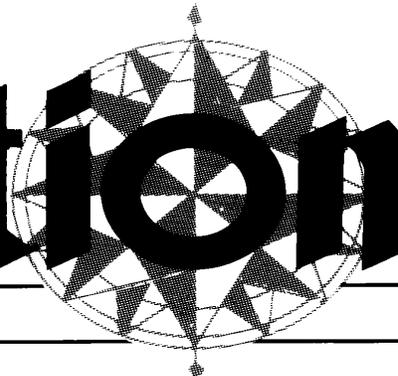


# direction



The International Association  
of Square Dance Callers

COCOA, FLORIDA

**VOLUME XXIX NUMBER FOUR - August 2002**

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## FROM THE CHAIR

**Mike Jacobs, Chairman**

**C**ommunication is the lifeblood of every modern activity and it is where we (CALLERLAB, callers, and square dancing in general) have failed to keep up. Rather than reciting failures or making platitudes about the future, I thought that I would deal with two issues to change that course.

First, "Where has the money gone?". That question has been raised many times. Everything is available in CALLERLAB's and the Foundation's public records, but it is hard to sift through several years records to have it makes sense, so I will summarize. When Jim Hensley first came to CALLERLAB in 1999 with his proposals (which became the Phoenix Plan), the total costs were estimated at approximately a half million, with the research stage at more than \$100,000. Since then, the Foundation has raised more than \$82,000. Over half that figure has come from in house fund raisers such as the God Bless the USA Record/Tape project, the Decal project, and the Quilt project. The rest of the funds came from donations from various individuals, square dance clubs, fund raisers, and other national and international square dance organizations. The research that has been done (the Internet Marketing Survey, the nine Focus Groups done in three cities and their reports, and the Video explaining the process) was prepared by Star-Works and Marketing Horizons. That amount was a little more than \$38,000. Since we hired Jim officially in 2000, he has been paid \$42,000, with more than \$16,000 of that sum being reimbursement for expenses (and not counting the large amount of money out of his own pocket). Has the money been well spent? I believe so, but judge for yourselves; the survey information is available from the Home Office. Jim Hensley estimates that CALLERLAB has obtained approximately 4 dollars of real marketing value for every 1 dollar raised. There is also a more telling statistic. If we had started adding \$1 to every square dance event fee, we would have raised over \$350,000 in funds and be farther along in our promotional efforts. All of these figures sound huge but look at the activities we are competing with and their budgets. Would this have been cheaper 20 years ago? Yes, but that opportunity is lost; we can not afford to lose another.

*(Continued on page 2)*

PLUS: None  
ADVANCED: Double Down (1/01)  
EMPHASIS CALLS:  
    MAINSTREAM: Wheel Around  
    PLUS: 3/4 Tag the line  
FUTURE CONVENTIONS:  
    April 14 - 16, 2003 San Antonio, TX  
    April 05 - 07, 2004 Reno, NV  
    March 21 - 23, 2005 Central Region  
CALLERLAB OFFICE HOURS:  
    8:00 am to 4:30 pm Eastern Time, Monday through Friday  
    Phone: 321-639-0039  
          800-331-2577 (business only)  
    FAX: 321-639-0851  
    E-mail: CALLERLAB@aol.com  
    Website: [www.callerlab.org](http://www.callerlab.org)

INSURANCE QUESTIONS & CERTIFICATES  
Marsh Affinity Group Services  
(Formerly know as Seabury & Smith)  
1-800-503-9227

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Second, I had the privilege to attend the Mini-lab in Germany sponsored by ECTA. It was the largest Mini-lab to date and I feel a very successful one. CALLERLAB picked up 25 new members, as well as having many more move their membership status to active with their attendance. But, we also learned that CALLERLAB needs to improve its communications with its own members, and not just those from Europe. We are starting a number of new actions. For example, we have added the chair and vice-chair of the Overseas Advisory, the Canadian Callers, and the Caller Association Liaison Committees to the Program Policy Committee to allow more input into program decisions. We intend to rewrite the committee brief for the Overseas Committee to allow for more two way communication to every part of the world. The Callers Association Liaison Committee is currently investigating ways to more effectively communicate with local caller associations. These are just some of the steps we are taking, but remember we are you. If you have ideas, bring them now. CALLERLAB is not an entity sitting somewhere in regal splendor; it is in the mirror looking at you.

#### BOARD OF GOVERNORS ELECTION

**T**he 2002 BOG Election Ballots were mailed to all voting members August 5, 2002. Members eligible to vote will be electing eight members to be seated on the Board following the 2003 CALLERLAB convention in San Antonio, TX. Board Members serve a term of three years.

**Calvin Campbell, Larry Cole, John Marshall, Tim Marriner, Jim Mayo, and Al Stevens** will complete their current terms on the Board at the 2003 convention and are seeking re-election. **John Kaltenthaler** and **Mike Seastrom** have chosen not to seek reelection.

Valid petitions were submitted for the following 15 candidates: **Lone Blume, Calvin Campbell, Larry Cole, Milt Floyd, Robert Hurst, Steve Jacques, Chuck Jaworski, John Marshall, Tim Marriner, Jim Mayo, Tom Mohny, Tom Rudebock, Andy Shore, Al Stevens, 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.

#### REPORT OF BOARD OF GOVERNORS

**C**ALLERLAB policy requires the Home Office to report the Board Of Governors (BOG) actions to the membership following the annual BOG meeting. The purpose of this report is to keep the membership informed of the actions your elected Board has taken. This report is included with this issue of *DIRECTION*. We invite you to review the report and, if you have any questions or concerns, contact Jerry Reed at the Home Office.

#### BYLAWS CHANGE

(Active Membership)

**D**uring the 2002 Board Of Governors (BOG) meeting in Richmond the BOG discussed at great length the current requirement to call an average of 50 dance events per year, averaged over the past three years to become and remain an Active Member. There were several opinions on this issue and several considerations were reviewed and discussed. There was general agreement that square dancing has changed since the requirements for Active Membership were established and this issue should be reconsidered. Most of the discussions concerned whether the current number of dance events should be reduced and if so what the number should be. Again, there were several options and various proposals discussed.

After much discussion and compromise the following motion was approved by the BOG: *MOTION: Be it resolved that the definition of "Active" in Article II. Section 1. (A) (1) be changed to read "Active" is defined as calling an average of 12 dance sessions per year during the previous three years.*

Since this is a bylaws change, this issue will be reviewed, discussed, and voted on at the 2003 CALLERLAB convention in San Antonio.

#### CALLERLAB 2003

(WINNING WAYS)

**T**he convention Planning Committee has chosen "WINNING WAYS" as the theme for the 2003 CALLERLAB convention in San Antonio, TX, April 14 - 16, 2003. This theme will be reflected in the major panel discussions during the convention. There will be interest sessions, demonstrations, and discussions of ways to win recruiting and retention challenges facing the square dance activity. Included will be sessions on

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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.

(Continued from page 2)

how to entertain dancers with a limited number of calls, tips on effective teaching, how to entertain non-dancers with things you already know, how to recruit new dancers, and a session on keeping our ideas fresh. We will be looking for new ideas for recruiting and asking you to provide input on the successes (Winning Ways) you have had.

Your Board Of Governors has approved a Bylaws change to reduce the number of dance events required to obtain and retain Active Membership. This Bylaws change will be presented, discussed, and voted on during the convention. There is an article with more information in this issue of *DIRECTION*.

