

## VOLUME XXVIII NUMBER FOUR - August 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

### 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](http://www.callerlab.org)

### INSURANCE QUESTIONS & CERTIFICATES

Seabury & Smith 800-503-9227



### CALLERLAB MILLENNIUM AWARD

**O**n June 30, 2001, during the 50<sup>th</sup> National Square Dance Convention (NSDC) in Anaheim, CA a unique individual was honored by CALLERLAB. This honor was in the form of the CALLERLAB Millennium Award. CALLERLAB's Chairman of the Board, **Jim Mayo** presented the Millennium Award to **Bob Osgood**

The following is the speech Jim made at the presentation:

*"As chairman of CALLERLAB, I am privileged to be here to make a presentation to a man to whom the whole of our activity owes more than will ever be measured. He has dedicated more than 60 years to the development, support, promotion and protection of square dancing in all its many forms. He is a one man foundation who has committed his talent, his energy, his resources and his love to this activity. He has been at the core of our communication. He has guided us with his wisdom and experience. He has led us down exciting new paths to wonderful success.*

*He has been a caller, a cuer, a prompter, an editor, a movie performer and publisher. He has traveled the world spreading the joy of square dancing. He was a disciple of Lloyd "Pappy" Shaw and has spread his philosophy to all who would listen. He has been a part of nearly every important thing that has happened in square dancing including the first of these National Conventions. The importance of his contributions is underscored by the fact that most of you have known almost from my first words who I am describing. Bob Osgood has dedicated his life to square dancing. CALLERLAB now recognizes his dedication with the ONLY Millennium Award."*

## FROM THE CHAIR

Jim Mayo

One of the privileges that I have as chairman of CALLERLAB is the chance to offer my personal opinions to the most dedicated and respected group of callers in the world. If you didn't care about the future of square dancing, you wouldn't be a member. You do care and every one of you is doing what you believe is the best you can to assure that this activity we love is still available for future generations.

One of the problems we have encountered is, the activity we want to preserve comes in many different forms. Like the blind people describing the elephant, we see it in many different shapes. Some see an activity that happens in clubs of folks who dance, at most, once a week or twice a month. Others see clubs of people who dance in their club on weekdays and go to visit other clubs on the weekends and dance ten or twelve nights a month. Some of our customers spend hundreds of dollars to go on square dance weekends or to festivals. Others spend fifty bucks a month, max. Some square dancers never join, or even hear about a club.

With such a varied product it is hard to agree on how best to sell it. One of our greatest strengths is the flexibility we can offer. We can provide a recreation that is adaptable to nearly any degree of involvement. It can be fun, healthy and social whether you do it once a month or daily. One of our problems is that we tend to view it only in the way we each are involved.

When I go skiing I can choose trails, or even whole mountains, that are easy. Or I can go to areas that are dedicated mostly to expert skiers. Both are readily available. In square dancing I can go to a traditional dance where I can get by reasonably well on the first night or I can sign on for thirty lessons to join a group that will expect me to bring refreshments and become an officer. There isn't much in between.

Our code of ethics says that we support the club system. Certainly the growth of modern square dancing has come about because of the dedication and hard work of club members and officers. Now, however, most of them are involved at a level way beyond the interests of most of our potential new customers. Perhaps it is time for us - callers - to lead the way in forming different kinds of groups. The multi-cycle teaching approach is

hard to sell to clubs. They want everyone to reach their level of dedication. Some who enter a multi-cycle new dancer group will want to stay with the first level.

Over the past forty years we have dropped by the wayside many thousands of people who would have enjoyed square dancing in a more relaxed program than we were offering. We found plenty of folks who wanted all the complexity we could offer so we didn't worry about the ones who didn't. It may be - in fact, I think it's likely - that there are still a lot of people who would love square dancing if they didn't have to dedicate their entire leisure life to it. Maybe its time for us to offer a less demanding form of square dancing and see if there is a market out there. Our research says there is. Perhaps we should listen.

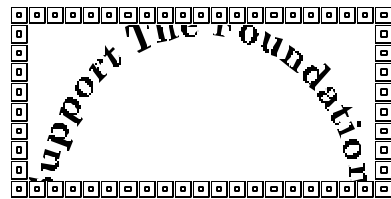
## BOARD OF GOVERNORS ELECTION

The Ballot for the 2001 BOG election has been mailed to all voting members. Members eligible to vote will be electing nine members to be seated on the Board following the 2002 CALLERLAB convention in Richmond, VA. Board Members serve a term of three years.

**Clark Baker, Doug Bennett, Tim Crawford, Larry Davenport, Bill Harrison, Jerry Jestin, Tom Miller, Wayne Morvent, and Nasser Shukayr** will complete their current terms on the Board at the 2002 convention. Wayne Morvent has chosen not to seek reelection.

Valid petitions were submitted for the following 15 candidates: **Clark Baker, Doug Bennett, Yona Chock, Tim Crawford, Larry Davenport, Bill Helms, Bill Harrison, Mike Hogan, Robert Hurst, Jerry Jestin, Tom Miller, Tom Rudebock, Dana Schirmer, Nasser Shukayr, and Jim Wass.**

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



*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 in electronic format 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.

## CALLERLAB 2002 (Teaching Is FUNdamental)

**M**ost experienced callers realize that teaching is one of the most important jobs we perform. Teaching people to do something is not an easy task. Teaching them properly is even more difficult. Unfortunately, few callers receive extensive training in the techniques and skills required to properly teach people to dance. Most callers apply teaching techniques through trial and error. Very few callers have been given this extremely important skill as part of their caller training. Your Convention Planning Committee has selected **Teaching is FUNdamental** as the theme for the 2002 CALLERLAB convention to emphasize this very important skill.

This year in St. Louis we built on the spirit of cooperation and optimism as we focused on the marketing aspects of our goal of increasing the number of square dancers. Next year in Richmond we plan to again provide updates and information on our marketing research and efforts. However, we will also take a close look at ways to improve retention through FUN and EXCITING teaching techniques. If you have experiences to share or if you would like to learn new ways to make learning FUN, please plan to attend.

Once again the Foundation Marketing Director, Jim Hensley, will be with us to share information about the progress we are making in our market research. He will also provide information about our future plans. If you are interested in this aspect of our ongoing project, be sure to attend.

This third convention of the new millennium will build on our desire to not only recruit more dancers, but to also retain them through FUNdamental Teaching. The dates are March 25 - 27, 2002. We hope you are making plans to be there.

The convention program will focus on teaching and ways to make it FUN, EXCITING, and EFFECTIVE. There will be sessions focusing on the many aspects of proper teaching. There will also be sessions dealing with the demographics of who we are and reports on the results of ongoing market research projects. Other sessions will discuss effective marketing techniques and how to do the best job with new dancer groups and dances. The range of interest sessions will include technical sessions as well, including Showmanship, Multi-cycle Programming and several sessions related to Choreography. This year we will also repeat a popular session of special interest to Advanced and Challenge callers. Of course, many of the most popular past sessions will be repeated including Voice sessions with Professor Arden Hopkin and the very popular "Digital Music" session.

