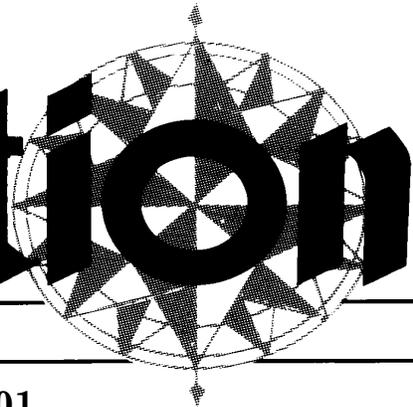


NEWSLETTER
for Members of
CALLERLAB

direction



The International Association
of Square Dance Callers

COCOA, FLORIDA

VOLUME XXVIII NUMBER TWO - APRIL 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:

MAR 25 - 27, 2002 Richmond, VA
APR 14 - 16, 2003 Central Region
APR 05 - 07, 2004 Western Region

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CONVENTION FLASH

The 'FLASH' issue of *DIRECTION* is published as soon as possible after the annual convention in order to inform all CALLERLAB members of significant actions taken at the Annual Meeting, to report on award presentations, and to provide the membership with copies of any reports required by the bylaws, such as financial reports, minutes of the annual meeting, etc. Committee reports not presented at the convention will be included in the June issue of *DIRECTION*.

JIM MAYO NEW CHAIRMAN

Jim Mayo, Chairman elect, presented the following speech at the Tuesday evening banquet of the 2001 CALLERLAB convention.

We are at a cross road - What we have been doing is not working.

We are looking for a new way - Is there any change that we would be willing to accept?

We all know our entry process is too long and our graduates can't dance comfortably anywhere.

Our marketing consultants tell us there is conflict within the activity and that we must fix the product before we mass-market it.

Is there any kind of change we are willing to consider? Will you try a funny looking lifeboat? We can't go back to the way it was. Our society is different. Perhaps there are things we can learn from the past.

Modern square dancing was not always the way we know it. In the 1950's we moved away from routines the dancers memorized but we still walked the dancers through the routine before we called it. In the late 1960's we learned to use hundreds of new calls in a limited set of routines but we still walked the dancers through the new call before we used it in a routine the dancers knew. At the same time we learned to make-up choreography as we called it and we began to take away the walk-through for experienced dancers. In the mid 1970's we agreed to give up putting new calls into familiar routines. CALLERLAB was formed and we standardized the call list. We urged callers to make their routines more "interesting" to make up for the loss of the new calls we had previously used to provide variety.

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All of these changes made modern western square dancing much more complicated. By the mid 1980's we all began to expect that anyone who wanted to be a square dancer would have to be able to react successfully in no more than one second to any one of about 100 calls most of which could be used in several different set-ups.

At the same time we began to notice that our recruiting was not going as well as it had for the previous 30 years. The folks who had been with us a while got pretty good at our way of dancing. They also got a little less interested in bringing in new folks who didn't come up to speed very quickly. The new folks we wanted to recruit were busier with less free time. We have also learned recently that they were less interested in belonging to any organization that asked them to commit themselves.

We now know that the product we have created - MWSD requires a long training period and a substantial commitment - is not selling well in the marketplace of today.

The burning question is **ARE WE WILLING TO MODIFY OUR PRODUCT TO MAKE IT A BETTER FIT FOR THE CUSTOMER OF TODAY?**

We don't have to give up what we have. We have tens of thousands of people who enjoy MWSD as a primary recreation. An we have more than enough callers available with the skills to serve that market. What we don't have is an easy entry path that allows people who don't want to make a total commitment to enjoy MWSD in a less demanding way. And for that product we have many fewer skilled callers.

If we had the right product we could market it in many ways. We could teach in schools or YMCA's or Boys & Girls Clubs - and hope to reach some of their parents. We could follow Ed Gilmore's advice to "find some people and do what we have to do to get them." They're out there in all kinds of organizations from church groups to parent teachers groups and beyond. But it takes an easier square dancing to recruit them.

The bottom line of my message is look for opportunities to demonstrate how much fun MWSD is. When you get those opportunities - **DON'T DISCOURAGE THE PEOPLE WITH COMPLEXITY.** You don't have to teach square thru before you can do a singing call.

Club dancers could help if they were willing to support classes that teach less than the full program that their club dances. If they won't do that we'll have to do it without their help.

If MWSD is to return to wide popularity we must offer a product with a wider appeal; an easier form of the activity. It's easy to do if we will just abandon our tunnel vision. Our Dance of the 1960's had plenty of variety with no more than twenty-five calls.

The first step is to agree that we don't need the full Mainstream list before we can call it MWSD. Our form of square dancing is unique mostly in the style of presentation, not in the vocabulary of calls. In the traditional form of square dancing the dancers learn a routine and then dance it the way they learned it. In the modern form of the same activity we teach dancers some calls - and it can be as few as three or four - and then we put together changing routines using those calls. Both the traditional and modern styles are square dancing.

In modern square dancing we went a little overboard in making our changing routines complicated. As our own experience grew we forgot how difficult it was to develop these skills. We forgot how much fun we had in class.

RESULTS OF VOTE ON BYLAWS CHANGES

CALLERLAB, the International Association of Square Dance Callers, recently completed its 28th Annual Convention in St. Louis, Missouri. During this convention, major topics of discussion were the proposed bylaws changes. There were three changes which had been approved by the Board Of Governors and which were presented to the membership for discussion and vote.

