees that Term Limits are best controlled by the membership during elections. If the membership believes a Board Member has been on the Board too long, the membership can simply NOT reelect that Governor.
- C. Eliminate the word "consecutive" from Article II. Section 1 and Article II. Section 2 - This change will allow members with eight years total (not necessarily consecutive) to qualify under the "longevity" provisions for Good Standing. This will allow these members to remain a "Voting Member" even though they no longer call 50 dance events per year. Convention attendees will receive a copy of the proposed changes in their convention registration package. Voting on the proposed changes will take place at the annual business meeting on Wednesday, April 11, 2001.

FROM THE CHAIR

Larry Cole, Chairman

The theme for the upcoming 28th annual CALLERLAB convention is Gateways: Unity, Marketing, Growth. The convention will be held in St. Louis, Missouri on April 9-11 and we sincerely hope all of you will be able to attend. A very unique opportunity is available to each of us this year, in that we may invite two guests to join us at the convention. We are now able to invite club presidents, state dancer association officers or anyone we wish to come and experience a CALLERLAB convention. This is a wonderful way to spread goodwill and information about CALLERLAB and the Foundation. The fee for non-caller guests is \$175 and \$140 for their partner. I urge you to consider inviting a friend to share in the fun and let us make this the best convention ever.

I continue to be amazed at the amount of preparation necessary to produce the convention. The planning and production of a convention are enormous tasks for the Home Office and planning committee. A location must be found, along with the requisite meeting facilities, lodging, meals planned and rates negotiated. The gigantic amount of meeting space we require is expensive and the quick turn around from meeting arrangement to meal seating is an immense factor for consideration. Once all is in place the committee meetings and interest sessions are planned. I hope you enjoy this year's convention, and please, take the time to stop by to say "thank you" to the Home Office staff for all their admirable accomplishments.

Many exciting sessions are being planned for your enjoyment and education. Professor Arden Hopkin will again be on hand with his ever popular voice clinic. This year Professor Hopkin will offer a unique opportunity through a limited number of individual voice sessions. Various committee meetings have been scheduled for your interest and participation. Sessions on digital music, showmanship, choreographic development, multicycle lessons and smoothness are planned. There are other sessions planned, including one of particular interest to Advanced and Challenge callers.

The main focus (through the Foundation) continues to be marketing. **Mike Seastrom** (Marketing Committee Chairman) and **Jim Hensley** (The Foundation Marketing Director) will direct a session to discuss the

Phoenix Plan for the future marketing of square dancing. Reports will include the ongoing market research which has produced many interesting facts. We are also hoping that StarWorks (our Market Research Company) will also send a representative.

A positive attitude prevails, and I invite all of you to come and be part of the enthusiasm and excitement. Please stop and say "howdy" when we pass in the halls.

CONVENTION UPDATE

As of this writing, 98 callers and 48 partners have registered for the 2001 convention in St. Louis, MO. This is below the number of registrations last year at this time. We need you to register for the convention very soon. You must register before March 15, 2001 to avoid the \$25 per person late fee.

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, April 9, 2001, several activities have been planned for Sunday, April 8th, for those callers and partners arriving early for the convention. Activities scheduled on Sunday are:

3:00 - 5:00 p.m.	CDP Dance
6:00 - 7:00 p.m.	Reception & Social Hour
8:00 - 9:00 p.m.	Orientation Session
9:00 - 10:30 p.m.	After Party

Convention registration will be open: Saturday 1:00 to 5:00 p.m. and Sunday 10:00 a.m. to noon and 2:00 to 5:00 p.m.

This will be an extremely important convention. We will be discussing the *Phoenix Plan* and the market research being done as part of Phase One of that plan. Three proposed bylaws revisions will be discussed, presented, and voted on. Program Committees will be discussing the impact of the Program Policy approved last year and the biennial review of the programs being done this year. We need your input during this very important time for CALLERLAB and for square dancing.

(Continued on page 3)

DIRECTION is the official newsletter of CALLERLAB, The International Association of Square Dance Callers, with offices located at 467 Forrest Ave., Suite 118 Cocoa, FL 32922; Phone: (321)639-0039; Email: CALLERLAB@aol.com. *DIRECTION* is published and mailed first class to all members and affiliates of CALLERLAB. *DIRECTION* is edited by Jerry Reed, Executive Director.

DIRECTION is computerized, therefore, it would be most helpful to have articles, reports or letters to the editor submitted on computer diskettes whenever possible. *DIRECTION* uses Corel Word Perfect 8.0 on a Windows based computer. Computer diskettes or CD's containing articles, reports or letters to be published should be submitted in Word Perfect. Windows based Micro Soft Word or ASCII text files are also acceptable. Please enclose a printout of the article, report or letter. Unsigned submissions will not be accepted.

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 Editor reserves the right to exercise 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.

(Continued from page 2)

Apprentices are also invited to attend the CALLERLAB convention, even though they are unable to 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".

St. Louis is a wonderful vacation destination with many historical sites and landmarks. There is world class entertainment, marvelous sites and sounds, and even the gaming facilities on the "River Boats". The Gateway Arch is a MUST SEE for any visitor to the city. We are looking forward to an entertaining, interesting, informative, and satisfying convention.

COME JOIN US IN ST. LOUIS!!!

INDIVIDUAL VOICE SESSIONS IN ST. LOUIS

Professor **Arden Hopkin**, from Brigham Young University, Provo, Utah has attended several CALLERLAB conventions to provide interesting, entertaining, and informative sessions on the function, care, and use of the voice. He will be with us again in St. Louis to staff our Voice Sessions. This year we have arranged for something extra. Arden will be available to provide individual voice sessions (20 minutes each) to callers who may want this individual attention. There will be a very limited number of these individual session, due to Arden's other convention commitments, but he will make as much time available as is practical.

The fee for these individual sessions will be \$30.00 for a 20 minute session. If you would like to take advantage of this unique opportunity, call the office and speak with Gail or Jerry to schedule your session. Payment MUST be made BEFORE the convention (check or credit card) to guarantee your spot. Sign ups will be on a first come first served basis. There will be a very limited number of individual sessions, so if you are interested, please contact the Home Office immediately. We will provide session times and locations to all who sign up. Contact the Home Office at 800-331-2577. Sorry, no Email sign ups, except from over seas.



2001 CONVENTION EXHIBITORS

CALLERLAB convention exhibitor information has been mailed to all exhibitors whose names we have on file. If you wish to exhibit at the St. Louis convention and have not received an information/application package, please contact the Home Office at 800-331-2577.

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

Jon Jones will be hosting an afterparty at the 2001 St. Louis 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 Jon at 817-469-1179 or write him at 1523 Bluebonnet Trl, Arlington, TX 76013-5009 or Email: JonJonesSDC@aol.com.