We plan to a schedule individual voice sessions with Professor Hopkin. This will be your chance to get one-on-one help with your vocal presentation. This will be a low-cost and unique opportunity for many members to

experience this kind of individual help and guidance. Professor Hopkin is a true professional who understands the unique nature of square dance calling and the vocal requirements facing each square dance caller.

CALLERLAB is you! The annual convention is your opportunity to meet and talk with others who share your interest. It is also an opportunity to sit in on committee meetings and become acquainted with others involved in the "hands-on" real work of CALLERLAB.

## BYLAWS UPDATED

**A**s reported in the June 2001 issue of *DIRECTION*, the bylaws changes voted on at the 2001 CALLERLAB convention in St. Louis, MO were approved by the membership as of June 22, 2001. The bylaws have been updated and a copy is included in the mailing of this issue of *DIRECTION*. All members are encouraged to review the bylaws. The changes are marked with a "change bar" in the margin of the bylaws. The major change in this revision is the elimination of the requirement for continuing convention attendance. The Board has been directed to develop an Alternative Involvement Requirement as an alternate method of gaining Voting Member status without attending either a CALLERLAB convention or a Min-Lab. The Board is reviewing several options for this requirement. When completed the provisions of this requirement will be published.

It is well worth noting that Associate Members CAN serve on committees and may vote on committee business. There has been some misunderstanding of this provision for some time and it is the goal of the Home Office to publicize this provision of the bylaws. If you have any questions or concerns about this or any other provision of the bylaws, please contact the Executive Director.

## MEMBERSHIP REPORT

**A**s of August 8, 2001, we have a total membership of 1971 callers and are adding new members every week. The current membership is broken down as follows:

<u>Category</u>	<u>US</u>	<u>CAN</u>	<u>OS</u>
Members	738	39	127
Life members	8	0	0
Retired Members	15	2	0
Associate Members	787	22	56
Apprentice Member	67	1	3
Associate Licensees	<u>105</u>	<u>1</u>	<u>0</u>
TOTALS	1720	65	186

If you have not yet received a turquoise 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.

## MAINSTREAM and PLUS BIENNIAL REVIEW IS COMPLETE

The CALLERLAB Program Policy requires a review of all CALLERLAB dance programs during each odd numbered year. This review is conducted by each applicable dance program committee and is known as the "Biennial Program Review." This review is conducted as follows: first the Mainstream Committee completes its review of the Mainstream Program, then the Plus Committee conducts its review of the Plus Program, then the Advanced Committee conducts its review, and finally the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are required. Changes can include addition or removal of calls from the program.

The Mainstream and Plus Committees have completed the review of their program. The following are the results of those reviews:

Mainstream Program - There were no additions to the program. Three calls were moved to a list of inactive calls: EIGHT CHAIN THRU, FAN THE TOP, and SPIN CHAIN THRU.

Plus Program - There were three additions to the program: EIGHT CHAIN THRU, FAN THE TOP, and SPIN CHAIN THRU. There were no calls removed from the list.

## CALLERLAB AT THE 50th NSDC

CALLERLAB and the Foundation had a vendor booth at the Anaheim, California National Square Dance Convention. We also participated in the Showcase Of Ideas. CALLERLAB information, handouts, and sales items were available at the booth. Also available was information about Foundation projects, including the marketing plan (*The Phoenix Plan*) and a flyer titled "Square Dance Market Research - What it means to YOUR club." Over 6,000 of these flyers were distributed to convention attendees over the three day event and a copy is enclosed. The booth gave CALLERLAB and the Foundation a positive presence before the dancing public and elicited a good response from everyone who stopped by to visit.

Thanks to the following members of CALLERLAB who volunteered to help staff the booth: **Brenda Ackerson, Gene & Betty Baker, Randy & Lee Dougherty, Betsy & Roy Gotta, Gerry & Chuck Hardy, Bill Harrison, Jon Jones, Jim & Joann Mayo, Tim Mariner, Tom Miller, Tony Oxendine, Mike & Gail Seastrom, and Jim & Ann Wass.** Special thanks go to **Gene & Betty Baker**, they certainly served "beyond the call to duty" by manning the booth for over four hours on Thursday evening.

Several CALLERLAB members participated in various training seminars, panels, and discussion groups planned and scheduled by the 50th NSDC Education

Committee.

## CALLERLAB and American Callers' Association Meeting

Representatives of CALLERLAB and The American Callers Association met at the National Square Dance Convention in June 2001. The purpose of the meeting was to explore how the two caller organizations could work together to address the problems facing square dancing and reverse the decline in the number of square dancers, organizations, clubs, and callers.

The meeting was attended by **Jim Mayo**, Chairman of CALLERLAB, **Tim Crawford**, Vice Chairman of CALLERLAB, and **Bill Heyman**, member of CALLERLAB and co-moderator, **Gary Shoemake**, President of the American Callers' Association, and **Pat Demerath**, member of ACA and co-moderator. **Henry Israel**, Vice President of the American Callers' Association was unable to attend due to a serious accident, which had temporarily incapacitated him.

After an extended discussion, the representatives agreed on two basic points. The first was that new dancers are too often encouraged to move into advanced dancing programs. These callers were of one mind that experienced dancers and callers should encourage new dancers to gain experience and confidence with their initial square dance program rather than recruiting them into additional dance programs.

The second point of agreement was that a working group would be formed with representatives from both organizations to meet to search, identify, define, and discuss subjects to create a unified approach to improve square dancing and its chances for survival and growth. The principle objectives would be to find ways to make square dancing more appealing to a wider segment of the population and look for ways to make it easier for new dancers to enter square dancing.

The meeting ended on a note of optimism to benefit all

How many kleptomaniacs does it take to...  
HEY! Where's the light bulb?

square dancers

## CALLERLAB SCHOLARSHIPS

Could you use some financial assistance in furthering your square dance calling career? Why not apply for a CALLERLAB scholarship? Applications are available from the CALLERLAB Home Office.

CALLERLAB offers the following scholarships for callers who wish to attend a reputable callers' college. The George White Scholarship is funded by friends and family of George White. The Heyman Scholarship is funded

(Continued on page 5)

(Continued from page 4)

by friends and family of Bill & Peggy Heyman. The Tex Hencerling Memorial Scholarship is funded by the Overseas Dancers Association and individual contributors. The Jerry Schatzer Scholarship fund is funded by friends and family of Jerry Schatzer. Other scholarships are available through enterprises such as ASD Magazine, Supreme Audio and many local callers associations.

Applications for the 2002/2003 scholarships must be received by the Home Office no later than May 1, 2002, in order to be considered by the Executive Committee at their Spring meeting.