The first change would eliminate the word "consecutive" from the bylaws as it relates to longevity. 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.

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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.

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The second change will 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 on the Board. 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 re-elect that Governor.

The final change will modify the convention attendance requirements. Members will be required to attend an annual CALLERLAB convention, a Mini-Lab, or satisfy an Alternative Involvement Requirement (to be determined by the Board) in order to become an Active (voting) Member. This change will eliminate the requirement for subsequent convention attendance so that once a member qualifies as an Active Member, there is no further convention attendance requirements. This change does not affect the "Active Calling" requirement as stated in the bylaws.

All convention attendees were provided the opportunity to participate in discussions about each of these proposed changes. There were arguments in favor of, and in opposition to, the changes. Attendees also had the opportunity to speak on the issue. There were many speakers for both sides of the issue. During the business meeting, on the last day of the convention, the changes were brought before the membership in the form of a resolution to approve the changes, individually. Attendees were again given an opportunity to speak either for or against each change. Again, there were speakers for both sides. A vote was taken on each change individually and each passed.

Within 30 days, all eligible members of CALLERLAB will receive a mail ballot asking whether or not the actions taken at the convention should be rescinded (overturned). The bylaws specify that a minimum of one-third of the mailed ballots must be returned in order to constitute a quorum and two-thirds of those responding must vote to rescind the vote taken at the convention

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!



OUR FIRST CONVENTION

This was the Florida office staff's first convention. As Executive Director I could not be more proud of the professional and efficient manner in which the staff performed. This was true prior to, during, and after the convention. **Tom Stone**, Financial Manager, manned the registration desk, handling questions and getting attendees checked in. Tom convinced me that we should open the registration desk after the reception on Sunday. There were many members who took advantage of this opportunity, proving this was an excellent idea. We will continue this at future conventions. **Gail Swindle** seemed to be everywhere getting things done and keeping the hotel staff hopping. **John Swindle** did an excellent job keeping the sound setups on track and helping in the registration area. **Elaine Stone**, was a tremendous help in the sales area. My wife **Del** helped in the sales area as well. I thank each of you for the tremendous job we did on our first convention.



AWARD PRESENTATIONS

MILESTONE AWARDS

The Milestone Award is the highest honor CALLERLAB can bestow. It is presented to individuals who have met the five point criteria in the field of square dancing and have been selected by representatives of the membership to be honored in this way.

These five points are:

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

The most prestigious award CALLERLAB can bestow on an individual is the Milestone. It is presented to callers that have made significant contributions to the square dance activity. During the 2001 CALLERLAB convention there were two Milestone recipients, both certainly meet all of these requirements.

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JACK MURTHA **Presented by Jon Jones**

I feel very fortunate to have been asked to make this presentation this evening. It is truly an honor.

John William was born February 9, 1927 in Weed. He attended school in Weed. He served in the US Army 1945-1947 in Japan. He achieved a B.A. degree in education & physical education in 1951 — a master's degree in education in 1960 & a Doctorate in education in 1977.

He was a teacher, a coach, a physical education consultant and a recreation director for 41 years. He married Miss Williams on Nov. 10, 1951. John & Miss Williams have 4 children, three daughters & one son.

Our recipient got involved in folk dancing during his college days and in square dancing & calling shortly thereafter. I would like to mention here that the square dance program I conducted at the University of Texas at Arlington for 13 years was enhanced by our recipient because the Dean of Physical Education at UTA, Dr. Anderson, asked me if I knew John - and when I said yes, the square dance program practically had an open door.

Our recipient & his wife introduced square dancing to many thousands of men, women, boys & girls, and at several points during his career he was calling 7 nights a week. Over the years he was so filled with teaching & calling that he searched for ways to extend his personal ability to reach out to more people and he came up with a system that is used in many places around the world today. As recently as 1999 he produced a second grade Jamboree that was attended by 500 students on two different occasions. It was not unusual to find parents who took part in a similar Jamboree 25 years before. At this event he was labeled "Lord of the Square Dance", a title that he and his family were quite pleased with.

He was very interested in the history of square dancing & at many of the CALLERLAB conventions he would record inter-views with some of the "old timers" and those tapes are now at the Lloyd Shaw Museum in Albuquerque.

This man truly loved square dancing & calling. In the words of his wife, he was not only a gentleman, but a gentle man, as well as a very stubborn one as most of us in CALLERLAB know. Once he made up his mind about something, it was very difficult to change it.

Perhaps you have been wondering who I am talking about & I will now begin to tell you.

The town of Weed is in northern California, he was educated in northern California, and he resided in northern California.

He was very involved in helping the square dance program in the Peoples Republic Of China - having gone over there on four different occasions to teach & conduct

caller training. In 1994 he was appointed the Artistic and Square Dance Program Director by the Chinese Foreign Dancing Exchange Association, as well as Honorary Member of their square dance association. His dream was to someday have a huge square dance in Tianenmen Square. It could still happen.

The system of teaching spoken about earlier is known as the "Diamond System."

Although his real name is John we all know him as Jack.

Jack attended the first CALLERLAB Convention in 1974 & never missed one. He served on several committees including the Chairmanship of the Mainstream Committee. He was elected to and served a term on the Board Of Governors.

The Chairman's award was established in 1980 & Jack was the first recipient. I know because I presented it to him.

Jack played a major role in bringing a group of Chinese dancers & leaders to America where they attended our convention in Los Angeles. He also spent many hours teaching some of the Chinese leaders how to teach and call on two different occasions while they were visiting here in the U.S.