FOUNDATION LOGO DESIGN CONTEST

The Foundation needs a logo which will reflect its ideals and goals. The logo should be viewed as inclusive rather than exclusive regarding square dancing and associated dance forms. Inclusion of all facets of the activity is desired but not required. Incorporation of images which support the promotion and preservation of the activity would be appropriate.

Proposed designs are to be sent to the CALLERLAB office no later than March 30, 2001. Submissions should be no larger than 8" x 10" and must include the name, address, and phone number of the person submitting the design.

ALAMO RENTAL CARS

Members please be aware of the rental car discount program offered by Alamo Rental Car. CALLERLAB receives a small commission from each car rental when you use the CALLERLAB rate code (BY) and ID Number 420659. Every little bit helps!



GRANT WRITING EXPERTISE

Bill Helms, Chairman of the CALLERLAB Grant Writing Committee, is looking for callers, dancers, or others with knowledge in the field of Grant Writing. This field includes writing and securing grants and is an expertise all its own. This experience will help ensure our activity receives the kind of funding that is available to other historical, social, health promoting, physical fitness, mental well being, and art related activities. For example, The National Endowment for the Arts, Ford Foundation, and others.

If you or someone you know is willing to share their knowledge, or to serve on this very important committee, please contact the Home Office 800-331-2577, or email CALLERLAB@aol.com. We're excited about the possibility of receiving grants and endowments which would further the Foundation's long range marketing program, known as the *Phoenix Plan*, and the Foundation's other efforts to promote and preserve the entire dance activity on a national and international basis. Please contact the Home Office today!

ADD A BUCK! HELP THE FOUNDATION

Do you sponsor week-end square dance events? Does the club you call for regularly sponsor these events? We have been asked to pass along an idea to you. This idea is to add a buck (\$1.00) to each dancer registration and then send this extra buck to The Foundation. Just think, if there were only 100 week-end events per year and each one had an average registration of 20 squares (160 dancers), a total of \$16,000 would be donated to The Foundation! Doesn't that sound GOOD? It does to us. All donations to The Foundation help promote the activity though the Foundation's *Phoenix Plan* and its market research and marketing plan.



BYLAWS REVISION - TERM LIMITS -

Several years ago the Board recommended that the membership enact a Bylaws change limiting the term of BOG members to three three year terms. The change was approved to become effective with the 2001 election. A recent reconsideration of this change has revealed that the effect in the 2002 election will be to prevent six of the eight incumbents whose term ends that year from running for reelection. The following year four more incumbents would not be allowed to run for reelection.

The Board is concerned because this rule will remove 40% of the experienced leadership from the CALLERLAB Board in two years. This is an average of 20% per year. Over the past 10 years, with out term limits, there

has been a 76% turnover of the Board leadership. This is an average of nearly 8% per year. The Board believes this rate is adequate and that requiring a higher turnover would restrict leadership development. An annual election without term limits allows the members to choose their leaders with no restrictions. The Board recommends that the membership rescind the term limit requirement from the Bylaws. The Home Office and the Board believe that the membership has the power to impose term limits through the election process without the over restrictive bylaws provision.

Even though this limit begins with the 2001 election, none of the current Board are effected because none of them has more than two consecutive terms. The situation will be different in the 2002 election. In that election six of the eight incumbents are not eligible for reelection. The situation is almost as bad in the 2003 election. In that election (assuming the current incumbents are re-elected) four of the eight incumbents will not be eligible. In other words in the next three elections, we will loose ten Board members.

MARKETING RESEARCH UPDATE

As most of you know, *The Phoenix Plan* is a three phase long term marketing plan. Phase One of the plan calls for market research to define our prospective dancers and what it will take to recruit and retain them. It will provide the tools and materials to help us understand the problems occurring in the activity and identify the role of the individual dancer and caller in the recovery.

As we reported in the November 2000 issue of *DIRECTION*, we are in the process of conducting a demographic survey which will provide us valuable information about who we are. This is the information potential sponsors will require before committing sponsorship money to square dancing. The Internet Survey is now being offered to those wishing a copy (see separate article in this issue). The Focus Groups (nine total in three different cities) are now complete and analysis is ongoing. The final report from the Focus Group surveys has been delivered to the Executive Committee and will be presented to the Board. These Focus Group surveys will be a major part of the discussion at the CALLERLAB convention April 9 - 11, 2001 in St. Louis, MO and will be the topic of an interest session during the convention. A representative from StarWorks (our market research company) and Creative Marketing Services (our market service company) will be on hand to present details of the surveys and to answer questions. These discussions will be most interesting and informative. Additional Focus Groups with current dancers to obtain data on the thoughts and concerns of the current dancer population are being considered. Please plan to attend the convention and this interest session to learn about this very important aspect of CALLERLAB and The Foundation's commitment to square dancing. We are most interested in your thoughts and comments.



CALLERLAB MEMBERSHIP ROSTER

The Executive Committee has determined that, in order to hold down printing and postage costs, a membership roster will not be automatically distributed to all members this year. The cost of printing and mailing a roster to our entire membership is well over \$5,000.

If you have moved in the past year, or have any changes to the information in the roster, notify the Home Office immediately. We plan to print the roster for the 2001/2002 membership year in June 2001.

New members who have not yet received a roster or members requiring an updated roster should order one from the Home Office by calling 800-331-2577. FOR ORDERS AFTER MAY 30TH THERE WILL BE A CHARGE OF \$5.00. Orders will be accepted via phone, U.S. Mail, email, or FAX. The Home Office will print enough rosters to fill those orders plus a small supply for occasional requests.

ADVANCED DEFINITIONS REVISED

Cliff Simpson, Chairman of the Advanced Committee announces that the Advanced program definitions have been revised. New definitions are available from the Home Office. The revised definitions are not yet available on the web site. The changes include: 1) adding PARTNER HINGE, 2) Adding PARTNER TAG, 3) Revised definition of REMAKE, and 4) Adding REMAKE THE THAR.

CHOREOGRAPHIC GUIDELINES (ONE OF THE BEST KEPT SECRETS)

Elmer Claycomb, Chairman, Choreographic Applications Committee has written the following to let you know about a very informative CALLERLAB document.

Great literary works and paintings by master artists historically have gone unappreciated during their own time. Let's not repeat this tendency when it comes to one of the best publications that has been prepared by CALLERLAB. I'm referring to *Choreographic Guidelines*, prepared by the Choreographic Guidelines Committee of CALLERLAB and published in 1996.