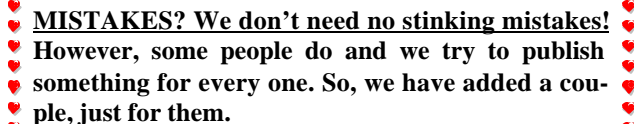
### SCHOLARSHIPS AWARDED

The following scholarships were recently approved by the Executive Committee: George White Scholarship - **Lottie Ainsworth, Mike Senita, Lelia Guilbert, and Alan Hall**; Heyman Scholarship Fund - **Rod Alex and Thomas Cerrone**.

### DECAL & DRAWING WINNERS!

This project was initiated during the 2000 CALLERLAB Convention in Las Vegas. This project included 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 included an entry into a drawing which was held during the National Square Dance Convention in Anaheim, CA last June. The winning tickets were drawn at the Foundation booth at 8:00PM on June 30, 2001.

The 1st Prize (\$1,000) ticket was entered by **John Chippari**, Mellenville, NY and the 2nd place (\$500) ticket was entered by **Linda Crutchfield**, Rancho Palos Verdes, CA. CONGRATULATIONS go to both winners and a BIG THANK YOU goes to all who participated in this project to support the Foundation. A total of

of   
**MISTAKES? We don't need no stinking mistakes!**  
However, some people do and we try to publish something for every one. So, we have added a couple, just for them.

\$9,225.57 was donated to the Foundation as a result of this project.

### CALL FOR PAPERS (Suggestions For Convention Sessions)

Have you ever wondered why a subject you have thought of has never been selected as an interest session at a CALLERLAB convention? Well, now is your chance to submit your ideas to the Convention Planning

Committee for consideration for the 2002 CALLERLAB convention. Submission of ideas should be on a single page and include brief information on what your idea is and who would be good panelists. Your idea will be reviewed by the Convention Planning Committee. If it is selected, you will be asked to submit a more detailed description of the session and you would be asked to moderate the session. Ideas for the 2002 convention in Richmond are due in the Home Office not later than September 30, 2001.

### SIGNATURE QUILT WINNER!

This project was initiated by **Gerry Hardy**. At the 2001 CALLERLAB convention in St. Louis more than 190 caller's signatures were collected on a beautiful blue and white "Freedom Logs" pattern quilt. Donations to the Foundation included an entry into a drawing which was held during the National Square Dance Convention in Anaheim, CA. The winning ticket was drawn at the Foundation booth at 8:00PM on June 30, 2001. The winner was **Sandi Queen**, Garden Grove, CA. CONGRATULATIONS go to Sandi and a BIG THANK YOU goes to all who participated in this project to support the Foundation. A total of \$1,341.08 was donated to the Foundation as a result of this project.

### CALLERLAB CAP AUCTION (A Foundation Endorsed Event)

This is your chance to own one of only two CALLERLAB baseball caps which were signed by the Foundation Board of Directors. This is also an excellent opportunity to make a donation to the Foundation.

This baseball cap was one of two auctioned at the BOG meeting in St. Louis. Each cap brought \$300 for the Foundation. The bidder of this hat, **Jerry Story**, turned the cap over to **Jill Sybalsky** for an online auction with all proceeds from this online auction to go to the Foundation.

An Internet online Auction will be held this fall. The auction for the autographed CALLERLAB baseball cap will be held October 5-15, 2001. The cap was signed by **Jerry Story, Tony Oxendine, John Sybalsky, Tim Marriner, Bill Harrison, Tom Miller, Mike Seastrom, Al Stevens, Cal Campbell, Jerry Jestin, John Kaltenthaler, Betsy Gotta, Doug Bennett, Vernon Jones, Martin Mallard, Larry Cole, Jim Mayo, Mike Jacobs, Nasser Shukayr, Jerry Junck, John Marshall, Larry Davenport, Jerry Reed, Wayne Morvent and Clark Baker**.

To bid on this item go to [www.ebay.com](http://www.ebay.com) between October 5-15, 2001. You will find a "what are you looking for" box. Type in: "Foundation Cap," and click on the "find" button. The auction link will be found. Click on the link for the Foundation cap, read about the auction,

(Continued on page 6)

then place your bid! (If you don't have a buyer's account you will need to sign up for this free service). High bidder will be notified by e-mail at the conclusion of the auction. Jill Sybalsky will send the cap to the winner.

### 2002 CALLERLAB Convention

See you in Richmond, VA next year - March 25 -27  
at the Richmond Marriott

### CALLER SCHOOL AT NSDC

**T**he 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. A press release with more details and a registration form were included in the June 2001 issue of *DIRECTION*. Please make copies of that press release and registration form. We are hoping for this school to be a big success. Contact the Home Office for additional information or registration form.

### "Did You Know?" (August 2001)

1. Only 10 of the 25 members of the Board Of Governors are full time callers?
2. Twelve members of the Board were first elected after 1995?
3. Four members of the Board were first elected in 1998?
4. There is no more continuing convention attendance requirement?
5. You DO NOT need to be a Voting Member to vote on committee business?
6. No calls have been added to the Mainstream list since 1990?
7. CALLERLAB awards scholarships for caller colleges?
8. Jerry Reed is the Executive Director?
9. The new home office address is:  
467 Forrest Avenue, Suite 118, Cocoa, FL 32922

10. The new home office phone number is:  
(321) 639-0039

11. The CALLERLAB website can be located at:  
[www.CALLERLAB.org](http://www.CALLERLAB.org)

### PERMANENT CALLERLAB BADGES

**F**or the convenience of those who would like to order their CALLERLAB permanent badge, a badge order form has been included with this issue of *DIRECTION*. Badges are \$8.00 each, postage included (US funds only, please). Florida residents are reminded to include 6% sales tax or \$.48 per badge.

### HOEDOWN

(History of Dancing)

**W**e are very pleased to announce the availability of a video which features an entertaining and informative look at the history of dancing. This exceptional video will treat the viewer to a glance into the rich heritage of square dancing. Sales of this video will benefit the *Foundation for the Preservation and Promotion of Square Dancing*.

All the color, music, and magic of American folk dancing, including the wide-spread popularity of the Western Square Dance movement, is now available for everyone. The video **HOEDOWN!** is perfect for schools, recreational organizations, churches, dance clubs, and dance leaders. **HOEDOWN!** bounces the viewer back in time for a joyous experience tracing our dance heritage all the way back to 15th century England. Varied locations and authentic costumes give realistic support to performances by some of the most outstanding folk dance groups in the nation, such as the Berea Country Dancers and the Ohio Valley Pioneer Dance Troupe. Live musicians make the scenes complete as the viewer visits a village green in Old England, a 16th century sailing ship, a Colonial ballroom, a former mining camp, a wagon train, a Kentucky housewarming, and more.

This unique, informative, and entertaining video is available through the *CALLERLAB Foundation for the Preservation and Promotion of Square Dancing* for the nominal cost of \$28.00 plus \$3.00 shipping and handling. Florida residents add 6% sales tax. Make checks payable to the Foundation and send to: 467 Forrest Ave, Ste. 118, Cocoa, FL 32922.