Thelma said she really didn't know how he did all he did. He belonged to the local callers association & all other associations of groups he had dealings with and held offices in most of them. He called almost literally every night of the week. He would stay up until 2:00am, working on some aspect of square dancing, and still get up at 7 o'clock to go to work. He was always looking for ways to improve his skills in teaching and calling.

Jack passed away on July 25, 1999 but I am certain he is here with us in spirit. He really left a legacy to the square dance world.

Please join me, on behalf of CALLERLAB, in presenting the highest award in square dance calling, the prestigious MILESTONE, in the memory of Jack Murtha, to his lovely wife Thelma and their son Robin.

Mike Seastrom **Presented By Bob Van Antwerp**

Although a full time practicing dentist, **Mike** has made time to be extremely active in his favorite hobby, square dancing. Involved in a leadership capacity in so many ways, he is and has been, for most of his life a "True Professional".

Mike began dancing in 1960 after losing a Rose Bowl football bet to his mother earlier that year. His debt was paid by attending at least three lessons, but by then he was hooked. He began calling in 1963 and taught classes during his high school years between football, baseball and track. Mike met **Gail** in high school in 1967, and they've been involved in square dancing together ever since.

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His early years go something like this: started dancing in 1960-61, began calling and teaching to 6th grade classmates in 1963, started first teen class in 1963, taught first adult class in 1965. Mike was teaching and calling classes weekly from 1965-69 and continued calling weekly while attending college from 1969-76.

Mike has developed and, since 1994 has conducted, weekly Multi-cycle square dance lessons. This ongoing program features overlapping classes with three sessions starting each year and with hosting club's members participating in each weekly session. The sponsoring club, incidentally, is one of the largest and healthiest in the state. He has worked untiringly over the years on the broad scale of American Square Dancing involving the many facets of the activity.

Over the past quarter century Mike has been involved in many areas of the square dance world. He attended contra callers school in 1975, has been a member of CALLERLAB since 1977, the Lloyd Shaw Foundation since 1980, CONTRALAB since 1990, Western Callers Association since 1992, California Contra Callers Association since 1992 and has been teaching Multicycle square dance lessons since 1994.

During the past fifteen years Mike has been called upon to give educational seminars for callers and dance leaders. Mike has conducted caller seminars in Colorado, Utah, Florida and Japan. He was a presenter at CROSSROADS II in 1987, and has served as Guest Director at the Prairie Conclave in 1992, 1996 and 2000. In addition, Mike has served on numerous panels and seminars at the National Square Dance Conventions. Mike has been called upon and written articles and features for a number of square dance publications, and in the mid-1990's donated his calling on a video tape covering calling and teaching contra dancing.

Mike has recorded calls on Wild West Records, Thunderbird Records, Global Records and was featured on the Sets In Order Premium Records and is regular staff member of Rhythm Records.

Mike has been a supportive member of CALLERLAB and attended all its conventions since 1977, and has served on many of its committees including Plus Committee Chairman, Program Coordinating Committee Chairman, Member of the Board of Governors since 1984, has served two terms on the Executive Committee, was Chairman of the Board from 1992-94, Chairman of the Ethics Committee, Chairman Ad Hoc Multicycle Classes Committee, Chairman of Square Dance Issues Committee, and currently serves as Chairman of the Marketing Committee.

In addition to calling engagements all over the United States, Mike is active locally, teaching beginners on a weekly basis. Mike has escorted tour groups to New Zealand, Australia, Denmark, Norway and Sweden,

with frequent visits to multiple locations in Japan. Many of these overseas assignments involved public relations for square dancing and CALLERLAB and impromptu seminars with callers and dancer-leaders.

Mike has been married to Gail, his high school sweetheart, since 1971. They have two sons, **Mark**, 23, a firefighter/paramedic, and **Jim**, 18, an aspiring musician.

SMALL WORLD AWARDS

Presented by Al Stevens

This award is presented to members residing outside continental North America and Hawaii, who are attending a CALLERLAB convention for the first time. The three recipients were: **Don Casper**, Germany; **Juergen & Moni Hemm**, Germany; and **Hakan & Noomi Kaldenvik**.

Previous Small World Award recipients attending the convention were: **Yona & Al Chock**, 1986 - The Netherlands; **Annemarie Cohen**, 1997 - France; **Trevor & Chris Day**, 1999 - England; **Robert Hurst**, 1990 - England; **Bengt Geleff & Anna-Lena Jaderberg**, 1999 - Sweden; **Francois Lamoreaux**, 1993 - Germany; **Guido Hass & Conny Suter**, 1990 - Switzerland; **Kenny Reese & Angelika Reinheimer**, 1993 - Germany; **Jeanette Staeuble**, 1994 - Switzerland; and **Al Stevens**, 1976 - Germany.

HALF CENTURY AWARDS

This award is presented to callers who have been calling for 50 years. Seven callers attain this milestone this year. Of the 39 active CALLERLAB members who have previously qualified for this award, 11 attended the convention. They were: **John Callahan**, calling 54 years; **Herb Egender**, calling 59 years; **Bob Howell**, calling 53 years; **Melton Luttrell**, calling 51 years; **Jim Mayo**, calling 57 years; **Wayne Nicholson**, calling 54 years; **Bob Osgood**, calling 62 years; **Vaughn Parrish**, calling 53 years; **Gloria Rios Roth**, calling 53 years; **Stew Shacklette**, calling 52 years; and **Bob Van Antwerp**, calling 53 years.