This year in Richmond we continued the spirit of cooperation and optimism as we reviewed and discussed the marketing aspects of our goal of increasing the number of square dancers. Next year in San Antonio 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 recruitment and retention though the application of techniques to entertain new dancers. If you have experienced successes through "Winning Ways" please plan to attend and share your experiences.

Once again the Foundation Marketing Director, Jim Hensley, will be with us to share information about the progress we are making in our marketing efforts. Jim will also provide information about our future plans.

We have a new Marketing Team, a TRIAD including the Marketing Committee, the RPM Committee, and the Public Relations Officer. The TRIAD has begun work on several aspects of recruiting and retention. If you are interested in this aspect of our ongoing efforts, be sure to attend the convention.

This fourth convention of the new millennium will build on our desire to not only recruit more dancers, but to retain them through WINNING WAYS. The dates of the 2003 convention are April 14 - 16, 2003. We will be meeting in the outstanding Omni San Antonio Hotel. The Omni San Antonio is one of the best hotels we have utilized as a CALLERLAB Convention facility, and the cost value is outstanding. We hope you are making plans to be there.

The convention program will focus on ways to win at recruiting and retaining new dancers. There will be sessions focusing on many of the aspects of successful recruiting and retention. For the first time, we will provide a session specifically designed for the newer caller. This session will help members who have been calling less than 6 - 8 years with information of special interest for the new caller. 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, How To Prompt Contra Dances, 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 the very popular Digital Music session, and a session on Alternate Music.

CALLERLAB is you! The annual convention is your opportunity to meet and talk with others who share your interest. It is an opportunity to sit in on committee meetings and become acquainted with others involved in the "hands-on" work of CALLERLAB. Check our web site [www.callerlab.org](http://www.callerlab.org) for more information about the convention, the hotel, and San Antonio.

### **CALLERLAB AND FOUNDATION SCHOLARSHIPS AVAILABLE**

**C**ould you use some financial assistance in furthering your square dance calling career? Why not apply for a CALLERLAB scholarship or an educational grant from the Foundation? 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 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. The CALLERLAB Foundation offers education grants provided by the Grand Square Inc. Education Fund. Other scholarships are available through enterprises such as ASD Magazine, Supreme Audio and many local callers associations.

Applications for the 2003/2004 scholarships must be received by the Home Office no later than May 1, 2003, to be considered by the Executive Committee at their Spring meeting.

#### **FRIENDS OF THE FOUNDATION**

Happy Hobos, Parker, CO  
Tom Mohny, Oil City, PA  
Frank Lescrier, Upland, CA  
Sundown Squares, San Diego, CA  
Long Island Callers & Cuers, Huntington, NY  
New Mexico Square Dance Callers, Deming, NM  
Oceanwavers Square Dance Club, Carlsbad, CA

#### **IN MEMORIAM**

Peter Malivuk, July 2002

## MEMBERSHIP REPORT

As of September 4, 2002, we have a total membership of 1,911 callers and are adding new members every week. The current membership is broken down as follows:

| Category            | US    | CAN | OS  | Total |
|---------------------|-------|-----|-----|-------|
| Active Members      | 787   | 36  | 160 | 983   |
| Associate Members   | 646   | 15  | 42  | 703   |
| Apprentice Member   | 70    | 1   | 2   | 73    |
| Life members        | 8     | 0   | 0   | 8     |
| Retired Members     | 22    | 2   | 1   | 25    |
| Associate Licensees | 119   | 0   | 0   | 119   |
| Totals              | 1,652 | 54  | 205 | 1911  |

TOTAL MEMBERSHIP: 1,911

If you have not received a 2003 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 your membership card.

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

Have you ever wondered why a subject you have thought of has never been presented as an interest session at a CALLERLAB convention? This is the chance for you to submit your ideas and suggestions to the Convention Planning Committee for consideration for the 2003 CALLERLAB convention. Submission of ideas should be on a single page and include brief information on your ideas and your suggestion as to who would be good panelists. Your idea will be reviewed by the Convention Planning Committee and if selected, you may be asked to submit a more detailed description of the session and may be asked to moderate the session. Ideas for the 2003 convention in San Antonio are due in the Home Office **no later than October 15, 2002.**

### CERTIFIED SQUARE DANCE TEACHERS (CSDT)

Jim Wass, Chairman of the CALLERLAB Accreditation Committee, is pleased to announce that applications are being accepted for certification under CALLERLAB's new Certified Square Dance Teacher (CSDT) program. The CSDT program is a voluntary program, provided as a member service of CALLERLAB. It is intended to provide a credential for callers who are square dance teachers.

The program focuses on teaching beginners and seeks to provide a credential that can be recognized by educational and recreational institutions as well as our square dance community. The CSDT program evaluates education, experience, knowledge, and skill as pertaining to square dance teaching. Eligibility requirements include CALLERLAB membership, active calling and teaching, and completion of caller training. Applicants evaluated as meeting the eligibility requirements then participate in written and oral examinations.

Anyone desiring more information about the CSDT pro-

gram may phone CALLERLAB at 321-639-0039 or write to CALLERLAB, 467 Forrest Avenue, Suite 118, Cocoa, Florida 32922, or email CALLERLAB@aol.com or CSDTProgram@Aol.com.

### SCHOLARSHIPS AWARDED

The following George White Scholarships were recently approved by the Executive Committee: **Brenda Ackerson, Keith Ackerson, Mike Olivieri, Phil Marcum, Mack Yokum, and Bob Smallwood.** The following scholarships from the Grand Square inc. Education Fund were approved by the CALLERLAB Foundation Executive Directors: **Lottie Ainsworth, Samantha Marie Holt, and Stephen Cooper.** Our congratulations to each of these deserving callers and we wish them the best of luck in their calling career.

### TRADITIONAL/CONTRA DANCES

Included with this issue of *DIRECTION* are two dances from the Traditional/Contra Committee. Please take a look at these interesting and entertaining dances. If you have questions about this or any Traditional or Contra dances, contact Committee Chairman Stew Shacklett at E-mail [Stews@bbtel.com](mailto:Stews@bbtel.com) or (270) 422-2421.

### FOUNDATION FUND RAISING DANCE IN SAN ANTONIO

A square and round dance will be held immediately prior to the 2003 CALLERLAB convention on Saturday, April 12, 2003 in the Omni hotel (convention hotel) in San Antonio for the purpose of raising funds for The Foundation. The dance will be sponsored by the Alamo Area Square and Round Dance Association under the direction of **Wayne & Micky Daniells**, President of the association. Callers will be chosen from CALLERLAB members who are registered for the convention and who will be present to donate their time and talent. ROUNDALAB has agreed to furnish cuers for this event along with local cuer **John Becker.** Admission for all attendees will be a suggested donation of \$5.00/person. Of course, we will accept more. Please plan to attend this dance and promote the dance wherever you go.

### CALLERLAB AT THE 51<sup>st</sup> NSDC, ST. PAUL, MN

CALLERLAB and the Foundation had a vendor booth at the National Square Dance Convention again this year. We also participated in the Showcase Of Ideas. CALLERLAB information, handouts, and sales items were available at the booth. **Georgi & Dar Johnson**, formerly from the Rochester office, were a big help in the booth. It was nice for us and many other members to see them again. A BIG THANK YOU to Georgi & Dar! The booth gave CALLERLAB and the Foundation a positive presence before the dancing public and elicited a great response from everyone who stopped by to visit.