Enjoy the Labor Day Holiday  
and get ready to start new  
dancers groups!



**Callers School**  
**51st NSDC - June 2002**  
 Attend one of the finest schools  
 around AND support the Foundation

**AFFILIATED CALLER ASSOCIATIONS**

Any recognized caller association may "join" CALLERLAB as an "Affiliated Association" in order to secure benefits for the association and its members.

Affiliated Associations receive the CALLERLAB newsletter, *DIRECTION*, along with press releases and other announcements sent to all CALLERLAB members. They may also purchase all the same booklets, and materials available to CALLERLAB members.

Affiliated Associations which have been affiliated for the three most recent years are eligible for an Educational Grant of up to \$150 per day (to a maximum of \$450) to help them contract an Accredited Caller-Coach to conduct a clinic or seminar for local callers.

The association may also purchase liability insurance to protect the association and its officers during association sponsored events. The annual rate for this insurance is only \$25.00.

Once an association has purchased the liability insurance, any association member (caller) who is not a CALLERLAB member, may also enroll under the CALLERLAB group liability and accident insurance policy for \$15 per year.

Affiliated Associations are expected to subscribe to the CALLERLAB Code of Ethics and otherwise support CALLERLAB policies and recommendations.

Is your association a member? Why not? The low cost of membership and the \$25 insurance package are some of the best bargains in square dancing. For complete details, contact the Home Office.

The following callers' associations are currently affiliated with CALLERLAB:

- Birmingham Area Callers Assn
- British Assn of American SD Clubs
- Calgary Callers Assn.
- Callers Council of New Jersey
- Callers Clinic (SW Ontario S&R Dance)
- Callers' Society of Denmark
- Canadian Western Dance Instructors Assn.
- Central Ohio Callers Assn.
- Connecticut S/D Callers & Teachers Assn.
- Country Dance & Song Society
- Czechoslovak Callers & Teachers Assn.
- Denver Area Callers & Cuers Assn.
- East Texas Callers Assn.
- Edmonton & District Callers & Instructors

- European Callers' and Teachers Assoc.
- Federation of Lake County Area Callers
- Florida Callers Assn.
- Georgia Callers Assn.
- Illinois Square Dance Callers Assn.
- Ka Mo Callers and Partners
- Kentucky Callers Assn.
- Lloyd Shaw Foundation (Ins)
- Long Island Callers/Cuers Council
- Metrolina Callers Assn.
- Miami Valley Callers Assn.
- Michigan Square Dance Leaders Assn.
- Minnesota Square Dance Callers Assn.
- Nagoya Callers Assn.
- National Capital Area S/D Callers Assn.
- Narragansett Callers Association
- New England Council of Callers Assn.
- New Style Callers Assn.
- New Zealand Callers & Cuers Assn. Inc.
- North Alabama SD Callers Assn.
- North Carolina Callers Assn.
- North Texas Callers Assn.
- Northeast Colorado Callers & Cuers Assn.
- Nova Scotia S&RD Teachers (ANSSRDT)
- Old Colony Callers Association
- Omaha Area Callers & Cuers Association
- Peoria Area Callers & Instructors Inc.
- San Diego County Square Dance Callers Assn.
- Santa Clara Valley S/D Callers Assn.
- South Carolina Callers Assn.
- Square Dance Callers Assn of the Sacramento Valley
- Square Dance Callers Assn. Of Northern California
- Square Dance Callers of Great Britain
- Square Dance Leaders of the Baltimore Area, Inc.
- Texas State Callers Assn.
- Toledo Area Western Dance Leaders Assn.
- Toronto & District Square & Round Dance Assn.
- Tri-State Callers Assn.
- Tulsa Area Callers and Teachers Assn. (TACT)
- Upper Vancouver Island Callers & Teachers Assn.
- Vancouver & District Callers & Teachers Assn.
- Victoria & District Caller Teacher Assn.
- Wolf River Area Callers Assn.



**ADD A BUCK  
HELP THE FOUNDATION**

**W**e have heard of a super idea to help the Foundation. If you run or participate in special dances or festivals ask the event sponsor to "ADD A BUCK" to the registration fee for the event. Consider that, if this happened at only one event per month in just half of the states and there was an average of 10 squares at each event, there would be a total of 2000 dancers at those events. If just one dollar were added to each registration fee, a total of \$2,000 per month or nearly \$25,000 per year would be donated to the Foundation. This money would be put to good use by the Foundation in its marketing and other activities to benefit square dancing.

Please consider this proposal  
IT CAN WORK!

**FRIENDS OF THE FOUNDATION**

Sundown Squares, CA  
Guido Haas, Switzerland  
Wil Eades & Judy Ballard, CA

**In Memory of Varena Anderson**

Beverly Wiseberg, CA  
Lanahan & Reilly, CA  
Harrison & Diane Lightfoot, CA  
Center Wheelers, CA

**COMMITTEE MEMBERSHIP**

**YOU DO NOT NEED TO BE A VOTING MEMBER  
TO ON A COMMITTEE!**

**M**any CALLERLAB committees need your help! Here's your chance to get involved with the internal workings of CALLERLAB. Use your knowledge and expertise to help a committee make the right decision. Make your opinions count by taking an active part in committee actions. Remember, under the bylaws, **ALL** members except Apprentice Members may serve on committees and vote on committee business. This means that Associate Members may join a committee and vote on committee business. Committees identified with an asterisk (\*) require pre-qualification. Please call the Home Office for information or to join one or more committees. The following standing committees solicit your participation:

- Accreditation
- Advanced QS\*
- Advanced\*
- Mainstream
- Caller Association Liaison
- Caller Training\*
- Callers Partners

- Canada Advisory Group\*
- Career Callers\*
- Challenge\*
- Choreographic Applications (CAC)
- Community Dance Program (CDP)
- Contra & Traditional Dance Education
- Fund Raising
- Grant Writing
- Mainstream QS\*
- Overseas Advisory Group\* Plus\*
- Plus QS\*
- Recruit, Promote, Maintain (RPM)
- Research & Development
- Web Site
- Youth Activities\*

**IN MEMORIUM**

Vernon J. Weisensel, Madison, WI, July 2001

**VOICE SESSIONS AT  
CALLERLAB 2002**

**A**s many of you know, we had scheduled individual voice sessions during the CALLERLAB convention in St. Louis. However, due to circumstances beyond our control our voice coach, Professor Arden Hopkin of Provo, UT was unable to attend the convention. This year we are again scheduling individual voice sessions. These sessions will be 20 minutes of intense individual voice coaching with Arden. He has attended many CALLERLAB conventions and is very familiar with the unique vocal requirements of square dance callers. This will be your opportunity to obtain some very valuable and beneficial vocal help at a reasonable cost. If you would like more information or if you would like to sign up for one of the limited number of sessions, contact the Home Office.