Certificates will be mailed to the seven callers who were unable to attend the convention. They are; **Fred Beem, Kappie Kappenman, Art Mathews, Dave Walker, Harold Graves, Marshall Flippo, and Buford Evans**.

QUARTER CENTURY AWARDS

Presented by Ted & Betty Vaile

And
Dick & Vicky Henschel

This award is presented to members who have been calling a minimum of twenty-five years. Five CALLERLAB members reached this milestone this

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year: **Wayne Hall**, Ontario, Canada; **Mike Hogan**, Omaha, Nebraska; **Charles Quisenberry**, Dallas Texas; **Kenny Reese**, Griesheim, Germany; and **Dave Vieria**, Nevada, Texas.

Additionally, 60 members will celebrate their 25th year of calling in 2001, but were unable to attend the convention. They will receive their certificate through the mail.

Over 850 CALLERLAB members have already received this award and 112 of them attended this convention. Seventeen of these received their certificate last year: **Larry Cole, Gene Baker, Abe Maier, Dick Henschel, Pat Kelm, Yona Chock, Doug Haiflich, Ron Counts, Tom Manning, Don Coy, John Carlton, Dee Dee Dougherty, Bob Riggs, Tim Marriner, Daryl Lipscomb, Sharon Murphy, and John Metcalf.**

AWARDS OF EXCELLENCE

Presented by Larry & Ellen Cole

The Award of Excellence is awarded to retiring Board members as recognition for their dedication to the governing of CALLERLAB.

This year there are three Board Members leaving the Board: The first recipient, **Deborah Carroll**, began calling in 1983. She joined CALLERLAB in 1985 and attended her first convention that same year. She was elected to the Board of Governors in 1994 and took office at the 1995 convention. Deborah has served a total of 6 years on the Board and has attended 14 conventions. She is the current Chairman of the Career Callers Committee. The second recipient, **Gregg Anderson**, began calling in 1963. He joined CALLERLAB in 1975 and attended his first convention that same year. He was elected to the Board of Governors in 1989 and took office at the 1990 convention. Gregg has served a total of 12 years on the Board. He has served two terms on the Executive Committee and one term as Vice Chairman. He has attended 23 convention. The third recipient, **Randy Dougherty**, began calling in 1965. He joined CALLERLAB in 1981 and attended his first convention that same year. He was elected to the Board of Governors in 1991 and took office at the 1992 convention. Randy has served a total of 12 years on the Board. He has served three terms on the Executive Committee and has attended 15 conventions.

The Award of Excellence is also awarded to CALLERLAB members for recognition of outstanding and overwhelming service to or support of CALLERLAB

This years Award of Excellence was presented to a member who has devoted countless hours, innumerable hours on the phone, reams and reams of email, and personal dedication to completion of a critically important and technically challenging task. That task was the re-

vision, presentation, and submission for approval of the revised Program Policy. This document is the basis for the systems of CALLERLAB dance programs including revision and maintenance. That member is **Kip Garvey**. Since Kip was unable to attend this convention the award will be mailed to him.

Chairman's Award

Presented by Larry Cole

The Chairman's Award is presented at the discretion of the Chairman. It is awarded for outstanding service to Square Dancing, CALLERLAB or to the Chairman. This year there are two recipients of the Chairman's Award and both have met all three criteria. They are involved in many facets of square dancing each in a different and outstanding way. I have known them for several years and each has displayed enormous concern and care for the square dance activity, always participating in as many functions as possible. I have knowledge of their work as Accredited Caller Coaches and their desire to bolster the activity through caller training. I have watched them work for CALLERLAB, always lobbying for their ideas and opinions right up until the vote is taken. However, then standing steadfast behind the decision of the majority working for the good of all. I have served with them on the Executive Committee with one as my Vice Chairman. Wayne and Mike have been a wonderful source of information, support and comradery for me these last three years in more ways than I can remember. It gives me the greatest pleasure to present a Chairman's Award to **Wayne Morvent and Mike Jacobs.**

FOUNDATION AWARDS

Presented by Larry & Ellen Cole

The Foundation Board Of Directors has established three awards to recognize noteworthy or contributing support to the Foundation.

Certificate Of Merit

The first of these awards is the Foundation Certificate Of Merit. This certificate was designed to recognize service to the Foundation or square dancing. The following were presented the Foundation Certificate of Merit for donations of \$500 or more to the Foundation: **Clark Baker, Jon Jones, and Wil Eades & Judy Ballard.**

Patron Of The Foundation

The second award is the Patron Of The Foundation Award. This award is to recognize individuals and organizations which have demonstrated outstanding or contributing support to the Foundation or square danc-

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ing. It is presented to individuals or organizations who have met the following criteria: 1) Outstanding support to the Foundation or square dancing on a short term project, 2) Continuing support to the Foundation or square dancing on a long term basis, or 3) A substantial donation to the Foundation of \$1,000 to \$4,999 in a calendar year. The following were presented the Patron Of the Foundation Award for donations to the Foundation or square dancing: Grand Square Incorporated, for a Donation of over \$3,000 (Accepting were **Craig & Kim Russing**); The National Executive Committee (NEC) For a donation of \$2,000 (Accepting were **Gene & Connie Triplett**); and United Square Dancers Of America (USDA) for a donation of \$1,000 (Accepting were **Lyle & Jean Beck**)

Foundation Directors Award

The third award is the Foundation Directors Award. This award is to recognize individuals and organizations which have demonstrated very exceptional and extremely outstanding or contributing support to the Foundation or square dancing. It is presented to individuals or organizations who have met the following criteria: 1) Very exceptional and extremely outstanding service to The Foundation, 2) Very exceptional and extremely outstanding service to square dancing, or 3) A very substantial donation to the Foundation of \$5,000 or more in a calendar year. The following are being presented the Foundation Chairman's Award for the exceptional support they have given to the Foundation during the past year. **Everett & Virginia Curlee** for continuing support and donations of over \$8,000 and **Andy Shore** for a donation of over \$10,000.