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Thanks to the following members of CALLERLAB who volunteered to help staff the booth: **Betsy & Roy Gotta, Bill Harrison, Jon Jones, Deborah Carrol-Jones, Tim Marriner, Tim Crawford, and Tom Miller.**

Several CALLERLAB members participated in various training seminars, panels, and discussion groups during the convention. THANK YOU to all CALLERLAB members who participated in the convention.

### **CALLER-S SCHOOL AT THE 51ST NSDC ST. PAUL, MN**

**T**he first Foundation sponsored callers school was held June 23-26, 2002 the week prior to the 51st National Square Dance Convention in St. Paul, MN. Nine students registered and attended the school. A donation of \$500 to the CALLERLAB Foundation sponsored each student to attend the school. CALLERLAB accredited Caller-Coaches, **Betsy Gotta** and **Frank Lescrinier** did an outstanding job in presenting the full CALLERLAB caller training curriculum. Reports from both students and staff agreed the school was a successful venture. Congratulations to those students and a BIG THANK you to the staff and sponsors. A total of \$1,732.44 was donated to the Foundation as a result of this school.

### **NEW SONG & DANCE ROUTINE BROCHURE**

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

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

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

Due to increased costs of paper, postage and printing, our costs has increased. The "New Song and Dance Routine" brochures are available for \$15.00 per hundred, plus postage or shipping charges. Brochures are shipped by UPS whenever possible

### **BEGINNER PARTY LEADER'S SEMINAR**

**A** Beginner Party Leader's Seminar will be held on Saturday and Sunday prior to the 2003 CALLERLAB Convention in San Antonio, TX. The seminar will begin at 9:00 A.M. on Saturday, April 12<sup>th</sup> and end at 1:00 P.M. on Sunday, April 13<sup>th</sup>. The seminar will be held in the Omni Hotel. Cost will be \$25 per leader. Spouses and/or partners will be admitted free. Checks should be made out to **Calvin Campbell** and sent to 343 Turf Lane, Castle Rock, CO, 80104.

Topics may include: Introduction to Prompting and Cueing, Marketing Beginner Dance Parties, Beginner Parties for Adults, Working with Young Children (K-3), Dance Parties In the Schools, Church Camps, etc., Dancing with Teens, Family Night Dance Parties, Dances Without Partners, Father-Daughter Dances, Dance Parties for Senior Citizens, Dance Parties for Very Large Groups, Contra Dances Useful at Beginner Parties, Round Dance Mixers at Beginner Parties, and The Art of the Quick Teach.

Staff members will be respected leaders in this field.

### **WINNING WAYS (SUCCESS STORIES)**

**N**orm Shaffer, caller for the Mt. View Squares from Indiana, PA., reports their club has had success in recruiting past members who have dropped out for reasons such as the death of a spouse, family and/or job commitments. They reviewed old membership lists to find who these people were. Those who lost a partner and now have a significant other were invited to come back as well as the empty nesters and recent retirees. As a result they have gained six new couples.

The Bucks and Does Singles Club from Columbus, OH is using the Internet to keep their members motivated to recruit and to send invitations to prospective new dancers. Some of the items listed in their invitation include; FUN, health exercise, inexpensive, life-long enjoyment, great way to make friendships that have no boundaries, a place you can be proud to say you've been, and great music.

Some clubs are having marketing seminars with all of their members instead of relying on a committee or officers to be responsible for recruiting ideas. They have discussions on who they want to target and various ways of getting the message out. One club reported this has brought the club together, working as a team, rather than a few doing all the work.

Although it is too early to see the results of these efforts, one club has reported getting phone inquiries about their new dancer group.

You too may have a Success Story, if so please let us hear about it.

### **EASY DANCE PROGRAM**

**A**t their meeting in Richmond your Board passed a motion that said "Be it Resolved: That the Board of Governors recommends that CALLERLAB support easier forms of square dancing than are now provided by the current CALLERLAB dance program structure." The motion was the result of several months of discussion on E-mail. It took us a while to reach a common understanding that made this vote possible. We want you to think about what the recommendation means for

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you and for the whole of the square dance activity.

First, and perhaps most important, we are not recommending a new program. We are urging all callers appreciate the flexibility of square dancing. That flexibility makes it possible to have fun with a very limited vocabulary. Traditional dancers and callers know this already. Many groups dance regularly with a call vocabulary of less than twenty calls. We want to encourage everyone to recognize that, they too, are square dancers. Many of you know, also, that a group of non-dancers can have a wonderful evening of recreation with no more than a half-dozen calls. Our motion encourages more of us to learn the skills necessary to make this happen.

Part of our discussion did not show up in the motion we passed. That part was why we felt our support was necessary. We hope we can make square dancing more available to folks who are not candidates for the current "club" form of our activity. Our research shows many people in our modern society are not willing to make the commitment necessary to become club members. We know square dancing can be enjoyed even on an occasional basis. By our motion we want to promote the availability of that kind of dancing experience.

One way in which CALLERLAB has helped to promote easier square dancing is the support of a pre-convention training program. Board member Cal Campbell has lead The Beginner Leaders Seminar to teach callers, leaders and teachers the art of making square dancing fun for folks who have done little or no square dancing. The program, which Cal has run for the past three years, will be offered again before our convention in San Antonio. We hope many of you will take advantage of this session.

Another of our goals in passing this motion was to encourage all callers to look for opportunities to use the skills they already have to show non-dancers how much fun square dancing can be. We don't see this activity in any way conflicting with the existing club square dance activity. In fact, some of the folks who have a good time occasionally might consider trying the extra commitment needed to become a club dancer. Mostly, though, we believe we are missing a huge potential market for the square dance product. Our motion intends to encourage us to sell our product in that market.

### 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 CALLERLAB Foundation.

All the color, music, and magic of American folk dancing, including the wide-spread popularity of the Western Square Dance movement, is available for everyone. The video **HOEDOWN!** is perfect for schools, recreational organizations, churches, dance clubs, and dance leaders. **HOEDOWN** transports 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.

### AUCTION AT THE CONVENTION?

**Y**es, that is correct. There will be an auction held Monday evening following the banquet at the 2003 CALLERLAB convention in San Antonio. The auction is being held to raise funds for The Foundation. All attendees are asked to bring something of value to donate to the auction. It could be an antique, something new, something old, something borrowed (stolen), or something blue. Hand-crafted items are good. ANYTHING !!! The Lone Star Callers College has donated one tuition. Chairman **Mike Jacobs** is making plans for what he will donate. Fund Raising Chairman **Tom Miller's** father is donating some fine hand-crafted wood items. The auction can be a lot of fun as well as beneficial to the Foundation. Plan to attend the auction and have some fun while you help us raise money for the Foundation. Please contact Tom Miller (814-469-5969 or e-mail [tommil@nb.net](mailto:tommil@nb.net)) and let Tom know what items you will donate for the Auction.

### VIDEO TAPES

(Past Conventions)

**D**uring our most recent "house cleaning", we discovered several copies of video tapes from the 19th convention in Kentucky in 1993. These videos include the after party and the country western dances. We have viewed the videos and have discovered some real treasures in after party skits and dances. We are pleased to offer these videos at a reduced cost of only \$5.00 plus shipping/handling. Please order your copy

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today. We do not plan to produce any more copies of these video's, so when they are gone, they are gone. These videos are available through CALLERLAB for \$5.00 plus shipping and handling. Florida residents add 6% sales tax. Make checks payable to CALLERLAB and send to: 467 Forrest Ave, Ste. 118, Cocoa, FL 32922.