Following the axiom that good things come in small packages (and often cost quiet a bit) the book is only 62 pages long and costs \$18 through the CALLERLAB office. The booklet includes the following chapters: 1) Smooth Dancing, 2) Anticipation, 3) Accuracy of Execution, 4) Choreographic Management, 5) Degree of Diffi-

culty, 6) Selection of Moves, 7) Success with Difficult Choreography

The booklet draws together information on these subjects that has previously been published or used in training sessions by such callers as **Jim Mayo, John Kaltenthaler, Don Beck, Jon Hendron, Shawn Cuddy, Everett Mackin, Mike Jacobs, Bill Peters, and John Sybalsky.** Additional input and editing were provided by **Jay Klassen, Kenny Farris, Jerry Reed** (who was chairman of the committee when the booklet was prepared) and **Elmer Claycomb.**

I recently decided to re-read the booklet and found myself underlining numerous sections as I muttered to myself things like "why do I keep forgetting to do that". Even though I had read the various chapters of the booklet as they were developed, I hadn't read it through as a full document. Reading it through as one continuous document (even though it might be on a plane on the way to a calling engagement, in a motel room, or one of those rare free moments at home) brought the relationship between the various chapters into focus.

Two of the statements in the chapter on Selection of Moves merited both underlines and stars beside them. They are: 1) "The art of combining moves into logical, smooth flowing patterns is what makes the difference between dancing, or just performing a group of moves", and 2) "Choreographic flow should be like a river - always moving in the same direction, doing what it can to create paths of least resistance. Also like a river, the flow is not in a straight line. It twists and turns and gathers character from the rocks, logs and other objects of resistance to its momentum. Good choreography should establish enough momentum to carry the dancer from one move to the next and enough resistance to that flow to give our dance character and definition."

Not only does the chapter contain general guidance such as the above statements, but it contains specific examples of good and poor movement selection. Ways to accurately evaluate your own calling are recommended, such as: Recording one of your own dances, then getting a square together and dancing to your own recorded dance.

It is particularly interesting to note that the chapter on Success with Difficult Choreography is the last chapter, while Smooth Dancing is the first Chapter. This hierarchy follows the CALLERLAB Square Dance Issues Committee Report conclusion that over emphasis on choreographic complexity is one of the primary issues facing our activity today. Many of the sub-issues identified by the Committee under the general heading of over emphasis on choreographic complexity are directly addressed by *Choreographic Guidelines*.

I highly recommend that every caller have a well read copy of *Choreographic Guidelines* in their reference library.

Have You Registered For The 2001
CALLERLAB Convention Yet?

DECAL & DRAWING FUND RAISER

A new fund raising project was initiated during the CALLERLAB Convention in Las Vegas last spring. CALLERLAB members **Tom Miller**, Chest Springs, PA, and **Tim Crawford**, Burlington, Ontario, thought up a way to not only promote square dancing, but to also raise money for the Foundation. This project includes the sale of decals which may be placed on windows, brief cases, book covers, walls, or any other suitable surface. These decals simply say "SQUARE DANCE!". This very simple message is intended to promote the activity by providing a way to put square dancing in front of the public. Each decal sold will include an entry into a drawing to be held during the National Square Dance Convention in Anaheim, CA in June 2001. Winners do not need to be present to win. First prize will be a \$1,000 travel voucher and second prize will be a \$500 set of luggage. Winners will be announced in *DIRECTION*. Winners will also be notified by phone.

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 at 800-331-2577. Member cards and licenses are mailed, first class, within two to four business days.

Renew Your
Membership Today

FINANCIAL ASSISTANCE AVAILABLE

Could you use some financial assistance in furthering your square dance calling career? Why not apply for a scholarship administered by CALLERLAB?

Members wishing to attend a reputable callers college may apply for the George White Memorial Scholarship, the Jerry Schatzer Fund, The Tex Hencerling Fund, or the Heyman Scholarship Fund. These scholarship funds are funded by private donations in the name of the fund honoree and are administered by CALLERLAB. Other scholarships are available through enterprises such as ASD Magazine, Supreme Audio, and many local callers associations.

Applications for the 2001 CALLERLAB scholarships, must be received by the Home Office no later than May 1, 2001, in order to be considered by the Executive Committee at their Spring 2001 meeting.

CALLERLAB also sponsors an association grants program. The intent of this program is to help make quality caller training available to caller associations which are affiliated with CALLERLAB and which could not otherwise afford it.

CALLERLAB affiliated callers association may apply for a grant of up to \$150 a day, to a maximum of \$450, under this program, providing it is able to establish that the intended program could not be held without some form of financial assistance and that it has received no CALLERLAB training grant for a period of at least three years prior to the date of the proposed clinic or training program.

To qualify for a grant, the association must submit a written application at least four months prior to the date of the intended program.

Contact the Home Office for full details on scholarships and grants.

CALLER SCHOOL AT NSDC

The CALLERLAB Foundation Board has approved a plan to sponsor a callers school to be held in conjunction with the National Square Dance Convention (NSDC) in St. Paul, MN in June 2002. The school will be staffed by CALLERLAB Accredited Caller-Coaches selected by the students. The school will begin on the Sunday before the NSDC and will end on Thursday. A donation of \$500 to the Foundation will allow one student and partner to attend the school. An additional donation of \$500 (total of \$1,000) will provide lodging for the student during the school.

All clubs, caller associations, and other organizations are encouraged to sponsor at least one student for this school. It is not only a way to provide quality educational benefits, it is also an opportunity to help the Foundation and square dancing. Please make copies of the enclosed press release and registration form. We are hoping this school will be a big success.

Contact the Home Office for additional details or information.

SCHOLARSHIP DONATIONS

Karl E. Springer-Jerry Schatzer Scholarship Fund

If we do not learn from mistakes,
then there is no sense in making
them.

FRIENDS OF THE FOUNDATION

Wil Eades, CA
Judy Ballard, CA
Bill McCormick, CA
SDCASV, Sacramento, CA
Sundown Squares, California
SwingMasters Callers Assoc., MN
Farmington Valley Square Dance Club
Jon Jones, TX, In the name of Jean Brownlee
Green Mountain Callers Association, VT
Boots and Belles, CA, In name of Nasser Shukayr
Ron Harris, Orange County Callers, La Habra, CA

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 Callers 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 April 31st. To date, more than a dozen partial scholarships have been awarded to colleges in the USA and Europe.

25 YEAR CERTIFICATES

Are you eligible for a 25 Year Certificate or will you be eligible soon? We would like to let all members know the policy and procedure in place concerning this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 Year Certificates: 1) During the CALLERLAB convention the 25 Year Certificate will be presented to each member who becomes eligible during that year and is attending the convention, 2) Certificates will be mailed to the members who become eligible in that year but do not attend the convention, and 3) Members who became eligible in previous years and are attending the convention will be acknowledged. If you believe you are eligible this year (started calling in 1976) please contact the Home Office to verify we have the correct information in our files.

In the 1500's floors were dirt. Only the wealthy had something other than dirt, hence the saying "dirt poor".