**OFFICE CLOSING**

The CALLERLAB Office will be closed September 3, 2001 in observance of the Labor Day Holiday. We will be on reduced office hours (9:00—4:30) PM EDT from October 8 - 19, 2001 due to staff vacations. The office will be closed November 22 & 23, in observance of the Thanksgiving Holiday.

My Motto When Golfing Is: If it goes right, It's a slice.  
If It goes left, it's a hook. If It goes straight, it's a  
Miracle!



## NEW SONG & DANCE ROUTINE BROCHURE

**T**he CALLERLAB Foundation for the Preservation and Promotion of Square Dancing is pleased to announce the availability of the "New Song and Dance Routine" brochure.

How many times have you heard about these brochures? Have you ever seen one? There have been several press releases about these brochures and there have been nearly 1,000,000 distributed by the Foundation. It is amazing how many dancers and callers have not even seen one.

At a recent dance we had occasion to give one of the brochures to the president of the Georgia State Square Dance Association. Within a few weeks the association had ordered 7,500 of the brochures to put in Georgia Welcome Stations to provide information to visitors to the state.

Enclosed with this issue of *DIRECTION*, is a sample of the brochure and an order blank for use in ordering these brochures.

The price for the brochures is \$15.00 per hundred, plus postage or shipping charges. Brochures are shipped by UPS whenever possible.

The brochures are available in a fan-fold with a blank panel for adding your own local information or you may order the brochures "flat" for printing by a professional printer or on your home computer.

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

## PARTNER-S CORNER Bev Sutter

**M**y name is **Beverly Sutter**, I am the new Partner's Committee Chair. I live in Asbury, Iowa, with my partner of 31 years, **Dave Sutter**. Dave and I met while he was teaching square dance lessons and we've been active in the square dance activity for more than 35 years. I'm a mother of four (2-boys and 2-girls), and Grandmother to one grandson, Sam. I work out of the home as a substitute school bus driver. I am Dave's booking agent, navigator, public relations liaison, round dance cuer and producer of two square dance weekends in Dubuque, IA. My hobbies include sewing, camping, reading and golf.

I would like to say a big **"Thank You"** to **Kathy Dav-  
enport** for her many years of service to CALLERLAB as Chair of the Partner-s Committee. Kathy did a great job and it will be difficult to fill her shoes.

Kathy resigned from the Partner-s Committee after the CALLERLAB Convention in St Louis MO. After discussing the position of Chair for the Partners Committee with Kathy, I submitted my name and was ac-

cepted by the BOG as the next Partner-s Committee Chair. **Roy Gotta** is vice chair and all member caller-s partners are members of the committee. In making plans for the 2002 CALLERLAB Convention in Richmond, VA, I would appreciate your suggestion-s as to what you as a member of the committee would like to see or hear. At this time I have one session dedicated to learning CPR. With the increased average age of our square-dancing population, the benefit of your knowing CPR could assist you in saving someones life, maybe even that of your partner. There is no charge for this session, you will be learning the basics only, with practice on a mannequin. You will not be certified, but you will know how CPR works and will at least be in a position to do something until professional help can arrive. Please think about this session and plan to attend. The Partner-s-sessions are open to all CALLERLAB Convention attendees.

The second session will be an informal session where newer partners can come together with some seasoned partners, ask questions, and we will all try to help you by telling you what we have learned over the years as partners. Everyone is welcome to this session.

One of the two days of the convention I would like to plan a bus trip for partners. I am investigating the possibility of traveling by bus to historic Williamsburg, VA. There are a shopping mall, the glass factory and the historic area of Williamsburg. We can wander down the streets, going in and out of the shops and the living history buildings. (The gingersnap cookies are fantastic!) This trip would most likely leave after breakfast and return about an hour before the evening meal. There would be an additional charge for this bus trip. The other trip idea is to tour Richmond on a tour coach with a guide. I solicit your input. If you are interested in any of these ideas, you may contact CALLERLAB, or me, with your suggestions, confirmations and general interest in these proposed events for partners. (Bev Sutter, 5533 Northwood, Court, Asbury, IA 52002-25310)

Opinions expressed in letters or articles from our members are those of the writers and do not necessarily reflect those of CALLERLAB, nor the Editor.  
The Editor reserves the right to condense, omit or re-write all or any part of any material sent to CALLERLAB for Publications.

## FROM OUR MEMBERS FOUNDATION QUILT PROJECT FINALE!! (Gerry Hardy)

**M**y heartfelt thanks to all of you who joined in the Foundation Quilt Project raffle, to benefit the CALLERLAB Foundation. The blue, white, cranberry red and gold Caller Signature Quilt was raffled off at the 50<sup>th</sup> Anaheim Square Dance Convention this past

(Continued on page 10)

(Continued from page 9)

June 30<sup>th</sup>, 2001. Created and made by myself, the quilt raffle contributed \$1100 to the CALLERLAB Foundation. The lucky winner was **Sandi Queen**, of Garden Grove, CA. In a recent communication to me, she stated what fun she and her husband had just looking over the 190 signatures on the quilt, from callers all around the world. Her only problem is now finding a wall big enough for hanging the quilt!

Thanks again to you all.

### I FOUND THE PROBLEM AND WE ARE IT

(Anonymous)

I began dancing in 1949 and started calling in 1969 so I have been in Square Dancing most of my life. When I began Square Dancing one really didn't need to go through class. There were a lot of one and two couple active calls such as: "number one couple lead out to the right, round that couple take a little peek, back to the middle swing your sweet, round that couple peek once more, back to the middle circle up four, half way round, dive thru go on to the next, round that couple take a little peek, back to the middle swing your sweet", well you get the idea. By the time it got to the number four couple they had seen it twice and knew what to do. There were other calls that were no brainer's, such as birdie in the cage, Texas Star, and Rip and Snort.

By 1961 Square Dancing had progressed to the point where 71 basics were taught in ten week classes. When I began calling in 1969, we were up to 15 weeks and about seventy-five basics. Everyone learned to dance in a short time and everyone had a good time. The only real problem we had was that our dancers would visit another city then come back and tell our callers all about the higher level dances the callers were calling in this other city. The other city callers were calling a few calls that we weren't calling. The opposite thing would happen when other city dancers would visit us.

CALLERLAB was established and standardized the lists. This was a good thing because then all dancers were learning and dancing the same list. One could go dance or call anywhere and know what they were going to dance or what we could call. It only took 20 weeks to learn how to dance (about seventy-five basics). Then came the levels.

Here is where the trouble began and it has grown. This is a two-fold problem and I still do not know what caused it. The problem, as I see it, came about when we callers became lazy. It was a lot easier to call a Plus dance than a Mainstream dance. We failed to educate the dancers that they can have just as much fun dancing Mainstream as they can Plus, but we as callers were to eager to go on to what we thought were bigger and better things. Now when we go out to recruit new dancers and tell them it's going to take a year to learn to dance — **GOODBY!**

The problem, as I see it, is we are catering to the dancers who are already in the program and our own likes and dislikes and not to the dancers we would like to have in the program. We all have Plus Clubs and rather than pushing to have Mainstream Clubs we are pushing the new dancers to work so they can be in our Plus Clubs. We have to quit doing this and concentrate on catering to the new hopefuls. We've got to put the fun back into Square Dancing. Most of the people in the age group we need to get into Square Dancing have day time jobs. They do not want to go to another job at night to learn to Square Dance.