### CALLER COACH INTRODUCTORY SESSION

**H**ave you ever thought about becoming a caller-coach? Or are you involved with caller training? If so, plan to attend the caller-coach seminar being held prior to the 2003 CALLERLAB convention in San Antonio. The seminar will be conducted by Accredited Caller-Coaches and will be held Saturday, April 12, 2003 from 1:00 - 5:00pm, and Sunday, April 13 from 10:00am to Noon. The seminar will be held in the Omni Hotel in San Antonio. Subjects covered will be from the CALLERLAB Curriculum Guidelines. Additionally, there will be a session on "How to become an Accredited Caller Coach." If you are interested, please contact Jon Jones, 1523 Bluebonnet Trail, Arlington, TX 76013-5009, Phone: (817) 469-1179, E-mail JonJonesSDC@aol.com.

### HOW TO USE PRESS RELEASES

**W**e publish many press releases throughout the year. These press releases are published and distributed along with *DIRECTION*. We also send these press releases to over 60 square dance publications. Most of these publications publish the releases locally. We have initiated electronic distribution of the press releases in .PDF format for quicker and more economical distribution. We are also making plans to include them on the CALLERLAB web site [www.callerlab.org](http://www.callerlab.org). It is quite frustrating for us to receive calls or Email asking why we did not announce or publish information when in fact the information was published in a press release.

We are asking each of you to take some extra time to read through the press releases AND ALSO make copies and distribute these at the dances you attend and call. This will help spread the word about what CALLERLAB is doing and get the information to the square dance community. Thank you for helping.

### WINNING WAYS (WE NEED YOU)

**Y**our Board of Governors and the RPM Committee would like to hear your recruiting success stories, no matter how great or small. The purpose is two fold; 1) to share successful ideas that other callers, clubs, and federations can adopt and/or adapt to assist in their recruiting; 2) to recognize callers, clubs, and federations that have been successful and are growing. This is not a contest. Everyone is be a winner. As

more dancers are recruited, we will all have more people to call to and dance with.

To win new dancers, we must approach people with a positive attitude. Recently a major metropolitan newspaper reporting on a fair demo said the dancers tried to make it look like fun and in an interview one dancer talked about how much time it took to learn and all the steps they had to learn, but now it was fun. If you are uncertain on how to approach people and answer questions, Mike Seastrom has some positive ideas in the September 2002 issue of American Square Dance Magazine in the CALLERLAB Viewpoints article.

Now, tell us about your recruiting ideas which have worked for you. How many new dancers have you gained? Do you use multi-cycle programs? What has contributed to their success? And, do you have any other information you believe to would be helpful. Include your name and/or club with an address, phone number and an email address for additional follow-up. Does your club offer free nights, free lesson give aways, recognition to club members for their recruiting efforts? Do they use flyers, business cards? Do they use newspaper, radio advertising? There are many clubs, callers, and federations that are having great success.

In past years a Promo Pac with success stories and recruiting ideas has been available. The RPM Committee is looking at ways to continue this project and expand on ways of making it available.

You may send these stories to the CALLERLAB Home Office or Tom Rudebock, 4551 Grafton Road, Leetonia, OH 44431, or email [rudebts@Sky-Access.com](mailto:rudebts@Sky-Access.com). Your "WINNING WAYS" success stories will be printed in *DIRECTION* and ways are being explored to make them available on the Internet and thru other media.

**Your Success Will Help Others Succeed**

### NEED PROOF OF INSURANCE?

**M**embers requiring proof of insurance or need 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 Marsh Affinity Group (formerly know as Seabury and Smith) at 1-800-503-9227. Identify yourself as a member of CALLERLAB and they will issue the certificate after verifying your membership. Certificates are usually mailed no later than the next business day.

Questions regarding insurance coverage or information regarding the filing of claims, should also be directed to the insurance company. This insurance program is available to U.S. members only.

## RESOLUTION SUBMISSION PROCEDURES

**T**he Board Of Governors has approved a process whereby proposals (resolutions) may be offered by any CALLERLAB Member (Active, Life, Associate, or Apprentice) to the membership for consideration, discussion, and vote. Such resolutions shall be in writing, signed by the maker and a second, each of whom shall be a Member (Active, Life, Associate, or Apprentice) in good standing of CALLERLAB. Resolutions shall be presented to the Executive Director in writing either in person or by mail or fax to the Home Office. An explanation, in writing, of why the presenter feels the resolution is necessary shall accompany the resolution.

The procedures for submission of resolutions were included in the membership renewal package sent to each member in January 2002. The procedures require resolutions to be submitted by January 1st of the Convention year so that they may be listed in the "Call to Convention" and placed on the Convention agenda. Contact the Home Office for additional information or for a resolution submission form.

### ROBO CLOCKS

**T**he popularity of the Robo Clocks has really abounded since the convention in Richmond, or at least in one part of the country. The CALLERLAB Home Office would like to say A "Thank You" to **Frank Holland** of Mooresville, NC for his continued support and enthusiasm of the Robo Clocks. Frank attended the CALLERLAB Convention in Richmond, VA and purchased his first Robo Clock. Since his return home, Frank began showing this clock to his dancers. As a result of Frank's exuberance for the Robo Clock, he has, to date, ordered and sold 131 Robo Clocks. We would like to take our hats off to Frank for his continued support of CALLERLAB and the Robo Clock.

### FROM OUR MEMBERS

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 material sent to CALLERLAB for publication.

### Fill The Hole In Our Product Line (Heiner Fischle, Hannover, Germany)

**T**his is the answer to **Jim Mayo's** Past Chairman Speech: We need to reestablish the true *Basic Program*, i.e., from Circle Left to Box The Gnat, as a program in its own right. It could be named THE CLASSICAL SQUARE DANCE. The CDP never was successful, because for most callers it is too limited to feel comfortable with it. If you want to do something fancy with the CDP, you have to study its possibilities thoroughly. On the other hand, as soon as you step into an ocean wave,

you crossed a shore line. With the introduction of the ocean wave, the modern square dance begins, and both callers and dancers have to think in a new way. Whether you stay within the Mainstream Program or venture into Plus and beyond, is like crossing the three mile line off shore; you must be afloat there, in any case. So, immediately before the ocean wave, there is a natural line to draw a limit for a program.

But to have clubs and dances within that limit, would have to be done by the callers. The existing clubs will not support it, because it would be a real Phoenix Plan: burn the old and re-create it anew.

### CARING FOR THE FLAG (Suggested by Ron Black)

**W**e received a request and suggestion from member **Ron Black**, North Hollywood, CA to include information about caring for the American flag. We thought it was a good suggestion.

Since September 11, 2001 we have seen a tremendous increase in the number of American flags being displayed on cars, in yards, on buildings, on billboards, and just about any other space you can name. This display of American spirit has seemed to bring a new sense of patriotism and togetherness to the country.

We have also noted, as has Ron, some of the flags being displayed are becoming a bit tattered and torn. Ron has done some research concerning proper care of these flags, especially when they become tattered. We were also able to obtain some information from a flyer available at our local Wal-Mart. Ron has requested that all American members, take a close look at the American flags around you. Take care of the flags on your car or house, or in your yard.