ANONYMOUS DONOR

During the convention in St. Louis The Foundation recognized and honored several people and organizations which had made substantial donations to the Foundation. After the convention last year in Las Vegas we received a very generous donation of more than \$1,000 from an anonymous donor. This donor wished to remain anonymous and therefore, was not recognized at the convention. We would at this time like to say "THANK YOU" to this anonymous donor. All gifts to the Foundation are very much appreciated and anonymous gifts are even more meaningful. It is the generosity of all donors and others who support the Foundation which keep the spirit of the Foundation going. Thank you to all of you.

APPRECIATION AWARDS Presented by Larry & Ellen Cole

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

grams.

The idea of CALLERLAB conducting the caller training sessions at the National Convention was first proposed to the NEC at Anaheim in 1976. Plans were already in place for 1977 in Atlantic City and 1978 in Oklahoma City, so the first CALLERLAB Caller Training Seminars were held in Milwaukee in 1979. CALLERLAB has staffed these seminars since that time. We also conducted caller training seminars at the USAWest Convention in Denver.

CALLERLAB would like to recognize our members that have given of their time to help with these popular and important sessions: **Betsy Gotta, Paul Henze, Ed Foote, John Kaltenthaler, and John Saunders.**

Volunteers are true angels when it comes to helping get things done. Last year in Las Vegas we had three volunteers who gave their time to help the Home Office Staff with making the convention happen: **Bob Riggs, Skip Cleland, and Phil Farmer.**

The Foundation has been fortunate to have benefited from numerous benefactors and contributors. Two of these benefactors formulated a fund raising idea at the convention last year. The third member donated the raffle tickets for this project. This project has become known as the "Decal & Raffle" project has raised nearly \$10,000 during the past year with the potential to raise another \$10,000 this year. Three CALLERLAB members helped get this project started: **Tim Crawford, Tom Miller, and Larry Letson.**

CALLERLAB and the Foundation had a vendor booth at the 49th National Square Dance Convention in Baltimore. The Home Office manned the booth with only two people. We had requested members attending the convention to help out if they were attending the convention. Several members did stop in at the booth to help. They are: **Randy & Lee Dougherty, Bill Harrison, and John & Linda Saunders.** A very special thank you goes to two people who served "above and beyond" the call of duty by manning the booth for over 4 hours: **John & Freddie Kaltenthaler.**

Much of the work of CALLERLAB is done by our committees. Dedicated Committee Chairmen and Vice Chairmen are the people who make it happen with the committee structure. Your Executive Committee has approved presenting Appreciation Awards to outgoing Committee Chairmen and Vice Chairmen: **Guy Adams** (Public Relations Chairman); **Mary Ann Alexander** (Partners Committee Vice Chairman); **Mike Alexander** (Mainstream Committee Vice Chairman); **Mike Callahan** (Education Vice Chairman); **Tim Crawford** (Canadian Advisory Committee Chairman); **Larry Davenport** (Plus Committee Chairman); **Shane Greer** (Public Relations Vice Chairman); **Bill Harrison** (Advanced Quarterly Selections Chairman); **Ken Kernen** (CDP Committee Vice Chairman); **Martin**

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Mallard (Caller-Coach Chairman and Canadian Advisory Vice Chairman); **Wayne Morvent** (Choreographic Applications Chairman); **Patricia Snow** (RPM Committee Chairman); and **John Sybalsky** (Research & Development Chairman)

OFFICE CLOSING

The CALLERLAB Office will be closed May 28, 2001 in observance of Memorial Day. We will also be closed July 4, 2001 in observance of Independence Day.

SPECIAL THANKS

We wish to extend our sincere thanks to those attending our 28th annual convention to represent other national and international organizations.

Gene & Connie Triplett, Ken Parker, and Karen Flerher representing the National Executive Committee. **Wendy VanderMeulen and Ted & Betty Vaile** representing LEGACY International. **Jerry & Diana Broadwater and Ralph & Joan Collipi**, representing ROUNDALAB. **Lyle & Jean Beck** representing the United Square Dancers of America. **Jay & Gail Richards** and **Wil & Myra Hirsch** representing the 51st National Square Dance Convention - St. Paul. **Harry & Pat Nelson** representing the 52nd National Square Dance Convention - Oklahoma. **Jim Maczko and Patty Wilcox** representing the USA West Policy Board. **Bill & Francine Houseman** representing the 42nd National Square Dance Convention - St. Louis. **Pat Demerath** representing the American Callers Association.

Thanks also to CALLERLAB members that were selected to represent other organizations of which they are a member.

Stew Shacklette representing CONTRALAB, **John & Freddie Kaltenthaler** representing the Overseas SD Association, **Andy Shore** representing the IAGSDC, **Yona Chock**, representing the National Dance Association, **Trevor & Chris Day** representing the Square Dance Callers Clubs of Great Britain, **Hakan Kaldenvik** representing the Swedish Callers Association, and **Kenny Reese** representing the European Callers & Teachers Association.