I know of a club which dances on Friday nights and runs their classes on Wednesday nights. Upon graduating their Mainstream Class they tried to bring the new dancers into their Plus group on Fridays. The new dancers came, saw, told the club they were not ready for and did not want to learn Plus yet, they were still learning and having fun with Mainstream and left. The Wednesday night group is now a Mainstream Club and growing. The caller is having to work a little harder but he too is enjoying the Mainstream.

The Mainstream Program (from the Standard Applications) can be taught in 22 two hour sessions (total 44 hours). At this point, graduate the class then put your thinking cap on, have fun, and call Mainstream. Start your workshop for the newly graduated dancers and some of the old timers and workshop the Mainstream from extended applications now. With a little imagination you can really do a lot with the Mainstream Program. You might even surprise yourself, I have.

We can add to, take away from, move around, alter, shorten, lengthen, or do what ever we want to do to the existing lists to change them until we're blue in the face but this is not going to fix our problem of attracting new dancers. We have to go to the dancers we have now and convince them that if they want to see Square Dancing grow and be around so they can continue to enjoy the activity they are going to have to recruit new dancers for Square Dancing and not for themselves. We are going to have to change the attitudes of the existing dancers and we've got to change the way we think about Square Dancing to fix the problem. The Mainstream Program was named Mainstream because that's what it is and should be. The Plus Program is the Plus Program and was not intended to be the Mainstream of Square Dancing. Lets get off our lazy butts, work a little and put the fun back into Square Dancing and watch it grow again.

Changing and fixing lists that are not broke is not the answer. As I said before, "I found the problem and we are it."



SUMMARY OF THE 2001 CALLERLAB  
BOARD OF GOVERNORS  
MEETING  
April 8 - 11, 2001  
Airport Marriott  
St. Louis, MO

The meeting called to order by Larry Cole, Chairman of the Board, at 2:00 PM Sunday April 16, 2000. The following Board Of governors (BOG Members were present: Gregg Anderson, Clark Baker, Doug Bennett, Calvin Campbell, Deborah Carroll, Larry Cole, Larry Davenport, Randy Dougherty, Betsy Gotta, Bill Harrison, Mike Jacobs, Jerry Jestin, Vernon Jones,, John Kaltenthaler, Martin Mallard, John Marshall, Jim Mayo, Tom Miller, Wayne Morvent, Tony Oxendine, Mike Seastrom, Nasser Shukayr, Al Stevens, Jerry Story, John Sybalsky, Jerry Reed and Gail Swindle. Jerry Junck, granted permission to arrive late; Tim Marriner, granted permission to arrive late.

The following motions were presented, seconded, discussed, and voted on:

*MOTION: Be it resolved that the meeting agenda be accepted as amended. (Moved, Seconded and Carried)*

*MOTION: Be it resolved that John Sybalsky be appointed as Parliamentarian and Mike Jacobs be appointed Assistant Parliamentarian. (MSC)*

*MOTION: Be it resolved that the election of the 2001/2002 Executive Committee conducted in Las Vegas, NV in April 2000 be confirmed as follows: Chairman Jim Mayo, Vice Chairman, Tim Crawford, and members, Tony Oxendine, Mike Jacobs, and Tim Marriner. Alternates: John Marshall and Larry Davenport. (MSC)*

*MOTION: Be it resolved that the proposed summit meeting between CALLERLAB and the American Callers Association, as submitted by Bill Heyman, be approved except that Item 4 be removed from the agenda of the initial meeting, but rather be deferred to a subsequent meeting. (MSC)*

*MOTION: Be it resolved that the proposed revision (dated March 20,2001) of the procedures for the callers school to be conducted in conjunction with the National Square Dance Convention be approved. (MSC)*

*MOTION: Be it resolved that the actions taken by the 2000/2001 Executive Committee between April 30, 2000 and March 31, 2001 be approved. (MSC)*

*MOTION: Be it resolved that the actions taken by the 2000/2001 Board Of Governors between April 30, 2000 and March 31, 2001 be confirmed. (MSC)*

*MOTION: Be it resolved that the Accreditation Committee review the current CALLERLAB caller accreditation procedures and investigate possible revisions to the procedures. (MSC)*

*MOTION: Be it resolved that the Advanced Committee Chairman send a ballot to the committee for a vote on the recommendation to not vote on combining the A-1 and A-2 programs not be done until after the biennial review in 2001. (MSC)*

*MOTION: Be it resolved that CALLERLAB support contacting recreational and educational leaders in the Richmond, VA area to participate in a New Dancer Leader Seminar prior to the 2002 CALLERLAB convention. (MSC)*

*MOTION: Be it resolved that the concept plan of action submitted by the Public Relations Officer dated March 24, 2001 be approved. More detailed plans and actions will be identified by the PR Officer. (MSC)*

*MOTION: Be it resolved that the Caller Association Liaison Committee be directed to develop a plan to contact caller associations to obtain information about non-affiliated association and encourage them to become affiliated. (MSC)*

*MOTION: Be it resolved that a "Millennium Award" be designed and presented to Bob Osgood. (MSC)*

*MOTION: Be it resolved that the requests for Caller-Coach Accreditation be approved by the Board with discussion, based on approval of the request by the Caller-Coach Committee and the Executive Committee. (MSC)*

*MOTION: Be it resolved that the Executive Committee investigate the issue of joining or becoming affiliated with the American Alliance for Health Physical Education, Recreation and Dance (AAHPERD) and/or the National Dance Association (NDA). (MSC)*

*MOTION: Be it resolved that the Executive Committee create an Ad-Hoc Committee under the Education Committee to investigate the benefits and opportunities the American Alliance for Health Physical Education, Recreation and Dance (AAHPERD) and/or the National Dance Association (NDA) have to offer CALLERLAB or The foundation and report results to the Executive Committee and the Board. (MSC)*

*MOTION: Be it resolved that voting statistics be maintained and published in DIRECTION for the following issues: 1) BOG Voting status and 2) EC Voting status. (MSC)*

*MOTION: Be it resolved that a the Executive Committee create a Youth Activities Committee. (MSC)*

*MOTION: Be it resolved that the fiscal year-end financial report be approved for. (MSC)*

*MOTION: Be it resolved that the ballots for the 2001/2002 Board Of Governors election be destroyed. (MSC)*

*MOTION: Be it resolved that Jerry Reed be retained as the Executive Director for the period of April 1, 2001 through April 30, 2002. (MSC)*