INTERNET SURVEY REPORT

The Foundation conducted a Square Dance Image Study via an Internet Survey of 1887 Internet Users in March 2000. The results of that study are available from the CALLERLAB office, 467 Forrest Avenue, Suite 118, Cocoa, FL 32922. The final report of this survey is based on analysis of the Internet survey by StarWorks, Inc. (our market research company in Ann Arbor, MI) and Creative Marketing Services (our market services company in California)

The survey was based on the fact that CALLERLAB and The Foundation are concerned about the future of square dancing and are ready to take action. The object of the study was to conduct a low cost, preliminary study of general public opinion to: 1) Assess the image of square dancing, 2) Explore potential for expanding interest in square dancing, 3) Test viability of "Boomers" as target for marketing efforts, and 4) Identify other possible marketing targets. The study consisted of three questions: 1) Have you ever participated, as an adult, in square dancing?; 2) Would you say you have a positive, negative, or neutral opinion of square dancing, or do you not know enough to say?; and 3) If you heard square dancing is fun to do, a great activity for meeting and socializing with other adults, and also good for your health, would you consider joining a square dance class to learn how to do it?

The study concluded, among other things: 1) A vast majority of the national sample (8 of 10) have not participated in the activity as adults, 2) The image of square dancing is moderately to strongly positive, 3) Experience as an adult leads to good will, 4) People with income under \$30,000 a year are significantly more apt to say they have a positive image opinion of the activity than those who earn more, 5) Positioning square dancing as Fun, Social, and Healthy would draw one in six to consider joining a class, and 6) "Boomers" are a viable target market, as are people age 55 and over. The major recommendation from the study is that if a major marketing effort is undertaken, there needs to be additional research to understand why, when the context for square dancing is relatively positive, the current level of participation is decreasing. This information is critical to designing and implementing an effective marketing campaign.

To obtain a copy of the Internet Survey Final report, contact the CALLERLAB office in writing, or by Email. Sorry, telephone orders cannot be accepted. A donation to help cover shipping & handling costs would be appreciated.

HAVE YOU RENEWED
YOUR CALLERLAB MEMBERSHIP?

OFFICE CLOSING

The CALLERLAB Office will be closed February 19, 2001 in observance of President's Day. We will also be closed April 5 - 13 to attend the CALLERLAB convention in St. Louis.

SUPPORT - ASD MAGAZINE

As most of you know, we have only one national square dance magazine, American Square Dance. One of the primary functions of this magazine is to help dancers, clubs, callers, associations, and others involved with square dancing communicate. Each month there are numerous articles featuring activities from around the world. These articles include entertaining and informative items of interest about club happenings. The magazine also includes technical and educational information. The advertisements provide a wealth of information about the wide selection of square dance products and services available.

We in CALLERLAB are working with the Editors, Ed & Pat Juare, to help increase the circulation and help The Foundation at the same time. The magazine will donate \$2.50 from each new subscription submitted on the special subscription form included with this issue.

Please make copies of the form and distribute them at the dances you call. Please encourage dancers and callers to use the form to subscribe to the magazine. Samples of the magazine are available from the magazine. Please help support this very worthwhile effort. You may contact ASD at 800-333-6236 or at ASDMAG@loa.com.

WHY ATTEND?

We have thought about this question several times over the past few years and would like to share our thoughts with you. Here are just some of the reasons we have attended conventions:

- 1) Renew friendships, or build new ones
- 2) Find out, first hand, what is going on in the square dance world
- 3) Experience places, sights, and sounds you might not otherwise visit
- 4) Take a tax deduction for at least part of your visit
- 5) Observe the inner workings of the CALLERLAB committees
- 6) Meet the Board of Governors and the Executive Committee
- 7) Take an active part in discussing CALLERLAB policy
- 8) Take the opportunity to voice your opinion
- 9) Participate in interesting and informative interest sessions
- 10) Discuss square dancing with other callers from all over the world

11) Meet the Home Office staff

Contact the Home Office with your ideas for a convention theme, topics for interest sessions, or potential panelists for sessions. If you have a particular interest or skill, volunteer to be on a panel featuring that subject. Give us your input concerning future convention locations. The convention planning committee is interested in your input.

CALLERLAB JACKET SALE

LOST MEMBERS

We have lost contact with the following members. Please contact the Home Office, if you know how we can contact them:

Square Dance Callers Assoc. of No. CA
Bill Haynes, Mesa, AZ
Helen Laughter, Amarillo, TX
Michael Lindberg, Sweden
Michaelson, Alpine Wyoming
Benny Miller, Revillo, SD
Virgil Roach, Huber Heights, OH
Craig Shucker, California
Fred Trujillo, Augusta, KS
Mel Yohman, Florida

We have made arrangements with a new supplier for our CALLERLAB jackets. This new supplier will ship the jackets directly to the members rather than sending them to the Home Office for shipping to you. We have a limited number of jackets on hand which we would like to clear from our stock. The price of these jackets is \$15.00 (over 50% off), plus \$5.00 shipping/handling. Call for availability.

*Nothing ruins a good argument
like having someone you absolutely
can't stand agree with
your point of view.*

**Have You Renewed
Your CALLERLAB
Membership?**

Focus Group Surveys Report

As many of you know, the Foundation for the Preservation and Promotion of Square Dancing conducted a series of Focus Group Surveys in three cities last year. These Focus groups consisted of non-dancers and former dancers in Charlotte, NC; St. Louis, MO; and Portland, OR. They were conducted by StarWorks, a market research company in Ann Arbor, MI under contract to Creative Marketing Services (CMS) (the Marketing Director for the Foundation). StarWorks and CMS moderated the Focus groups and StarWorks then produced preliminary and final reports of the results and conclusions from the Focus Groups. This extensive research work was conducted as part of Phase One of the foundation's *Phoenix Plan*. This work will provide helpful information to dance leadership for developing effective marketing programs to revitalize square, round and traditional dance activities on a global basis.

This is a brief summary of some of the 'findings' from Focus Group studies recently completed. A more detailed report on these results, as well as a list of their specific goals and objectives will be available to assist any local, regional, national or international dance group interested in working with the Foundation to improve their dance programs. These organizations are encouraged to participate in on-going research projects designed to gather data for different geographic areas and individual dance forms.

Nine Focus Groups were conducted in three representative cities across America. Each city provided two groups of non-dancers in the targeted Baby Boomer age range of 35 to 55, and one group of former dancers. Non-dancers were recruited from the databases of local Focus Group facilities, and were screened to be coupled relationships who were physically able to dance. The former dancers were recruited from lists supplied by local square dance clubs and callers, and reflect both beginning dancers who dropped out, and club members who left the activity after completing classes.

Non Dancer Groups Findings:

- 1) The Baby Boomers are pressed for time, stressed with work, and already heavily preoccupied with free time activities. With many options from which to choose leisure entertainment, they are reluctant to get involved with any activity that requires a long-term commitment. They prefer activities that flex with THEIR needs, and permit a sense of spontaneity.
- 2) Square dancing makes high demands of its recruits with respect to time, commitment, clothing and general format. The public sees a relatively monolithic program, which asks them to conform to what it offers, rather than develop programs that flex to their various interests and needs.
- 3) Square Dancing has a serious image problem within

the general public, and especially among those in the targeted Boomer generation. Most people are familiar with square dancing but not Modern Western Square Dance (MWSD). Consequently, their image is based on out-of-date concepts not reflecting today's dance experience.