If flags are soiled, they may be washed or dry-cleaned, if torn or frayed the flag may be mended. A worn or faded flag should be retired with respect. Some VFW Posts and other community groups collect worn flags and conduct retirement ceremonies. Check in you community or send these tattered flags to: Ron Black, 5703 Craner Ave, North Hollywood, CA 91601. Ron will deliver the flags to the Boy Scouts Of America, who have indicated they will retire the flags properly. Please DO NOT throw these tattered symbols of freedom in the trash.

If you see a tattered flag belonging to someone else, please ask if you may have it and let them know you will arrange to have the flag properly retired in an honorable manner.





**THE FOUNDATION**  
For The Preservation And  
Promotion Of Square Dancing



**New Song And Dance Routine Brochures**  
Order Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

The brochures may be ordered from The Foundation Office:

The Foundation  
467 Forrest Avenue, Suite 118  
Cocoa, Florida 32922  
Phone 321-639-0039.

A donation of \$15.00 per hundred, plus shipping and handling should accompany each order. Contact the Home Office for shipping charges. Please enclose check, money order, or credit card (Visa or Master Card only) information:

| Item                         | Quantity | Flat | Folded | Donation            | Total |
|------------------------------|----------|------|--------|---------------------|-------|
| New Song and Dance Brochures |          |      |        |                     |       |
|                              |          |      |        | Shipping & Handling |       |
|                              |          |      |        | Total               |       |

Credit Card Information:

Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_

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 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,<br>raft stores, etc.) | Welcome Wagon                            |
| Laundromats                                                        | Western shops                            |
| Libraries                                                          | YMCA                                     |
|                                                                    | YWCA                                     |



## CALLERLAB COMMITTEE CHAIR AND VICE CHAIR (September 2002)



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

BOARD BOOK - Chair, Jim Mayo  
CALLERS PARTNERS - Chair, Bev Sutter; VC, Roy Gotta  
CONTRA & TRADITIONAL - Chair, Stew Shacklett; VC, Yona Chock  
MARKETING - Chair, Mike Hogan; VC, Will Eades  
PUBLIC RELATIONS OFFICER - Mike Seastrom  
RECRUIT, PROMOTE, MAINTAIN - Chair, Tom Rudebock; VC, Don Brown  
WOMEN IN CALLING - Chair, Deborah Carroll-Jones; VC, Gerry Hardy  
YOUTH ACTIVITIES - Chair, Bruce Mitchell; VC, Jill 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  
COMMITTEE FOR COMMUNITY DANCE - 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 - John Marshall

ADVANCED QS - Chair, Norm Wilcox; VC, Barry Clasper  
CALLER-COACH - Chair, Paul Henze; VC, Jerry Junck  
CALLER TRAINING - Chair, John Kaltenthaler; VC, Betsy Gotta  
CHOREOGRAPHIC REVIEW COORDINATOR - Norm Wilcox  
EDUCATION - Chair, Gerry Hardy; VC, \_\_\_\_\_ (Vacant)  
MAINSTREAM QS - Chair, Walt Cooley; VC, Brian Hotchkies  
PLUS QS - Chair, Doren McBroom; VC, \_\_\_\_\_ (Vacant)  
RESEARCH AND DEVELOPMENT - Chair, Terry Wheeler; VC, Tim Scholl  
WEBSITE - Chair, John Sybalsky; VC, \_\_\_\_\_ (Vacant)

### **MEMBERSHIP** - Executive Committee Liaison - Larry Cole

ACCREDITATION - Chair, Jim Wass; VC, Virgil Forbes  
CALLER ASSOCIATION LIAISON - Chair, Vernon Jones; VC, Dave Vieira  
CANADIAN ADVISORY GROUP - Chair, Bill Treleaven; VC, Andy Pennock  
OVERSEAS ADVISORY GROUP - Chair, Al Stevens; VC, Kenny Reese  
PROFESSIONAL ETHICS - Chair, Jim Mayo

### **WAYS AND MEANS** - Executive Committee Liaison - Larry Cole

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



# CALLERLAB BOARD OF GOVERNORS

(September 2002)



