

Bob Osgood
1918- 2003

EMPHASIS CALLS:
MAINSTREAM: EIGHT CHAIN THRU
PLUS: NONE
FUTURE CONVENTIONS:
APR 05 - 07, 2004 Reno, NV
MAR 21 - 23, 2005 Louisville, KY
CALLERLAB OFFICE HOURS:
9:00 am to 4:30 pm Eastern Time, Monday through Friday
Phone: 321- 639-0039
800 - 331-2577 (business only)
FAX: 321- 639-0851
Email: CALLERLAB@aol.com.
Website: www.callerlab.org

INSURANCE QUESTIONS & CERTIFICATES
Marsh Affinity Group 800-503-9227

BOB OSGOOD 1918 - 2003

Jim Mayo

Square Dancing has lost a giant. Bob Osgood was strongly influenced early in his square dance life by Lloyd "Pappy" Shaw and he has gone on to exceed even "Pappy's" importance and value in the square dance world. None of us can know, completely, all that Bob did to help our wonderful activity to bring joy, community, and both mental and physical health to so many. It is hard to imagine any aspect of modern square dancing that did not benefit from his wisdom, hard work and influence.

In his magazine he provided the most comprehensive record of what was happening to square dancing in our lifetime. It was a "real time" record and is still the best place to learn what we did, at least until the end of publication in 1985. Bob also understood that we would need to be unselfish and work cooperatively if we were to make square dancing what it could be. He spread the word world-wide in his early travels and shared in starting the National Square Dance Convention. He set up leadership conferences and urged our leaders to support them. He convened the founders of Legacy to establish an organization that included representation from all who shared in the square dance activity. CALLERLAB was his dream and he invested a huge personal commitment to its success.

Nearly all of today's dancer and caller leaders have been influenced by Bob's wisdom, friendship and thinking or simply by the example of his own leadership. Long after he gave up active calling of squares his council, always given gently, provided guidance and caused us to think more carefully about the actions we took. As he now takes his place among others of comparable influence such as Ford, Page, Greggerson and Shaw, we hope that we can live up to what he expected of us. May we always follow the example of his love and dedication as we work to preserve this great activity so that others may enjoy all that it can offer.

In accordance with Bob's wishes, donations may be made to: The CALLERLAB Foundation, 467 Forrest Ave., Suite 118, Cocoa, FL 32922

(Continued on page 2)

TABLE OF CONTENTS

BOB OSGOOD	1
FROM THE CHAIR.....	2
CORRECTION TO BOG LISTING	2
CORRECTIONS.....	2
BYLAWS CHANGE.....	3
HOME OFFICE SCHEDULE.....	3
ALTERNATE INVOLVEMENT REQ.	3
MEMBERSHIP REPORT	3
MEMBERSHIP DUES	4
2004 CALLERLAB CONVENTION	4
HOTEL RESERVATIONS.....	5
JOIN A COMMITTEE.....	5
COMM. FOR COMMUNITY DANCE.....	5
CALLER COACH SEMINAR.....	5
AFTER PARTY	5
ELECTRONIC DIRECTION	6
CALLERLAB WEB SITE UPDATES	6
HANDICAPABLE COMMITTEE	6
DONATIONS (Bob Osgood)	7
CALLERLAB & THE ARTS	7
FRIENDS OF THE FOUNDATION	7

FROM THE CHAIR Mike Jacobs

This month I have had the opportunity to start multi cycle lessons. There, I had a conversation with a dancer who has just returned to dancing. He told me of his background. He had been an active bridge player twenty years ago, stopped and then returned to it a couple of years ago. He couldn't get over the changes in it, all for the better. More and more people were playing and enjoying it more. I was curious and asked what he thought were some of the reasons why that was so. He replied that the major reason was the "Zero Tolerance Policy ". He went on to explain that years ago partners would publicly chew out each other for mistakes or make disparaging remarks about their opponents mistakes. The bridge association no longer allows those things to occur, actually penalizing teams points for such behavior. It has created an environment where players can enjoy the game and each other.