Former Dancer Groups Findings:

- 1) MWSD has a very low profile, even in those cities where there is an active dance community. As a result, people who might be enticed into the activity have no idea how to get involved.
- 2) Among those who have participated in square dancing and subsequently left, square dancing enjoys a very positive image, despite the negative experiences. These people loved the activity and most would return, if the circumstances leading to their departure were corrected. They think the activity is wonderful and definitely worth promoting. But without changes, they don't think a promotional program will succeed. This group represents a significant target for recruiting new membership.
- 3) The square dance club culture appears to have two faces. On the one hand, it is friendly and welcoming—like a second family. However, some ex-dancers experienced the club culture as inflexible, cliquish and exclusive.
- 4) Clubs appear to be particularly unable to work with single members, whether they start out as singles or become singles after joining the club. And with the emerging Boomer group showing a near 60% single factor, this limitation could add significantly to recruitment problems.
- 5) The unavailability of dance programs at different levels of expertise is a key reason for dropping out of the dance program. The ability for new dancers to have the option to remain at the Mainstream level seems critical to retention. Many of these ex-dancers liked the activity, but would like a place to dance at the level they learned during the first class cycle. They seem to want to consolidate skills, and just have fun.
- 6) The current club organizational structure is not oriented to marketing the square dance activity. The need for collaboration on important advertising and public relations programs, as well as on issues of scheduling, and program changes identified by ex-dancers is critical at all levels of the activity.

There is much to be learned as video and audio tapes of these sessions continue to be reviewed. And the recommendations which seem to be emerging need careful leadership consideration from all organizations within the dance community.

The opportunity for promoting increased participation within this dance activity is excellent, as much of this

(Continued on page 10)

(Continued from page 9)

work points out, but there are many issues with which the dance community must deal. Addressing these issues will require concerted efforts, collaboration, and good will on the part of all constituencies associated within the collective dance family. A consensus effort is no longer an option but has become a necessity for success.

FROM OUR MEMBERS WE ARE ALL PART OF

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

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

ONE BIG FAMILY (Bob Osgood)

The Square Dance Clan is a large, diversified and busy one, and so it has been for more than fifty years. Like a giant corporation, in a way, the activity has many functions. The suppliers provide us with sound systems, the records we depend upon and virtually everything we need as callers. The annual National Square Dance Convention serves as a showcase for the activity. The area publications keep the local dancers tuned in to what's happening in specific areas. CALLERLAB, ROUNDALAB and CONTRALAB help to steer our individual segments on an ongoing basis. And, so it goes.

Sometimes we take each of these service units for granted even though we depend upon them. We try not to think of how things would be if they weren't there for us.

For example, let's take our one internationally circulated square dance magazine, American Square Dance. Its purpose is to communicate and to tie our square dance world together. And, how does that directly affect us in CALLERLAB? Each month, in addition to providing a positive view of all phases of the activity to the world, it lends space in its pages for special articles about our all-important projects about the Foundation and our marketing plan. An average of twenty editorial pages each month contain columns and special articles written by CALLERLAB members designed to benefit the many phases of square dancing in general and the craft of calling in particular. As a regular feature each issue includes the portrait and biography of a CALLERLAB Milestone recipient. When we've asked for space the editors have provided it. We have been fortunate indeed.

Now, any activity such as ours needs a means of com-

munications and American Square Dance Magazine has established its ability to do the job, but it could use a hand. There was a time when the activity had two monthly internationally circulated square dance magazines. Now we have one that is carrying the communications load and with the costs of postage and paper shooting up, the publishers are facing challenging times.

We, at CALLERLAB, are in the best position to help and we may have the most to gain. The editors/publishers, Ed and Pat Juare, independently bear the financial responsibility of the magazine and that's the way it should be. But we can help lighten the load in several ways. First, perhaps, is to show our support by each one of us being subscribers. Second, we can make a sincere effort to get our dancers to become subscribers. We've discovered over the years that when we, as callers, ask our dancers to support a particular project we believe in, they comply, willingly. Take your copies of the magazine to your dances and during the evening show the dancers "their" magazine. Briefly tell them about it. Let them see the cover and back page cartoon. Incidentally, the publishers will gladly send you samples (free, of course) if you write and ask them.

We will not be doing this for the editors. We will be doing it to help CALLERLAB, to help ourselves and to help the activity at a time when it can use all the help it can get.

PHOENIX PLAN COMMENTS (Yona Chock)

After reading *The Phoenix Plan* press release I am deeply concerned about some basic ideas inherent in it. You seem to be planning to spend a great deal of money on "selling" MWSD as it now exists. I believe one of the main problems with this approach is that if MWSD, as it now exists, met the needs of potential dancers we wouldn't have to work this hard to "sell" it. It would be sought out on its own merits. I believe we need to research the needs of the community and change our programs to meet them. This may involve going back to the "Basic 25 and 25 more to Mainstream" program that was so successful in the MWSD heyday in the 1950's or, perhaps, just placing a great deal more emphasis on a Basic and Mainstream program to build the large numbers we need to draw on for viable Plus, Advanced and Challenge programs.

Phase I -You suggest doing a demographic survey of club members. These people are already dancing. Many of them originally joined because Square Dancing was "Friendship set to Music", an easy to learn, inexpensive, healthy and fun activity. If we could reproduce those incentives today we could attract NEW DANCERS. If we could build in "family togetherness," we would be working NOW to avoid the generation gap that now has

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(Continued from page 10)

our older dancers dying off with no kids to follow in their footsteps.

Phase II - Much of the research that you are proposing has already been done by The National Dance Association, The American Alliance for Health, Physical Education, Recreation and Dance, and the many other organizations that share our interest in how Americans spend their leisure time and money. Before you go out and reinvent the wheel, check on all of these studies and draw out what is pertinent to Square Dancing. The first thing your future corporate sponsors will ask for is statistics on the numbers of dancers you expect to attract. If you can quote research done by national educational journals and health care experts, you will pack a much bigger wallop than if your research is all based on a commercial marketing firm.

Phase III - I really suggest we get our act together and make any "product changes" before we try to go up against the big corporate sponsors. They may give us a one shot grant but if we are hoping for long term involvement we need to present them with an already tried and true plan that will succeed and make them look good. If we *fail*, neither our first sponsor, nor any other in their league, will want to risk giving MWSD a second chance. Change our program to what our research tells us will succeed, test it out first, and then present it to the corporations.