|                                                                                                                                                                            |                                                                                                                                                                        |                                                                                                                                                                                        |                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <p><b>Baker, Clark (Miriam)</b> '05<br/>426 Marsh St.<br/>Belmont, MA 02178-1109<br/>(617) 484-0175<br/>E-mail cmbaker@tic.net</p>                                         | <p><b>Jones, Vernon</b> (Kayla) '04<br/>450 East Bradshaw<br/>Springtown, TX 76082<br/>(817) 220-1450<br/>E-mail VERNONJONES@prodigy.net</p>                           | <p><b>Schirmer, Dana</b> (Donna) '05<br/>6020 SE 77<sup>th</sup> St.<br/>Berryton, KS 66409<br/>(785) 836-3028<br/>E-mail dds@grapevine.net</p>                                        |                                                                                                            |
| <p><b>Bennett, Doug</b> '05<br/>4106 Bucknell Drive<br/>Garland, TX 75042<br/>(214) 675-6190<br/>E-mail globalproducer@aol.com</p>                                         | <p><b>Junck, Jerry</b> (Sharon) '04<br/>3020 E. Main St., V-16 Eff 10/15<br/>Mesa, AZ 85213-9488<br/>(480)641-8683<br/>E-mail Junck@aol.com</p>                        | <p><b>Shukayr, Nasser</b> '05<br/>PO Box 1636<br/>Lafayette, CA 94549<br/>(925) 283-3560<br/>E-mail NShukayr@aol.com</p>                                                               |                                                                                                            |
| <p><b>Campbell, Cal</b> (Judy) '03<br/>343 E. Turf Lane<br/>Castle Rock, CO 80104-9115<br/>(303) 790-7921<br/>E-mail cal@eazy.net</p>                                      | <p>908 Brooke Drive Eff 4/1<br/>Wayne, NE 68787<br/>(402)375-2420</p>                                                                                                  | <p><b>Stevens, Al</b> (Sabine) '03<br/>Dillweissensteinerstr.57<br/>75180 Pforzheim<br/>Germany<br/>+49 - 7231-766704<br/>E-mail alstevenscaller@aol.com</p>                           |                                                                                                            |
| <p><b>*Cole, Larry</b>, Vice Chairman (Ellen) '03<br/>3302 N 500 W<br/>Marion, IN 46952-9753<br/>(765) 384-7089 (H)<br/>(765) 664-5092 (W)<br/>E-Mail LColeSDC@aol.com</p> | <p><b>Kalenthaler, John</b> (Freddie) '03<br/>Box 679, McCauley Ave.<br/>Pocono Pines, PA 18350<br/>(570) 646-2945<br/>E-mail johnk35@juno.com</p>                     | <p><b>Story, Jerry</b> (Kristy) '04<br/>1904 Summer Breese, Apt. B<br/>Mission, TX 78572<br/>(956) 585-0367 Eff 11/1<br/>E-mail JERRYSTORY@aol.com</p>                                 |                                                                                                            |
| <p><b>*Crawford, Tim</b>,(Linda) '05<br/>2229 Sunnyside Drive<br/>Burlington, ON L7M 4K8<br/>Canada<br/>(905) 332-7597<br/>E-Mail CALLERTIM@aol.com</p>                    | <p><b>Mallard, Martin</b> (Terry) '04<br/>222 Stillwater Drive<br/>Saskatoon SK S7J 4A4<br/>Canada<br/>(306) 374-5250<br/>E-mail SqDuck@aol.com</p>                    | <p>24 River Oaks, #101<br/>Cookeville, TN 38555 Eff 4/01</p>                                                                                                                           |                                                                                                            |
| <p><b>Davenport, Larry</b> (Kathy) '05<br/>882 Chrysopolis Drive<br/>Foster City, CA 94404-1818<br/>(650) 572-9876<br/>E-Mail lkdavn@aol.com</p>                           | <p><b>*Marriner, Tim</b> '03<br/>PO Box 320<br/>Register, GA 30452<br/>(912) 852-9375<br/>E-mail marriner@juno.com</p>                                                 | <p><b>Sybalsky, John</b> (Jill) '04<br/>1081 Homestead Road<br/>Sunnyvale, CA 94087<br/>(408) 377-6453<br/>(415) 636-8926<br/>E-mail sybalsky@venue.com</p>                            |                                                                                                            |
| <p><b>Gotta, Betsy</b> (Roy) '04<br/>2 Laurel Place<br/>North Brunswick, NJ 08902-2812<br/>(732) 249-2086<br/>E-mail gottadance@erols.com</p>                              | <p><b>*Marshall, John</b> (Mary) '03<br/>46730 Graham Cove Square<br/>Sterling, VA 20165<br/>(703) 444-7075<br/>E-mail jsq@erols.com</p>                               | <p><b>HOME OFFICE STAFF</b></p>                                                                                                                                                        |                                                                                                            |
| <p><b>Harrison, Bill</b> (Judy) '05<br/>10518 Nast Drive<br/>Cheltenham, MD 20623<br/>(301) 372-0485<br/>E-mail Billharrisonwdh@aol.com</p>                                | <p><b>Mayo, Jim</b>, (Jo Ann) '03<br/>Box 367<br/>79 Wash Pond Road<br/>Hampstead, NH 03841<br/>(603) 329-5492<br/>E-mail JMayo@329@aol.com</p>                        | <p>Jerry Reed Executive Director<br/>Gail Swindle Office Mgr/Sec.<br/>Tom Stone Finance Admin.<br/>John Swindle Office Support</p>                                                     |                                                                                                            |
| <p><b>*Jacobs, Mike</b>, Chairman (Michelle) '04<br/>PO Box 2555<br/>Flemington, NJ 08822<br/>(908) 284-0432<br/>E-mail mikejacobs@rcn.com</p>                             | <p><b>Miller, Tom</b> (Sharon) '05<br/>PO Box 72<br/>Chest Springs, PA 16624<br/>(814) 674-5969 (and fax)<br/>E-mail tommil@nb.net</p>                                 | <p><b>CALLERLAB OFFICE</b></p>                                                                                                                                                         |                                                                                                            |
| <p><b>Jestin, Jerry</b> (Janice) '05<br/>6620 E. Highway 80 Eff 9/30<br/>Yuma, AZ 85365<br/>(928) 726-9589<br/>E-mail jerry_jestin@hotmail.com</p>                         | <p><b>Oxendine, Tony</b> (Susan) '04<br/>PO Box 6026<br/>2640 Goldeneye Ridge<br/>Sumter, SC 29150<br/>(803) 469-0495<br/>E-mail Toxendine@aol.com</p>                 | <p>CALLERLAB<br/>467 Forrest Ave., Suite 118<br/>Cocoa, FL 32922<br/>(321) 639-0039<br/>(321) 639-0851 FAX<br/>(800) 331-2577 Official Business Only<br/>E-Mail: CALLERLAB@AOL.COM</p> |                                                                                                            |
| <p>Rt. 2 Eff 4/15<br/>Delbume, AB T0M 0V0<br/>Canada<br/>(403) 749-2167</p>                                                                                                | <p><b>Seastrom, Mike</b> (Gail) '03<br/>2000 Campbell Ave.<br/>Thousand Oaks, CA 91360<br/>(805) 495-0021 (H)<br/>(818) 345-4383 (B)<br/>E-mail Mcseastrom@aol.com</p> | <p>Office Hours 8 am - 4:30 pm Mon-Fri<br/>Eastern Time Zone</p>                                                                                                                       |                                                                                                            |
|                                                                                                                                                                            |                                                                                                                                                                        |                                                                                                                                                                                        | <p><small>*Indicates 2002/2003 Executive Committee<br/>  Indicates changes since last revision</small></p> |



**FOR IMMEDIATE RELEASE**

**September 2002**

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



**TRADITIONAL DANCE OF THE QUARTER**

**TAKE A LITTLE PEEK**

(Also called "Out to the Kitchen")

**FIRST COUPLE OUT TO THE RIGHT OF THE RING**

**\*\*ROUND THAT COUPLE AND TAKE A LITTLE PEEK**

or (Out to the Kitchen and take a little peek)

Couple 1 separates, lady peeks right, gent peeks left around couple 2.

**BACK TO THE CENTER AND SWING YOUR SWEET**

Couple 1 swings in center

**AROUND THAT COUPLE AND PEEK ONCE MORE**

**BACK TO THE CENTER AND CIRCLE FOUR**

Couple 1 and 2 circle once around

**LEAD TO THE NEXT**

\*REPEAT FROM \*

After lead couple has danced with 2,3,and 4, lead home and all swing.

End with allemande left grand right and left after each couple leads.

**REPEAT FIGURE FOR COUPLES 2,3, AND 4 in turn.**

**CONTRA OF THE QUARTER:**

**BROKEN SIXPENCE**

**By Don Armstrong**

MUSIC: Shaw #157; Shaw #209-45 (with calls)

FORMATION: 1, 3, 5, and every other couple active and crossed over

Measures

- Introduction - - - -, actives do-si-do the one below,
- 1-4 - - - -, now just the men do-si-do,
- 5-8 - - - -, and then the girls do-si-do,
- 9-12 - - - -, actives swing in the center of the set,
- 13-16 - - - -, down the center go four-in-line,
- 1-4 - - - -, turn alone, come back to place,
- 5-8 - - - -, ends turn in and circle left,
- 9-12 - - - -, left hand star, come back to place,
- 13-16 - - - -, actives do-si-do with the one below,

**\*\*\*\*\*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**

**September 2002**

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



***The following is from a Press Release from LEGACY***

## **LEGACY TO CEASE OPERATIONS**

LEGACY, The International Assembly of Trustees of the Square Dance Activity, was founded in 1973 as a non-profit international service leadership organization. It's main mission was to develop better communication among the many facets within the Square Dance Activity. At that time there was a National SD Convention Committee, various state, caller & cuer organizations, 3 major square dance publications....but there was very little communication between the various groups or facets.

### **During the past 30 years**

Legacy created the environment from which CALLERLAB grew.

The National Association of Square & Round Dance Suppliers was formed at Legacy in '75.

ROUNDALAB, the International Association of RD Teachers, was conceived at Legacy in '77.

Mini-legacy, or leadership programs, many using the Legacy Leadership Manual, have helped teach leadership in the US & Canada.

Members worked with National Folk Dance Committee when Square Dance was declared the US National Folk Dance in 1982-3. A committee has worked diligently ever since to have Square Dance declared the National Square Dance in perpetuity. This committee also spearheaded the successful campaign to get 32 US states to declare Square Dance their official state folk dance.