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

Dick Henschel, Hilton Audio Products, generously provided us with PA sets and special audio requests for which we are most grateful. A special thanks from the

CALLERLAB staff to **Paul Walker** and **Tom Rudebock** for helping with the sound setups and the Overseas Callers for helping take down the sound after the International Dance. Thanks, also, to **Mike Jacobs** and **John Sybalsky**, our convention parliamentarians. We have been fortunate, for many years, to have volunteers to help with the registration at the conventions - thank you, **Elaine Stone** and **Del Reed**, for your able assistance this year. A special thanks to our staff members in the Home Office, **Tom Stone, Gail Swindle, and John Swindle**. Our sincere thanks to these dedicated hard working people who made life so much easier for all of US.

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

Embroidery For You
Hilton Audio Products
Palomino Records, Inc
Perry's Place
Supreme Audio/Hanhurst's Tape Service
Wil Eades & Judy Ballard
Zeller Enterprises

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

WE THANK YOU, ONE AND ALL!

SCHOLARSHIP DONATIONS

Overseas Square Dancer Association-
Tex Hencerling Scholarship Fund

CONVENTION CRITIQUE SHEETS

Just a reminder--if you attended the St. Louis Convention and have not yet turned in your convention critique sheets, please send them to the Home Office, at **CALLERLAB, 467 Forrest Ave, Suite 118, Cocoa, FL 32922**, immediately. Your comments and suggestions will be very helpful to the Executive Committee when they plan the 2002 convention.

2001 CONVENTION TAPES

Convention Tapes International audio 28 interest sessions and, as usual, the tapes are excellent. If you missed a session or two, or were unable to attend this year's convention, you may order the tapes directly from Convention Tapes International, using the order form included with this issue of *DIRECTION*.



COMMITTEE REPORTS

Committee reports are in the minutes of the 2001 annual business meeting included with this issue of *DIRECTION*. Committee reports not included will be reported in a later issue of *DIRECTION*.

BOARD OF GOVERNORS ELECTION

If you would like to be a candidate for the Board of Governors, petitions can be obtained from the Home Office. Your valid petition, a brief biographic sketch, and a current photo (suitable for use in the August issue of *DIRECTION*) must be in the Home Office no later than JULY 15, 2001!

Candidates must have been an Active Member in good standing for the four (4) most recent years. Nine members will be elected to three-year terms on the Board, beginning with the Board of Governors meeting immediately following the 2002 CALLERLAB Convention in Richmond, VA.

Fifteen petitions have been submitted to date: **Clark Baker, Doug Bennett, Yona Chock, Tim Crawford, Larry Davenport, Milt Floyd, Bill Helms, Bill Harrison, Mike Hogan, Jerry Jestin, Tom Miller, Tom Rudebock, Dana Schirmer, Nasser Shukayr, and Jim Wass.** Their biographies will appear in the August issue of *DIRECTION*. Voting Members will also receive a ballot at that time.

BASEBALL CAP AUCTION

There was a quite lively auction which took place during the recent Board Of Governors meeting in St. Louis. Embroidery For You provided two baseball caps to the Home Office to show examples of the work they are doing. The caps normally sell for \$5.00 with a portion of the sale price going to The Foundation. An idea was sparked by the presence of the caps that perhaps an auction would be appropriate if the caps were signed by the Board Members. Well, that was all it took, the Chairman of the Board, **Jim Mayo**, was acting as auctioneer and the bidding started. After several minutes only two worthy opponents remained in the bidding; **Patricia Snow** and **Jerry Story**. When the bidding reached \$300 for one of the caps a compromise was proposed that each bidder could have a signed cap for the final bid of \$300. The deal was agreed to and each of these very generous CALLERLAB members donated \$300 to the Foundation for a total of \$600. One of the caps has been given to the CALLERLAB Web Site Committee by high bidder Jerry Story to use for an online auction. If this does happen, the Foundation will benefit even more. Thank you very much to Patricia

and Jerry!

LIABILITY INSURANCE UPDATE

The 2001/02 Group Liability and Accidental Medical insurance has again been placed with Seabury & Smith Company of Park Ridge, Illinois. Callers residing in the U.S. are insured for general liability, bodily injury, and property damage claims in the amount of \$2,000,000 per occurrence, with an aggregate limit of \$3,000,000 per caller, per event.

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility, are reminded that the necessary certificates must be obtained directly from the insurance company. **Do NOT call the Home Office for certificates.** They must be obtained by calling the Seabury & Smith Company at 1-800-503-9227. Identify yourself as a member of CALLERLAB and they will issue the certificate after verifying your membership with the Home Office. Certificates are mailed no later than the next business day. Member's partners are also eligible for this coverage by paying the \$15 premium. Contact the Home Office for details.

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

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.

2000 FINANCE REPORT

The corporation ended the 2000 fiscal year with total assets of \$55,521.43 including cash assets of \$22,742.47. This is a net loss of \$16,980.56 from 1999. A major expense last year was the transfer of the Home Office from Rochester, MN to Florida. These expenses included \$8,907.76 in direct transfer costs in addition to increased travel and office staff salary costs. Our largest ongoing expense (other than salaries) remains printing and mailing costs. We have implemented new in-house printing capabilities which have significantly

(Continued on page 10)

(Continued from page 9)

reduced our printing costs. We are looking at ways to decrease these costs including increased use of the Internet. A financial report of our fiscal year ending November 30, 2000, is included with minutes of the 2001 annual business meeting.