*MOTION: Be it resolved that Jim Mayo represent CALLERLAB at the ROUNDALAB Convention in Anaheim, CA June 24-27, 2001. (MSC)*

*MOTION: Be it resolved that Tim Crawford (alternate Mike Jacobs) represent CALLERLAB at the ROUNDALAB Convention in Anaheim, CA June 24-27, 2001. In the event Tim cannot attend Mike Jacobs will replace Tim. (MSC)*

*MOTION: Be it resolved that CALLERLAB pay expenses (lodging, meals, registration) for the CALLERLAB representative to the 2001 ROUNDALAB convention. Expenses for Jim Mayo will include airfare. (MSC)*

*MOTION: Be it resolved that Jim Mayo represent CALLERLAB at the LEGACY Summit meeting in Anaheim, CA June 28, 2001. (MSC)*

*MOTION: Be it resolved that Jim Mayo represent CALLERLAB at the USDA meeting in Anaheim, CA 1:00 PM June 27, 2001. (MSC)*

*MOTION: Be it resolved that the following be designated to represent CALLERLAB at the ROUNDALAB convention (two representatives), the LEGACY meeting at the National Square Dance Convention (NSDC) (one representative), and the USDA meeting at the NSDC (one representative): 1<sup>st</sup> - current Chairman, 2<sup>nd</sup> - current Vice Chairman, and 3<sup>d</sup> - incoming Chairman. CALLERLAB will pay expenses (lodging, meals, registration) for the CALLERLAB representative (s) to these three events. Expenses will include transportation if the attendee would not have otherwise attended the NSDC. (MSC)*

*MOTION: Be it resolved that the Executive Committee be directed to investigate a means of inviting state dancer organizations in the United States and Canada to the CALLERLAB conventions. (MSC)*



PRESS RELEASE

**FOR IMMEDIATE RELEASE**

(August 2001)

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



PRESS RELEASE

**MAINSTREAM PROGRAM  
and  
PLUS PROGRAM  
BIENNIAL REVIEWS ARE COMPLETE**

The CALLERLAB Program Policy requires a review of all CALLERLAB dance programs during each odd numbered year. This review is conducted by each applicable dance program committee and is known as the ABiennial Program Review. This review is conducted as follows: first the Mainstream Committee completes its review of the Mainstream Program, then the Plus Committee conducts its review of the Plus Program, then the Advanced Committee conducts its review, and finally the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are required. Changes can include additions or removal of calls from the program.

Dana Schirmer, Chairman of the Mainstream Program Committee, is pleased to announce that the Biennial Review of the Mainstream Program has been completed. The following is the result of that review:

Additions to the Mainstream Program -  
None

Removal from the Mainstream Program -  
EIGHT CHAIN THRU  
FAN THE TOP  
SPIN CHAIN THRU

Skip Brown, Chairman of the Plus Program Committee, is pleased to announce that the Biennial Review of the Plus Program has been completed. The following is the result of that review:

Additions to the Plus Program -  
EIGHT CHAIN THRU  
FAN THE TOP  
SPIN CHAIN THRU

Removal from the Plus Program -  
None

Revised program definitions and lists are available from the CALLERLAB office:

CALLERLAB  
467 Forrest Avenue, Suite 118  
Cocoa, FL 32922

\*\*\*\*\* **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**  
**\*\*\*\*\* START \*\*\*\*\***  
**(August 15, 2001)**



PRESS RELEASE

**CALLERLAB/American Callers' Association**  
**Joint Press Release**

Representatives of CALLERLAB and The American Callers Association met at the National Square Dance Convention in June 2001. The purpose of the meeting was to explore how the two caller organizations could work together to address the problems facing square dancing and reverse the decline in the number of square dancers, organizations, clubs, and callers.

The meeting was attended by Jim Mayo, Chairman of CALLERLAB, Tim Crawford, Vice Chairman of CALLERLAB, and Bill Heyman, member of CALLERLAB and co-moderator, Gary Shoemake, President of the American Callers' Association, and Pat Demerath, member of ACA and co-moderator. Henry Israel, Vice President of the American Callers' Association was unable to attend due to a serious accident, which had temporarily incapacitated him.

After an extended discussion, the representatives agreed on two basic points. The first was that new dancers are too often encouraged to move into advanced dancing programs. These callers were of one mind that experienced dancers and callers should encourage new dancers to gain experience and confidence with their initial square dance program rather than recruiting them into additional dance programs.

The second main point of agreement was that a working group would be formed with representatives from both organizations to meet together to search, identify, define, and discuss subjects to create a unified approach to improve square dancing and its chances for survival and growth. The principle objectives would be to find ways to make square dancing more appealing to a wider segment of the population and look for ways to make it easier for new dancers to enter square dancing.

The meeting ended on a note of optimism to benefit all square dancers.

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

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

**THE CALLERLAB BOARD OF GOVERNORS**



PRESS RELEASE

**FOR IMMEDIATE RELEASE**  
\* \* \* \* \* **START** \* \* \* \* \*  
**(August 2001)**



PRESS RELEASE

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

**SOCIAL DANCING**

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

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

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

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

**Dancing pairs you up with more than a partner.**

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

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

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

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

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

# **Strong bones** - The side to side movements of many dances strengthen your weight bearing bones (tibia, fibula and femur) and can help prevent or slow loss of bone mass (osteoporosis).

# **Rehabilitation** - If you're recovering from heart or knee surgery, movement may be part of your rehabilitation. Dancing is a positive alternative to aerobic dance or jogging.

# **Sociability** - Dancing contains a social component that solitary fitness endeavors don't. It gives you an opportunity to develop strong social ties which contribute to self-esteem and a positive outlook.

**Would you like to dance?**

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

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

**LIVE TEN YEARS LONGER!**

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

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

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

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

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

**THE CALLERLAB BOARD OF GOVERNORS**



# CALLERLAB

**The International Association  
of Square Dance Callers**

467 Forrest Avenue, Suite 118  
Cocoa, FL 32922  
TEL: 321-639-0039  
FAX: 321-639-0851  
Email: CALLERLAB@aol.com

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

Nearly 1,000,000 of these deluxe brochures have been distributed world wide and have proven to be a very effective tool for recruiting new dancers. The brochures are printed on a high quality paper and show various scenes of square dancers enjoying our country's favorite pastime. Professionally written text and full color photographs, taken at actual square dances, tells the general public about this wholesome and healthful recreational activity of square dancing.

Brochures may be ordered at \$15.00 per hundred, plus postage/shipping. Brochures are shipped by UPS whenever possible. They are available in a fan-fold with a blank panel for adding your own local information or you can order them "flat" for printing by a professional printer or on your home computer.

Donations exceeding the \$15.00 per hundred, would be gratefully appreciated. Donations are tax deductible as donations to charitable, religious, or educational institutions as defined by the IRS. The Foundation is registered as a 501(C)(3), educational, tax exempt, tax deductible foundation. Please check with your CPA or tax advisor for specific details.