For years, square dancing has very effectively enforced

its prohibition of alcohol use before dances with its own version of a " Zero Tolerance Policy ", but we need to apply the concept further. The market research focus groups on dropped out dancers told us to a man that they loved dancing and would like to return. It was the actions of club dancers that drove them away. Cliques, pressures to participate or to move on, unfriendliness, and lack of mixing with beginning or poorer dancers have forced them from the activity. It doesn't matter how many new dancers we recruit to the activity with new marketing strategies if the old conditions that drove people away still exist. We will just create a new generation of people disenchanted with dancing.

The solution ? As hard as it may seem, we need to adopt a " Zero Tolerance Policy " to these type of behaviors, just as bridge did. To do it we need to lead from both behind and in front of the microphone. More importantly, it needs to be a cooperative effort with dancers and other performers. One thing I have learned from the Alliance effort is that there are many other dancer and performer leaders that are as eager to save our activity as we are. Together we can do this.

CORRECTION TO BOG LISTING

In the last issue of *DIRECTION* we incorrectly identified **Mike Seastrom** as still being on the Board. Mike retired from the Board of Governors at the 2003 Convention in San Antonio. In that same listing we failed to properly identify **Dana Schirmer** as a member of the Board. Dana, please except our apology for the omission.

CORRECTIONS

In the September/October issue of *DIRECTION* **Ron Black's** telephone number was incorrect. Ron's correct area code and telephone are (818) 752-6810. We apologize for the error.

Wacky Exchange

Quest: Hey, what's your job with the government?
Ans: I'm in charge of keeping obsolete files up to date"

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.

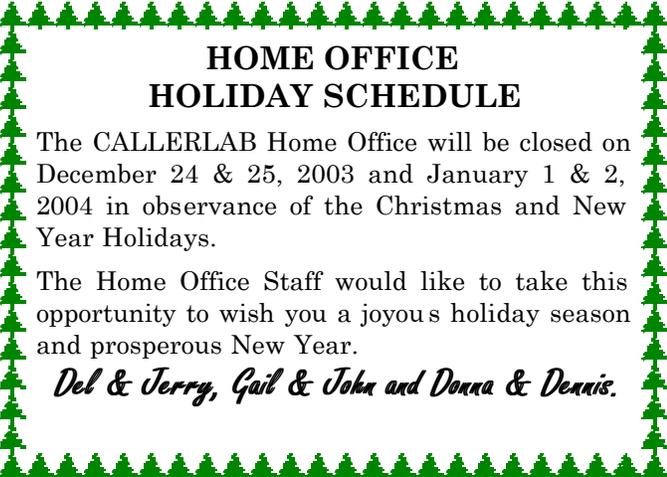
The opinions expressed in articles submitted by members or affiliates do not necessarily reflect the policies of *CALLERLAB*. All articles submitted for publication must be signed by the author.

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.

BYLAWS CHANGE

Active Membership

In 2003 the CALLERLAB Bylaws were revised regarding the definition of an "Active Member." An "Active Member" is now defined as follows: "1) Definition. A person who is eligible for membership, has attended an Annual Meeting, or special meeting of the members, or a Mini-Lab, or has met an Alternative Involvement Requirement (as determined by the Board), subscribes to the CALLERLAB Code of Ethics, and after achieving membership remains in good standing. Any person who has been calling for three (3) years and is an active square dance caller is eligible for membership. 'Active' is defined as calling at least 12 dance sessions per year during the previous three years." Therefore, for the 2004/2005 membership year, the Home Office will be asking each CALLERLAB member to report the number of dance events (dances, classes, fun nights, exhibitions, and other events) called in 2001, 2002, and 2003. This information will be reported to the Home Office on the 2004/2005 Membership Renewal and New Member applications. In subsequent years, members will be asked to report the number of dance events called in the previous year. If a member does not report the number of dance events as requested, the Home Office will have no choice but to assume the number is less than 12. This will mean the member would not be eligible for Active (Voting) Member category. If you have any questions, please contact the Home Office.



HOME OFFICE HOLIDAY SCHEDULE

The CALLERLAB Home Office will be closed on December 24 & 25, 2003 and January 1 & 2, 2004 in observance of the Christmas and New Year Holidays.