Aerobic dancing is the recreational activity that causes more bone fractures than any other.

MEMBERSHIP REPORT

The following is a membership report for the year ending March 31, 2001.

Category	US	OSeas	Canada	Totals
Active Mbrs	658	148	40	846
Associate Mbrs	951	55	23	1029
Apprentice Mbrs	96	9	01	106
Retired Mbrs	15	0	02	17
Life Members	8	0	00	8
Totals	1728	212	66	2006

A total of 1,834 BMI/ASCAP licenses were issued; 945 for less than 50 dances a year and 858 for over 50 dances per year. We had a total of 31 callers and partners licensed to teach Country Western dances outside the square dance activity.

If you have not yet received a green membership card from the Home Office, your membership has expired. Please contact the Home Office if you believe you paid your dues but have not yet received a membership card.

2002 CONVENTION THEME

If you have an idea for a theme for the 2002 convention, please write it up and mail it to the Home Office no later than May 30, 2001. The write-up should include a brief explanation as to the general nature of the theme and how interest session topics could relate to the theme.

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

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.

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 June 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

(Continued on page 11)

(Continued from page 10)

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.

BEGINNER PARTY SEMINAR

The CDP committee (**Calvin Campbell**) conducted a Beginner Party Seminar on Saturday and Sunday, April 7 & 8 prior to the CALLERLAB convention in St. Louis. Thirty-two people attended including fifteen callers, ten spouses/partners and seven staff members. Attendees shared information, dances, and experiences about Beginner Parties. Additional Beginner Party Leaders seminars will be held prior to future CALLERLAB conventions. Starting with the 2002 convention, the seminar will be increased in length to 10 hours and also advertised to recreation departments and the educational community in the metro areas surrounding the convention site. The seminar subjects will be tailored to meet the needs of leaders who have no experience in calling, prompting, or cueing. The seminar will start at 9 or 10 AM on Saturday and end at 1 PM on Sunday. The chairperson of the CDP Committee will work with the CALLERLAB Executive Committee to obtain funding for advertising to the Recreation Departments and the Educational community.

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 e-mail 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!

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 and February 2001 issues 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 and the final report from the Focus Groups are now available to those wishing a copy.

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, e-mail, or FAX. The Home Office will print enough rosters to fill those orders plus a small supply for occasional requests.

DECAL & DRAWING FUND RAISER

The Decal & Drawing fund raising project is intended 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 50th 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.

For every minute you are angry with someone, you loose 60 seconds of happiness you can never get back.



PRESS RELEASE

***** START *****

(April 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.

This is a brief summary of some of the 'findings' from Focus Group studies. A more detailed report of 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.

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 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:

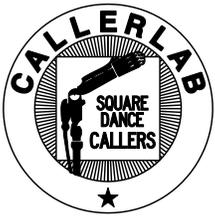
- 1) MWSD has a very low profile, even in those cities where there is an active dance community. As a result, people who might be enticed into the activity have no idea how to get involved.
- 2) Among those who have participated in SD and subsequently left SD, enjoys a very positive image, despite the 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.
- 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 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.

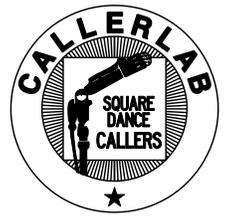
THE CALLERLAB BOARD OF GOVERNORS



FOR IMMEDIATE RELEASE

(April 2001)

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



**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!

* * * * * 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 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.

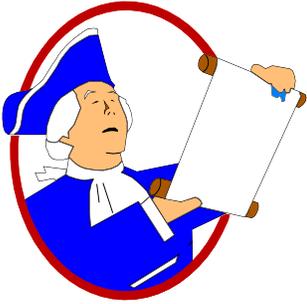
Indicate amount of donation \$

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
(April 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

A Subscription Special Offer

For each annual subscription received, ASD will donate \$2.50 to the Foundation

12 issues - 1 year	\$25.00
Canadian postage - add \$4	_____
Foreign postage - add \$10	_____
Total (U.S. Funds Only)	_____

This coupon or a copy must accompany the subscription application.

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE # _____

CARD # _____

EXPIRES: ___ MM ___ YR  

Your Signature _____

This coupon not valid after 9/30/2001

All subscriptions are non-transferable and non-refundable.
Mail to: ASD, PO BOX 777, N SCITUATE, RI 02857-0777

A Subscription Special Offer

For each annual subscription received, ASD will donate \$2.50 to the Foundation

12 issues - 1 year	\$25.00
Canadian postage - add \$4	_____
Foreign postage - add \$10	_____
Total (U.S. Funds Only)	_____

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Your Signature _____

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Mail to: ASD, PO BOX 777, N SCITUATE, RI 02857-0777



FOR IMMEDIATE RELEASE

(April 2001)

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



**Jack Murtha
Milestone 2001**

Having received a Doctorate that led to a career in recreation Jack was involved in square dancing since college – almost half a century. He introduced the activity to many thousands of men and women, boys and girls in the northern part of California.

Over the years Jack and his wife, Thelma's, lives have been so filled with teaching square dancing and calling for square dance clubs that Jack searched for ways to extend his personal ability to reach out to more people and came up with a plan he called the Diamond System. This through a series of records and written instructions made it possible for other callers and dancers to enjoy the hobby in a well constituted method. This system, today, is in use in many places around the world.