The plan to "unite the various factions of square dancing in a common cause" sounds great. Are we including the Traditional Square and Contra Dance Community, who out number us by perhaps 10 to 1? If so, when do we plan to tell them and why should they care? We could take a giant step forward in "better informing our square dance leadership" if we required every one of our callers and club leaders to attend a Traditional Dance in their own area. Check the Country Dance and Song Society membership roster to locate the nearest group. Perhaps if our callers see with their own eyes the spirit, the numbers and the young ages of the traditional dancers they will understand better what to offer to attract some of them to MWSD. They may also realize that we all have far more in common than most MWSDancers believe. Perhaps we could offer them a traditional hall at our State and National Conventions where their musicians and callers could put on a dance for their own constituents and any of our MWSDancers who dared to try it. I know from personal experience that they would buy our longer full skirts and pettiskirts and records too. If we could figure out a way to use their already successful program as a "Basic" level to feed into MWSD all our problems would be solved. Unfortunately we have several generations of "put downs" of traditional dance to live down. We might actually have to eat humble pie.

My husband, Al, and I began square dancing in our youth just as MWSD began to branch off. We entered

the MWSD world in 1970 on the East Coast and joined several clubs dancing three or four nights a week. We got our three daughters involved and joined a family club and chaperoned a teen club. I learned to call when we learned we were being transferred overseas. I taught MWSD and called for numerous clubs in Italy and Holland and back in the States. I have called, taught and served on educational panels at numerous National, State and local conventions. I am currently working as an Artist-in-Residence teaching American Folk Dance in public and private schools in Hawaii. I also teach teacher workshops for the Hawaii Association for Health, Physical Education, Recreation and Dance and have served as the Dance Chair for the last three years. I am the Hawaii State Vice President to the National Dance Association and have presented teacher workshops at their National and South West District Conventions. (Editor's Note: Other activities include: a full day of training for school teachers at the USA West convention in Wyoming and teaching a two week class in American Folk Dance at Ft. Lewis College in Durango, Colorado).

I have seen, and am still seeing, MWSD as a small part of a much larger dance community. I do not know why we have isolated our leaders and our dancers as we have. We are dying out now at an alarming rate from old age and attrition. When the last MWSD club goes dark I will still be able to square dance down the road apiece with the traditional square dancers. See you there?

ANSWER TO YONA CHOCK

(Jim Mayo)

(2001/2002 CALLERLAB Chairman Of The Board)

I do very much want to respond to your letter because we share some views in common. As you know, I will be the Chairman of CALLERLAB next year. We all know that MWSD is in a very troubling period. I am hopeful that my actions in my year in office will help rather than hurt square dancing.

You have made some very valid and important points in your letter. Before I address them I want you to know where I am coming from. You probably know that I began dancing a long time ago in the traditional form of square dancing before the modern version had made its way to New England. When CALLERLAB started I still held the view that square dancing was a single activity that started with traditional and was varied widely throughout the U.S., Canada and, indeed, the rest of the world. I wanted to view it as starting with a fairly limited vocabulary with heavy emphasis on the music and rhythm. I realized early that as we added to the vocabulary and became more interested in complexity that we placed less emphasis on the music and rhythm. I still wanted to view it as a continuum.

That view has not found wide acceptance in either the

(Continued on page 12)

(Continued from page 11)

modern western or traditional segments of square dancing. Ed Butenhoff gave up on CALLERLAB in the 1970's because it was not including the type of square dancing that he preferred. Some others, you and Stew Shacklett for instance, have stayed with us in spite of a substantial share of Ed's feelings. Cal Campbell has come back after a hiatus perhaps acknowledging that if there is to be a repair of the gap it will benefit from understanding voices inside CALLERLAB.

I don't know that the modern community can ever accept my view of the square dance world. Most of them have no idea of what the distinction is. The traditional community seems to be pretty comfortable with their situation and has little interest in any interaction with the moderns. It is difficult to assess whether the traditional activity has problems similar to those we (MWSD) have identified. There do not seem to be organizations that have more than a local interest in that community.

I suspect that I am among the last of a dying breed of MWSD callers who know what traditional square dancing is and who lived through the transition. During my year as chairman I would like to do what I can to promote the idea that square dancing is a single activity that can be varied almost infinitely to suit the needs of a wide range of potential customers. That view assumes that traditional square dancing is the first step into an activity that could offer to entertain folks at any level of participation they might seek. I hope that you can share this view.

In your letter you wrote that reproducing the "Friendship set to Music" attitude could attract NEW DANCERS. That may be true although my recent reading of the book Bowling Alone leaves me with some uncertainty about that. You also note that much of the research that we are undertaking has already been done. If you have specific information about those studies and how we might get our hands on the results, I would appreciate your help in learning more about them. Even if we replicate previous work it would be very helpful for us to be able to compare our findings with other comparable surveys.

You also suggested that "we get our act together and make any 'product changes' before we try to go up against the big corporate sponsors." You will be interested to learn that our research firm made exactly the same recommendation in their report on the focus group research. You go on to ask whether we are including the Traditional and Contra Dance Community and estimate that they outnumber us by 10 to 1. I hope that I have made clear to you that I include the traditional activity (and I include contras in this category perhaps only because Ralph Page always did both at the dances where I first learned.) I believe that a large segment of CALLERLAB does not share this view. It may be that many know so little about traditional square dancing

that they have given the question little thought. I am very interested in the basis for your estimate that the traditionals outnumber the moderns by such a huge margin. I have been trying without success for a couple of years to get some idea of what growth or lack of it the traditional square dance activity is experiencing. Admittedly I have not been diligent in this search but I haven't found the information readily available. Can you direct me to reliable sources?

You end with the observation that you don't know why we have isolated our leaders and dancers as we have. Neither do I. I would like to take at least the first steps toward breaking through that isolation. I believe we all could benefit from an awareness of what we have in common. I am in the process of writing a book about the history of MWSD. In the course of this work I have made new (to me) observations about when and how the transition took place. I'm not sure that there are many in either the modern or traditional camps who care but I am hopeful that this work will let me develop within the MW community an increased awareness of our past.

CONVENTION DEBATE

(Various Members)

Editors Note: We published an article on this subject by Dick Mazziotti in the November 2000 issue of *DIRECTION*. That article generated several responses from members. We thought you might be interested in those comments. It should be noted that convention attendance is NOT required to serve on committees and vote on committee business. The issue of the convention attendance requirements will be discussed and voted on during the 2001 CALLERLAB convention in St. Louis, MO April 11, 2001.

From **Don Furnish** (Colorado)

After reading Dick Mazziotti's article in the November 2000 *DIRECTION*, I have to agree with his argument.

CALLERLAB is pushing for new membership and wants to be the leading association representing callers throughout the world but they practice segregation between members who attend conventions and those who don't. Not having a vote in an organization simply based on convention attendance is wrong. I have been calling almost 30 years and average two to three dances a week. It is obvious that I am not qualified to vote because I have not attended a convention, but I have worked hard to endorse CALLERLAB's policies and justify to dancers why CALLERLAB is also important to them.