Members conducted daily Leadership and Public Relations seminars at 19 National Square Dance Conventions. 9 biennial surveys were conducted in the US and Canada on attitudes, desires, dress, club membership, demographic analysis of dancers, census and longevity of dancers, drops outs, etc. Results and comments were carefully noted and this information carefully shared worldwide.

Legacy sponsored and promoted September as Square Dance Month for many years. A Square Dance hot line was maintained for handling trouble spots within the activity. An annual Promo Pac for recruiting was created with many helpful hints and always included a new poster and possible theme.

In 1998 a campaign to stress "Dancing for the Health of It" was begun. Soon the theme was expanded to include "Dancing for Fun & Fitness".

Beginning in 1986, annual SUMMIT Meetings were held at the NSDC for representatives from all facets of the square Dance Activity to have an opportunity to interface with each other.

Looking over the ensuing 30 years the trustees have come to see Legacy's mandate as being realized - assisting the organizations covering the many facets within the SD community to get established and striving to work together on some projects. The Legacy trustees now feel it is time to cease operations.

Since many Square Dance organizations are now well established world wide, the next growth phase is for all to work together for the betterment of the Activity. The ARTS program of the CALLERLAB Foundation offers this opportunity as its membership is expected to be made up from the many facets. We encourage all to support this enterprise as they so faithfully have supported Legacy throughout the years.

*Thank you for helping communicate the LEGACY reports to your readers all these years.*



**FOR IMMEDIATE RELEASE**  
**September 2002**

\*\*\*\*\***Start**\*\*\*\*\*

**THE FOUNDATION**  
**For The Preservation And**  
**Promotion Of Square Dancing**

**USDA and The Foundation**  
**Meet In St. Paul, MN**

During the 51st National Square Dance Convention in St. Paul, Minnesota discussions were held to initiate the formation of an Alliance of the National Square Dance Organizations. The first informal meeting between members of CALLERLAB and the United Square Dancers of America was held on Saturday, June 29th in the USDA Hospitality Room at the Radisson Hotel beginning at 10:30 P.M.

Representing the CALLERLAB Foundation were - Mike Jacobs, Chairman; Larry and Ellen Cole, Vice Chairman; Tim Crawford and Tim Marriner, Members of the Executive Directors; Jerry and Del Reed, Executive Secretary; Tom and Bev Rudebock; and Jim Hensley - Director of Marketing.

USDA Alliance Committee Representatives - Sam and Marianne Baines - Chairman, Lyle and Jean Beck - USDA President, Michael and Kimberlee Streby, Charlie and Kitty Holley, Jim Maczko and Patty Wilcox; also in attendance from the USDA Executive Committee - John and Alitia Becker, Joe Vacarri, Jim and Edythe Weber, Lorraine Backus.

The initial discussion centered on establishing an understanding of the operational structures of the CALLERLAB Foundation and USDA -

The CALLERLAB Foundation is administered by a 25 Member Board of Directors. This CALLERLAB Board Of Governors also serve as the Foundation Board and members are elected to staggered three year terms. The Board is responsible for setting general policies and operating procedures. The Board elects 5 members as the Executive Directors of the Foundation. The day to day operations of the Foundation are under the direction of its Executive Directors and the Executive Secretary. The Executive Directors are Mike Jacobs, Chairman, Larry Cole, Vice Chairman, Tim Crawford, Tim Marriner, John Marshall. The Executive Secretary (Jerry Reed) seves as a non-voting member of the Foundation Executive Directors.

CALLERLAB is Committee driven - consisting of 30 Standing Committees - which develop programs for presentation to the BOG and to the General Membership for adoption and implementation. CALLERLAB is incorporated in California as a 501-(c)(6) non-profit corporation. The Foundation is a 501 (c)(3) charitable corporation.

The Annual CALLERLAB Convention held each spring is open to all CALLERLAB Members and non-CALLERLAB callers. The Foundation Board meets during the CALLERLAB convention. In addition to this meeting, the Foundation Executive Directors also meets during the early summer at the site of the next CALLERLAB Convention and again in the fall.

The United Square Dancers of America, which is made up of affiliate organizations (i.e. state and regional dancer groups who are represented by up to four directors per state) likewise functions through the actions of its elected Executive Committee - President, Four Regional Vice Presidents (Eastern, Central, Plains and Western), Secretary, Treasurer and appointed Committees. Elected positions are limited to 2 or 3 consecutive one year terms, and no two elected officers may be from the same affiliate organization. USDA is incorporated in Arkansas as a 501-C (4) non-profit corporation.

The USDA Board of Directors meets each year on the Wednesday preceding the Annual National Square Dance Convention. The USDA Executive Committee meet separately the day before the Annual meeting and again on the Saturday following. In addition, the Executive Committee holds a Winter meeting rotating through the four Regional areas.

Both the USDA and CALLERLAB have strong educational programs for the development of leaders within the Square Dance activity. The USDA educational program takes the form of pamphlets on various subjects dealing with the management of clubs and associations. These tri-fold pamphlets and booklets are distributed free at the Show Case of Ideas during the National Convention and may be downloaded from the USDA website at usda.org. Within CALLERLAB there are educational programs for the development of techniques to improve calling skills and to enhance dancer enjoyment.

Strong emphasis on youth is prevalent within each group. During the 2002 National Convention USDA released its Youth Training Video for use in schools to demonstrate the various square dance movements to facilitate teaching youth to square dance. CALLERLAB is also developing materials for use by teachers to present modern American Square Dancing to school children. A new program is being implemented by CALLERLAB is the utilization of retired teachers to return to the classroom to teach Square Dancing to America's Youth.

Ideas were discussed where The CALLERLAB Foundation, USDA and the other National Square Dance Organizations could work together in an Alliance. These ideas included:

- \* Formation of Joint Committees
- \* Marketing
- \* Collection of demographic information
- \* Promotional Efforts
- \* National Folk Dance Campaign
- \* Fund Raising - Grant Development

Through the formation of an Alliance of the major Square Dance Organizations a United front can be established to promote and achieve mutual goals for the betterment of the activity. Development of demographic information on those individuals who actively square dance is essential information in the marketing of the activity. By identifying the talents which exist within the square dance movement it will be possible to utilize that expertise for promotion. These talents can then be utilized to assist with obtaining corporate sponsorships, grants and other funding means needed for marketing.

Recognition for the value of Square Dancing can be achieved through the passage of legislation designating Square Dancing as the National Folk Dance.

While this initial discussion provided a solid basis upon which to develop an Alliance of the National Square Dance Organizations, it is only the beginning. Further meetings are being planned between the leadership of these organizations:

- \* Fall Meeting in Cocoa Beach, Florida - Hosted by CALLERLAB Foundation
- \* Winter Meeting in Washington D.C. - Hosted by USDA
- \* CALLERLAB Convention Meeting - San Antonio, Texas
- \* National Convention Meeting - Oklahoma City, Oklahoma

It was mutually agreed that through the creation of this Alliance a great deal can be achieved. The concept of a recognizable acronym "the ARTS" - The Alliance for Round, Traditional and Square Dance - was discussed and considered as an option for further consideration by this group.