In working with school children in his area for many years he helped to insure the future of the activity for coming generations. In April of 1999 he produced a second-grade square dance jamboree that attracted 500 youngsters. The following month another 500 second graders attended a second grade jamboree. It was not unusual to find some of these youngsters whose parents took part in a similar 2nd grade jamboree some twenty-five years earlier.

Jack attended all the CALLERLAB Conventions and over the years he served on a number of important committees and was chairman of several. He received the Chairman's Recognition Award for his dedicated service to the organization and to the square dance activity.

For many years Jack maintained an archives of square dancing recording the backgrounds and experiences of many of the activities leaders.

On several occasions and at a time when this country and the country of China were experiencing diplomatic problems, Jack and Thelma flew to that country and taught their dance leaders to dance, teach and call American square dances. The Murthas played a major role in bringing a group of the China dance leaders to America where they attended the CALLERLAB Convention in Los Angeles, Jack passed away in July 1999. Among the many expressions of grief was this from Tang Xialong, spokesman for the Chinese square dancers in Beijing:

Jack traveled to China for over ten years, many times introducing the American square dance to the Chinese people, and as a result of his continuous efforts and great enthusiasm, the American square dance was planted and is now blooming in China

He had organized activities and received Chinese square dance delegations visiting the U.S. so that many young Chinese young square dancers had the opportunities to experience and learn American square dance. His contribution to the exchange programs between the Chinese and American square dancers, to the friendship between the Chinese and American people will be forever recorded in the history book of the growth of square dance in China, and wilt never be forgotten by square dance lovers in China.

His death is a great loss for the American square dance, because we still cannot do it without the instruction and help of this particular teacher. Actually . . . his spirit will forever live in my heart. Jack Murtha will live always in the heart of every Chinese square dancer.

The Milestone Award is CALLERLAB's highest honor. It is presented to individuals who meet the five point criteria in the field of square dancing and been selected by representatives of the membership. This most prestigious award is presented to callers who have made significant contributions to square dancing.

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

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

(April 2001)

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



PRESS RELEASE

**Mike Seastrom
Milestone 2001**

CONGRATULATION go to Mike Seastrom, Thousand Oaks, California, recipient of the CALLERLAB Milestone Award. This prestigious award was presented to Mike at the 2001 CALLERLAB convention in St. Louis, Missouri. Mike began dancing in 1960 after losing a Rose Bowl football bet to his mother earlier that year. His debt was paid by attending at least three lessons, but by then he was hooked. He began calling in 1963 and taught classes during his high school years between football, baseball and track. Mike met Gail in high school in 1967, and they've been involved in square dancing together ever since. He has been extremely active in his favorite hobby, square dancing. Involved in a leadership capacity in so many ways, he is and has been, for most of his life a "True Professional and Leader".

He started dancing in 1960-61, began calling and teaching to 6th grade classmates in 1963, started a teen class in 1963, taught his first adult class in 1965. Mike was teaching and calling classes weekly.

Mike has developed and, since 1994 has conducted, weekly Multi-cycle square dance lessons. This ongoing program features overlapping classes with three sessions starting each year and with hosting club's members participating in each weekly session.

Over the past quarter century Mike has been involved in many areas of the square dance world. He attended contra callers school in 1975, has been a member of CALLERLAB since 1977, the Lloyd Shaw Foundation since 1980, CONTRALAB since 1990, Western Callers Association since 1992, California Contra Callers Association since 1992 and has been teaching Multi-cycle square dance lessons since 1994.

His influence in the world of square dancing is very wide ranging, having been called upon to give educational seminars for callers and dance leaders throughout the activity. Mike has conducted caller seminars in all across the United States and overseas. He was a presenter at CROSSROADS II in 1987, and has served as Guest Director the Prairie Conclave in 1992, 1996 and 2000. In addition, Mike has served on numerous panels and seminars at the National Square Dance Conventions Mike has been called upon and written articles and features for a number of square dance publications, and in the mid- 1990's donated his time and calling for a video tape covering calling and teaching contra dancing.

Mike has recorded calls on Wild West Records, Thunderbird Records, Global Records and was featured on the Sets In Order Premium Records and is regular staff member of Rhythm Records

Mike has been a supportive member of CALLERLAB and attended all its conventions since 1977, and has served on many of its committees including Plus Committee Chairman, Program Coordinating Committee Chairman, Member of the Board of Governors since 1984, served two terms on the Executive Committee, was Chairman of the Board from 1992-94, Chairman of the Ethics Committee, Chairman Ad Hoc Multi-cycle Classes Committee, Chairman of Square Dance Issues Committee, and currently serves as Chairman of the Marketing Committee. In his capacity as Chairman of the Marketing Committee, he has been instrumental in planning, coordinating, and implementing the *Phoenix Plan*, a long range square dance marketing plan.

Mike is active locally, teaching beginners on a weekly basis. He has traveled extensively to New Zealand, Australia, Denmark, Norway, and Sweden, and Japan. Many of these overseas trips involved public relations for square dancing and CALLERLAB and impromptu seminars with callers and dancer-leaders.

Hi professionalism, leadership, and other talents have had a broad influence on the square dance activity, callers, dancers, and CALLERLAB. He has unselfishly devoted vast amounts of time and money toward the preservation and promotion of square dancing.

The Milestone Award is CALLERLAB's highest honor. It is presented to individuals who meet the five point criteria in the field of square dancing and been selected by representatives of the membership. This most prestigious award is presented to callers who have made significant contributions to square dancing.

******* 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