Please send \_\_\_\_\_ Fan-fold and/or \_\_\_\_\_ Flat "New Song and Dance Routine" brochures to:

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

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

**Mail order form to:**                      **The CALLERLAB Foundation**  
   **467 Forrest Ave, Ste 118**  
   **Cocoa, FL 32922**  
   **(321) 639-0039**

**Thank you for your support!**

## **SUGGESTIONS FOR USING THE CALLERLAB FOUNDATION RECRUITING BROCHURES**

An area is provided on the back of the *A New Song & Dance Routine* brochures for you to write, type or stamp a name and address or phone number of your club or area contact. Your area may be large enough to have a central contact point; someone willing to act as an informational liaison for all area clubs. In this respect, one name and phone number on the back of the brochure is less confusing to the non-dancer than listing a contact for each club. The liaison should have complete information available about dance nights, dates, times, places, costs, etc. This requires the cooperation of all clubs in the area. This works! We have many reports from areas that have tried this and they have been very successful. Individual clubs should arrange to have only one contact listed on the brochure. This assures that all non-dancers, calling for information, get the same information. Contacts should point out that the square dance activity is wholesome, energetic, fun, and it promotes good health. Be enthusiastic and tell people how much fun it really is. Friendships last a lifetime and where else can you go and feel welcome as soon as you walk through the door, even clear around the world. Promote friendship along with the square dancing. Following is a list of places where brochures can be made available to potential dancers. Maybe you can think of some others.

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



PRESS RELEASE

FOR IMMEDIATE RELEASE  
(AUGUST 2001)

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



PRESS RELEASE

**DECAL & DRAWING WINNERS!**

The 1<sup>st</sup> Prize ticket was entered by **John Chippari, Mellenville, NY** and the 2<sup>nd</sup> place ticket was entered by **Linda Crutchfield, Rancho Palos Verdes, CA.**

CONGRATULATIONS go to both winners and a BIG THANK YOU goes to all who participated in this project to support the Foundation. A total of \$9,225.57 was donated to the Foundation as a result of this project

The Decal project was initiated by **Tim Crawford** and **Tom Miller** during the 2000 CALLERLAB Convention in Las Vegas. This project included the sale of decals which may be placed on windows, brief cases, book covers, walls, or any other suitable surface. These decals simple 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 included an entry into a drawing which was held during the National Square Dance Convention in Anaheim, CA last June. The winning tickets were drawn at the Foundation booth at 8:00PM on June 30, 2001.

**SIGNATURE QUILT WINNER!**

The winner of the Signature Quilt Project was **Sandi Queen, Garden Grove, CA.**

CONGRATULATIONS go to Sandi and a BIG THANK YOU goes to all who participated in this project to support the Foundation. A total of \$1,341.08 was donated to the Foundation as a result of this project.

The Signature Quilt Project was initiated by **Gerry Hardy, Stone Ridge, NY.** At the 2001 CALLERLAB convention in St. Louis more than 190 caller's signatures were collected on a beautiful blue and white "Freedom Logs" pattern quilt. Donations to the Foundation included an entry into a drawing which was held during the National Square Dance Convention in Anaheim, CA. The winning ticket was drawn at the Foundation booth at 8:00PM on June 30, 2001.

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

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

**THE CALLERLAB BOARD OF GOVERNORS**



## CALLERLAB COMMITTEE CHAIRMEN AND VICE CHAIRMEN

(August 22, 2001)

### **SPECIAL INTEREST** - Executive Committee Liaison - Tim Crawford

CALLERS PARTNERS - Chair, Bev Sutter; VC, Roy Gotta  
CONTRA & TRADITIONAL - Chair, Stew Shacklett; VC, Yona Chock  
MARKETING - Chair, Mike Seastrom; VC, Mike Hogan  
WOMEN IN CALLING - Chair, Deborah Carroll-Jones; VC, Gerry Hardy  
YOUTH ACTIVITIES - Chair, Bruce Mitchell; VC, Jill Sybalsky  
BOARD BOOK - Chair, John Sybalsky

### **PROGRAMMING AND COORDINATING** - Executive Committee Liaison - Tim Marriner

ADVANCED - Chair, Cliff Simpson; VC, Chuck Jaworski  
APPLICATIONS REVIEW - Chair, Jon Jones; VC, Jerry Story  
CHALLENGE - Chair, Ed Foote; VC, Vic Ceder  
CHOREOGRAPHIC APPLICATIONS - Chair, Elmer Claycomb; VC, Ron Counts  
CHOREOGRAPHIC REVIEW COORDINATOR - Norm Wilcox  
COMMUNITY DANCE PROGRAM - Chair, Cal Campbell; VC, Bob Riggs  
DEFINITIONS - Chair, Clark Baker  
EXTENDED APPLICATIONS (Ad-Hoc) - Chair, Jerry Jestin; VC, Paul Bristow  
MAINSTREAM - Chair, Dana Schirmer; VC, Lanny Weaklend  
PLUS - Chair, Skip Brown; VC, Doug Davis  
PROGRAM POLICY - Chair, Dick Mazziotti; VC, Larry Davenport

### **PLANNING AND RESEARCH** - Executive Committee Liaison - Mike Jacobs

ADVANCED QS - Chair, Norm Wilcox; VC, Barry Clasper  
CALLER-COACH - Chair, Paul Henze; VC, Jerry Junck  
CALLER TRAINING - Chair, John Kaltenthaler; VC, Betsy Gotta  
EDUCATION - Chair, Gerry Hardy; VC, Corben Gies  
MAINSTREAM QS - Chair, Walt Cooley; VC, Brian Hotchkies  
PLUS QS - Chair, Doren McBroom; VC, Norm Wilcox  
RESEARCH AND DEVELOPMENT - Chair, Terry Wheeler; VC, Tim Scholl  
WEBSITE - Chair, John Sybalsky; VC, Jill Sybalsky

### **MEMBERSHIP** - Executive Committee Liaison - Tony Oxendine

ACCREDITATION - Chair, Jim Wass; VC, Virgil Forbes  
CALLER ASSOCIATION LIAISON - Chair, Vernon Jones; VC, Dave Viera  
CANADIAN ADVISORY GROUP - Chair, Bill Treleaven; VC, Andy Pennock  
OVERSEAS ADVISORY GROUP - Chair, Al Stevens; VC, Kenny Reese  
PROFESSIONAL ETHICS - Chair, Larry Cole  
PUBLIC RELATIONS OFFICER - Wade Driver  
RECRUIT, PROMOTE, MAINTAIN - Chair, Keith Stevens; VC, Lloyd "Sparky" Sparks  
RESOLUTIONS - Chair, Tom Rudebock ; VC, Hank Lutch

### **WAYS AND MEANS** - Executive Committee Liaison - Tim Crawford

FOUNDATION FUND RAISING - Chair, Tom Miller; VC, Andy Shore  
GRANT WRITING - Chair, Bill Helms; VC, Nasser Shukayr