From **Dave Hass** (Connecticut)

(Continued on page 13)

(Continued from page 12)

I have mixed emotions but my hard thinking is that as long as a caller has attended one convention, he should be allowed to vote as long as he maintains his full membership by attending the minimum required conventions. I believe that is one in every four for U.S. callers. (Editor's note: US members - 4 years; Canadian members - 6 years; & Overseas members - 8 years)

It certainly is difficult to spend that kind of money every year, especially for those who it costs a large amount of money. I think that as long as the caller has attended a convention, and sees how important it is to be there to see the workings that go on, he should have a say in the workings of CALLERLAB.

My vote would be yes, he should be able to vote as long as he has attended the required conventions (including exceptions granted by the Board of Governors).

From **Ron Nelson** (California)

I would like to add my vote to do away with the requirement for attendance at a CALLERLAB convention for full membership. This is an arbitrary and unnecessary requirement that restricts membership in the organization.

It is difficult for many people to set aside the time and money to attend the convention. Full time job requirements (outside of calling) do not always allow enough vacation time to attend conventions and also plan for family vacations. To limit membership based on the attendance requirement is saying (in effect) that unless you are a full time caller or are retired that you must offer up to CALLERLAB your vacation time and money to the detriment of your family.

From **Richard Berry** (Utah)

I would also like to lend my support to Dick Mazziotti somewhat, I think that the time (between conventions) should be extended to maintain full membership to 6 years. But I am still in full agreement that attendance at a convention should be a part of attaining full membership.

From **Kim S. Andreassen** (Denmark)

With reference to Dick Mazziotti's article in the Nov 2000 issue of *DIRECTION*, I would like to strongly support the idea of having a vote among all members about the convention attendance requirement.

I won't repeat my arguments for doing away with this obsolete rule, just say that as long as it is in effect I do not regard CALLERLAB a democratic organization and even less an international organization.

From **John W. Oldfield** (Illinois)

I am one of those callers who had resigned myself to never having an official (read counted) opinion in CALLERLAB. I have not attended any CALLERLAB conventions. I have been an associate member for a

number of years. I work with CALLERLAB and support the organization, but I do not attend conventions.

I am thrilled that you are asking my opinion! I would definitely support a decision to remove the convention attendance requirement from the full membership requirements.

From **Gary Amack** (Colorado)

This is in response to the article in the November *DIRECTION* concerning convention attendance and membership in CALLERLAB.

I am a fairly new caller. I have been calling about 8 years and have been a member of CALLERLAB for about 6 years. I attended the 1998 convention but because I don't call 50 dances a year, I see no need to attend any more conventions. Why spend \$1000 to \$1500 dollars for the wife and I to attend to be a spectator?

I feel CALLERLAB is a terrific organization. I back the concepts of CALLERLAB and I am proud to be a member. But I feel it is time to change the rules to fit the activity.

From **Wayne Wheeler** (South Dakota)

I want to add my support to Dick Mazziotti's suggestion that all members of CALLERLAB be given the right to vote in all CALLERLAB elections, and on all CALLERLAB issues. I have been a member of CALLERLAB since 1978, and I have attended four conventions. My wife and I have had to quit attending due to the cost. I am not saying the associated charges are too high, they are just too high for us, but I do think I should be allowed to vote. Please give some consideration to changing the rules.

From **Rainer Peter** (Germany)

I have been a CALLERLAB member, first as an Apprentice, then as an Associate since 1996 and, until now, have never had the chance to join a CALLERLAB convention to become full member.

Why?

I am from Germany, and I think there are lots of overseas callers who are in the same situation, i.e. as you stated, callers who do not have an extra several hundred (thousand) dollars or vacation time. The only chance is that periodically a CALLERLAB's Min-Lab is held not so far away, and you can be sure that I am going to try nearly everything to be able to join the CALLERLAB Mini-Lab in Germany in August, 2002.

Some people see more on a walk
around the block than others see on
a trip to far off places.

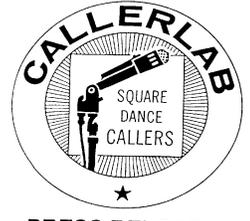


PRESS RELEASE

***** START *****

February 2001

**FOCUS GROUP SURVEYS
(A REPORT)**



PRESS RELEASE

The Foundation for the Preservation and Promotion of Square Dancing conducted a series of Focus Group Surveys in three cities last year. These Focus Groups consisted of non-dancers and former dancers in Charlotte, NC; St. Louis, MO; and Portland, OR. This extensive research work was conducted as part of Phase One of the Foundation's *Phoenix Plan*. This work will provide helpful information to dance leadership for developing effective marketing programs to revitalize square, round, and traditional dance activities on a global basis.

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- 1) The Baby Boomers are pressed for time, stressed with work, and already heavily preoccupied with free time activities. With many options from which to choose leisure entertainment, they are reluctant to get involved with any activity that requires a long-term commitment. They prefer activities that flex with THEIR needs, and permit a sense of spontaneity.
- 2) Square dancing makes high demands of its recruits with respect to time, commitment, clothing, and general format. The public sees a relatively monolithic program, which asks them to conform to what it offers, rather than develop programs that flex to their various interests and needs.
- 3) Square Dancing has a serious image problem within the general public, and especially among those in the targeted Boomer generation. Most people are familiar with SD, but not Modern Western Square Dance (MWSD). Consequently, their image is based on out-of-date concepts not reflecting today's dance experience.

Former Dancer Groups Findings:

- 1) MWSD has a very low profile, even in those cities where there is an active dance community. As a result, people who might be enticed into the activity have no idea how to get involved.
- 2) Among those who have participated in SD and subsequently left SD, enjoys a very positive image, despite the negative experiences. These people loved the activity and most would return, if the circumstances leading to their departure were corrected. They think the activity is wonderful and definitely worth promoting. But without changes, they don't think a promotional program will succeed. This group represents a significant target for recruiting new membership.
- 3) The SD club culture appears to have two faces. On the one hand, it is friendly and welcoming—like a second family. However, some ex-dancers experienced the club culture as inflexible, cliquish, and exclusive.
- 4) Clubs appear to be particularly unable to work with single members, whether they start out as singles or become singles after joining the club. And with the emerging Boomer group showing a near 60% single factor, this limitation could add significantly to recruitment problems.
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- 6) The current club organizational structure is not oriented to marketing the SD activity. There is a need for collaboration on important advertising and public relations programs, as well as on issues of scheduling, and program changes.

CALLERLAB
467 Forrest Ave, Suite 118
Cocoa, Florida 32922
(321) 639-0039
E-mail: CALLERLAB@ aol.com
On the web:

***** END *****

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

THE CALLERLAB BOARD OF GOVERNORS



FOR IMMEDIATE RELEASE
(February 2001)



***** START *****

CALLER SCHOOL at

**The National Square Dance Convention
St. Paul, Minnesota
June 23, 2002**

SPONSORED BY

The CALLERLAB Foundation

(A non-profit organization for the preservation and promotion of square dancing)

For many years callers have wished that they could combine a first class caller school with their trip to the National Square Dance Convention. Starting in 2002 this wish will be answered. The CALLERLAB Foundation with the encouragement of the National Executive Committee will make available a school staffed with CALLERLAB Accredited Caller Coaches starting in the Convention city on the Sunday before the Convention. Callers can now combine a trip to the National with the best available caller training.