**SUMMARY OF THE 2002 CALLERLAB  
BOARD OF GOVERNORS  
MEETING  
March 24 - 27, 2002  
Richmond Marriott  
Richmond, VA**

The meeting called to order by Mike Jacobs, Chairman of the Board, at 2:00PM PM Sunday March 24,2002. The following Board Of Governors (BOG Members were present: Clark Baker, Doug Bennett, Calvin Campbell, Larry Cole, Tim Crawford, Larry Davenport, Betsy Gotta, Bill Harrison, Mike Jacobs, Jerry Jestin, Vernon Jones, John Kaltenthaler, Tim Marriner, John Marshall, Jim Mayo, Tom Miller, Mike Seastrom, Dana Schirmer, Nasser Shukayr, Al Stevens, John Sybalsky, Jerry Reed and Gail Swindle. Jerry Junck (waiver), Jerry Story (waiver), Tony Oxendine (waiver), and Martin Mallard (waiver)

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

*MOTION: Be it resolved that the meeting agenda be accepted as amended.(MSC)*

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

**NOTE: Subsequent to the meeting Debbie Ceder was approved as Assistant Parliamentarian.**

*MOTION: Be it resolved that the election of the 2002/2003 Executive Committee conducted in St. Louis, MO in April 2001 be confirmed as follows: Chairman Mike Jacobs, Vice Chairman, Larry Cole, and members, Tim Crawford, Tim Marriner, and John Marshall. Alternates: Larry Davenport and Jerry Story. **(MSC)***

*MOTION: Be it resolved that the actions taken by the 2000/2001 Board Of Governors between April 1, 2001 and March 01, 2002 be confirmed. **(MSC)***

*MOTION: Be it resolved that the actions taken by the 2001/2002 Executive Committee between April 1, 2001 and March 01, 2002 be approved. **(MSC)***

*MOTION: Be It Resolved That: The A-1 and A-2 lists be combined into a single dance program to be called Advanced to be managed by the Advanced Committee. If approved, appropriate changes will be made to the Program Policy statement and the Program Policy will be submitted to the General Membership for approval. **(MS Not Carried)***

**NOTE: Subsequent to the meeting a letter was drafted to report the decision to the committee.**

*MOTION: MOTION: Be it resolved that the current QS system be abolished and the existing QS Committees be charged with devising a new system for experimenting with new or existing calls. **(MSC But Later Replaced)***

Additional discussion of this issue subsequent to the QS Joint meeting resulted in the following motion which replaces the above motion:

*MOTION: Be it resolved that the Executive Committee create an Ad-Hoc Committee of no more than 10 members to look into a system whereby experimental calls can be explored. Such a system would replace the existing MS QS and PQS systems and committees. **(MSC)***

*MOTION: MOTION: Be it resolved that Draft 7, Dated March 2002, of the Advanced Action Plan be approved. **(MSC)***

*MOTION: Be It Resolved: That the Board Of Governors recommends that CALLERLAB support easier forms of square dancing than are now provided by the current CALLERLAB dance program structure. **(MSC)***

*MOTION: Be it resolved that the following be selected to serve on the staff of the 2002 callers school in St. Paul at the 51st NSDC: Betsy Gotta and Jon Jones. **(MSC)***

**NOTE: Subsequent to the meeting the Home Office discovered its error in including Jon as a potential staff member. The Home Office submitted a BOG LOG to select the second coach.**

*MOTION: Be it resolved that the definition of »Active= in Article II. Section 1. (A) (1) be changed to read #Active=- is defined as calling an average of 12 dance sessions per year during the previous three years.@ **(MSC)***

*MOTION: Be it Resolved That: It shall be the policy of CALLERLAB that all communication between this organization and the public or the full membership shall be solely controlled by the Home Office. No communication that represents CALLERLAB through any media shall be issued, amended, changed or modified except as determined by and under the direct control of the Home Office. **(MSC)***

*MOTION: Be it resolved that the fiscal Year-End financial report be approved and filed. **(MSC)***

*MOTION: Be it resolved that the ballots for the 2002/2003 Board Of Governors election be destroyed. **(MSC)***

*MOTION: Be It resolved That: Draft 5 - dated March 24, 2002, of the CALLERLAB EC Election Procedures be approved. **(MSC)***

*MOTION: Be It resolved That: the issue of teaching non-dance program items be passed to the EC for further review and action. **(MSC)***

*MOTION: Be It resolved That: in the year 2006 the CALLERLAB convention will be held in Toronto, Canada. Thereafter, every sixth year, the CALLERLAB convention will be held in an international city outside the USA. **(MS and Not Carried)***

After the above motion was defeated additional discussion resulted in the following motion:

*MOTION: Be It resolved That: the Executive Committee be charged to make serious effort to investigate selecting a site outside the USA. **(MSC)***

*MOTION: Be it resolved that Jerry Reed be retained as the Executive Director for the period of April 1, 2002 through April 30, 2003. **(MSC)***

*MOTION: MOTION: Be it resolved that Jerry Reed be retained as the Treasurer for the period of April 1, 2002 through April 30, 2003. **(MSC)***

*MOTION: Be It resolved That: DIRECTION be sent to the organizations which are invited to CALLERLAB conventions, which send a representative, and which attend the coordination meeting. Be it further resolved that DIREC-TION be sent to the representatives who do attend. **(MSC)***

Adjournment:

Motion to adjourn by: Tim Marriner; Second by: Bill Harrison

Meeting adjourned at 4:35 P.M. Wednesday, March 27, 2002

Submitted by:

Jerry L. Reed  
Executive Director  
Transcribed From Tape



# A San Antonio City Tour@

Sunday, April 13, 2003

On Sunday, prior to the official opening of the CALLERLAB Convention, you will have the opportunity for you and your partner to be real tourists to the area by participating in our SAN ANTONIO CITY TOUR. Bev Sutter, Chair of the Partners committee has contacted a tour company who has recommended the following sights to see in San Antonio.

- \* **Leave the Omni Hotel Lobby between 9:30 and 10:00 am**
- \* **IMAX Theatre featuring "Alamo... The Price of Freedom"**
- \* **Walking tour of The Alamo, Mission San Jose, Japanese Tea Gardens**
- \* **Lunch on your own in the River Walk Plaza area**
- \* **Riverbarge Cruise along the San Antonio River**
- \* **Mexican Marketplace w/colorful import shops and Mexican Restaurants for supper on your own before we board the bus for the last time at 6:00pm and trip back to the OMNI Hotel.**
- \* **We will have exclusive use of the Motorcoach and a professional Tour Guide for eight (8) hours.**

An Itinerary will be waiting for you at the hotel registration desk upon your arrival, or have the hotel contact Bev. We hope you'll have a great time taking a mini vacation before we get down to business on Monday.

Reservations should be made prior to March 1, 2003 to secure your seat on the motorcoach. **No refunds for cancellation will be made after March 10, 2003.** Please send your requests for refunds in writing, or e-mail to Bev Sutter at the address below. We will need 40 confirmed reservations to make this Tour a reality. Please join us.

We look forward to your participation in this tour and all the other sessions of the 30th CALLERLAB Convention in San Antonio, Texas.

For reservations please complete the form below and return along with your check for \$42 per person, made payable to: **Texas Tour 2003**, to Bev Sutter at 5533 Northwood Court, Asbury, IA 52002-2531.

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## TEXAS TOUR

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: Home:( ) \_\_\_\_\_ Work:( ) \_\_\_\_\_

Email: (Home or Work?) \_\_\_\_\_

Number attending tour? \_\_\_\_\_

Check# \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ (\$42.00 per person)

### Contact:

Bev Sutter, ChairPartner's Committee  
5533 Northwood Court  
Asbury, IA 52002563-556-7282dosidobsut@aol.com