This school will not only offer convenience for the caller-students, it will also help fund the promotional work of the CALLERLAB Foundation. All the profits from the school will be used by this non-profit, tax-exempt organization in support of the Phoenix marketing plan for rebuilding the popularity of square dancing. This plan has already received more than \$50,000 from the Foundation and is actively pursuing market research and promotional work on behalf of square and round dancing.

We, the National Executive Committee and The Foundation, urge dancer and caller associations and clubs to sponsor callers at this school. A donation of \$500 will allow a caller of your choice to attend this outstanding school. The caller you sponsor will study with some of the best available caller coaches learning the latest techniques for entertaining today's dancers. You can help square dancing, your association or club, and the caller you sponsor all with the same donation. An additional donation of \$500 (\$1,000 total) will provide lodging during the school to the caller attending the school.

Your Donation Helps Square Dancing!

***** END *****

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

THE FOUNDATION BOARD OF DIRECTORS

The Foundation & National Square Dance Convention

Caller School Registration

Direct All Mail And Correspondence To:
The Foundation, 467 Forrest Ave., Suite 118, Cocoa, FL 32922

REGISTRATION FORM

Today's Date: _____ Sponsor Name: _____

Year of NSDC: _____ City: _____ Date of school: _____

Sponsor Phone (_____) _____

Student: _____ Spouse: _____

Address: _____

Telephone: (_____) _____ Email: _____

Student's Dancing and Calling History

How Long have you been square dancing? _____ How long have you been calling? _____

Have you attended any other caller schools or clinics?

(If yes, please list those schools and/or clinics previously attended and give the dates(s) of attendance.)

<u>School Attended</u>	<u>Date</u>
_____	_____
_____	_____
_____	_____

A list of Accredited Caller-Coaches who have agreed to serve on the staff of this school will be mailed to each registered student. The student will be asked to indicate the coach he/she would prefer to have on the staff of the school. Those coaches receiving the highest number of votes will staff the school.

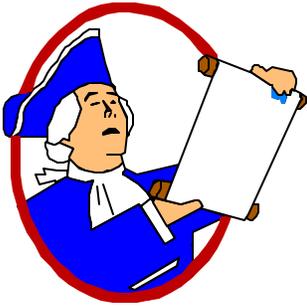
Indicate amount of donation \$

A donation of \$500 will register one student. An additional donation of \$500 will provide lodging during the school.

REGISTRATIONS MUST BE IN THE CALLERLAB HOME OFFICE BY March 15th

Of the year in which the school will be held

Mail to: The Foundation
(Attn: NSDC Caller School)
467 Forrest Ave., Suite 118
Cocoa, FL 32922



THE FOUNDATION BOARD OF DIRECTORS
FOR IMMEDIATE RELEASE
(February 2001)



*****START*****

HEAR YE! HEAR YE! FOUNDATION MONTH HAS BEEN DESIGNATED

The Foundation Board of Directors is pleased to announce that June has been designated as *FOUNDATION MONTH*. The Board invites all dancers, associations, organizations, clubs, cuers, and callers to join in promoting this event.

SOME SUGGESTIONS

- ? SPONSOR A FUND RAISER
- ? SPONSOR A FUND RAISING DANCE
- ? SEND A DONATION DIRECTLY TO THE FOUNDATION
- ? SPONSOR A CALLER TO ATTEND THE FOUNDATION/NSDC CALLERS SCHOOL

SUPPORT THE FOUNDATION

For further information contact:

The FOUNDATION for the Promotion and Preservation of Square Dancing
467 Forrest Avenue, Suite 118
Cocoa, FL 32922
321-639-0039
E-Mail - FoundationFL@aol.com

***** END *****

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

The Foundation Board of Directors



PRESS RELEASE

FOR IMMEDIATE RELEASE
***** **S T A R T** *****
(February 2001)



PRESS RELEASE

UNIVERSAL CODICIL AVAILABLE

The CALLERLAB Foundation has developed a standard codicil for last will and testaments for those individuals involved in the square dance activity who would like to bequeath money to CALLERLAB and/or to the CALLERLAB Foundation for the Preservation and Promotion of Square Dancing.

This codicil is written to be effective in all fifty states and in Canada. A sample codicil can be obtained by contacting the CALLERLAB Home Office. If you are interested in using this suggested codicil to your existing will or trust agreement, please be certain to obtain legal counsel.

For additional information contact:

CALLERLAB or The Foundation
467 Forrest Avenue, Suite 118
Cocoa, FL 32922
(321) 639-0039
Email - CALLERLAB@aol.com

***** **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



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***** START *****

**ADVANCED DEFINITIONS
(Revisions - January 07,2001)**



Cliff Simpson, Advance Committee Chairman, announced the following changes to the Advanced Program Definitions. The definitions have been updated and are available from the Home Office. Changes to the Definitions on the CALLERLAB Website will be accomplished as soon as practical.

PARTNER HINGE - Timing: 2

From a couple only, Hinge, finishing in a right-hand mini-wave at right angles to the original couple, with the new handhold centered on the original handhold.

PARTNER TAG - Timing: 3

From a couple or mini-wave, dancers turn to face each other and pass thru.

PAIR OFF - Timing: 2 SS 4

From facing dancers, neither of whom is facing the flagpole center of the set only. Dancers face out, to end as a couple.

From a static square, the designated dancers will first step forward into the center.

REMAKE - Timing: Alamo 12, Others 10.

From a right-hand mini-wave box, or a facing diamond with the centers holding right hands, those who can Cast Off 1/4 by the right, those who can Trade by the left, and those who can Cast Off 3/4 by the right. There must be dancers who can do each part - the call is not legal from say, a right-hand tidal wave.

The left-hand version of Remake is called ALeft Remake@.

The name of the formation may be added at the end of the call (e.g. Remake The Wave) as a help to the dancers, but doing so is optional.

If there are two side-by-side formations each of which can do the call, dancers don't move from one to the other. From parallel columns, for example, each of the two box circulate formations does the call independently.

The 8-dancer version is called AGrand Remake@ or AGrand Remake The Column

The exception to the Remake rules is ARemake The Thar@, defined below.

Remake The Thar - Timing 10

From a Thar or Wrong-way Thar, end and adjacent center Arm Turn one-quarter (90 degrees) to form a momentary Alamo ring. In a continuously flowing movement, everyone releases holds with the dancer they just turned, and with the other hand, turn the next dancer one-half (180 degrees) to form another momentary Alamo ring. Without stopping, they release holds at the completion of the half turn and, with the other arm, turn the next dancer three-quarters (270 degrees) to form another Thar or Wrong-Way Thar.

***** END *****

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