The Home Office Staff would like to take this opportunity to wish you a joyous holiday season and prosperous New Year.

Del & Jerry, Gail & John and Donna & Dennis.

ALTERNATE INVOLVEMENT REQUIREMENT

As has been reported several times in *DIRECTION*, the bylaws changes voted on at the 2001 CALLERLAB convention in St. Louis, MO were approved by the membership. The bylaws have been updated and a copy mailed to all members. The major change in this revision is the elimination of the requirement for continuing convention attendance. The Board has approved an Alternate Involvement Requirement

as an alternate method of gaining Voting member status without attending either a CALLERLAB convention or a Min-Lab.

The Board approved the following as the CALLERLAB Alternate Involvement Requirement. A member who meets the other requirements for Voting member status may complete any one of the three requirements listed below in lieu of attending a CALLERLAB convention or Mini-Lab. The other requirements for Voting membership include: 1) calling more than three years, 2) calling at least 12 dance events per year for the past three years, and 3) subscribe to the CALLERLAB Code Of Ethics.

The Alternate Involvement Requirements are:

1. Get the signatures of three full members of CALLERLAB on a recommendation that s/he be accepted as a full member, OR 2. Attend a caller school conducted by an Accredited Caller Coach, OR 3. Teach three CALLERLAB Program classes.

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

As of November 1, 2003, we have a total membership of 1, 828 callers and we 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>	<u>TOTAL</u>
Members	747	35	156	938
Life members	7	0	0	7
Retired Members	19	1	1	21
Associate Members	602	15	33	650
Apprentice Member	76	1	1	78
Associate Licensees	134	0	0	134
TOTALS	1585	52	191	1,828

Winter is the time of year when
it's too cold to do the jobs
around the house that didn't get
done in the summer because it
was too hot

MEMBERSHIP DUES

Our membership year is from April 1 through March 31 of each year. This means current memberships will expire on March 31, 2004. Dues renewal notices will be sent to all members during the first week of January. If you do not receive your notice by the end of January, contact the Home Office at 1-800-331-2577 or Email: CALLERLAB@aol.com.

During the past two years we have been able to maintain the cost of membership through money saving measures and by using some of our excess funds. As with all things, however, the costs associated with keeping the organization going have been increasing. We continue to look for and to implement money saving ideas. Even with these steps, we regret we must increase our dues this year by \$10.00. **However, for ALL members who renew BEFORE March 31, 2004, the dues are reduced by \$10.00.** This means that IF you renew before March 31, 2004, you will pay only \$85.00, which is NO increase from the 2003/2004 dues. Looking at our past dues structure we find that in 1990 dues were \$75, therefore, this increase represents an increase of less than a 20% for that 14-year period. This equates to less than 2% a year for those 14 years. Not bad considering the increase in the cost of living since 1990. Unfortunately, with the events of September 11, 2001, our insurance costs have also increased.

We wish there were some way to avoid this increase, but there isn't. We hope you understand our situation.

We look forward to another great year and stand ready to provide the very best in service to all CALLERLAB members.

2004 CALLERLAB CONVENTION April 5-7, 2004

The 2004 CALLERLAB convention will be held April 5-7, 2004 in Reno, Nevada. The theme for the 2004 convention is "Realize Every New Opportunity". 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 the recruiting and retention challenges facing the square dance activity. Included will be sessions on how to entertain dancers with a limited number of calls, tips on effective teaching, how to entertain non-dancers with what 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 your input on "Realizing Every New Opportunity".

Your Board Of Governors has approved a change to the Program Policy which will change the frequency of dance program reviews from once every two years to once every three years. This change will be presented, discussed and voted on during the convention.

In San Antonio, in 2003, 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 Reno, we plan to again provide updates and information on our marketing research and efforts. We will again take a close look at ways to improve recruitment and retention through the application of techniques to entertain new dancers. If you have experienced successes through "Winning Ways" and NEW OPPORTUNITIES please plan to attend and share your experiences.

There will be updates from your Marketing team, the newly named "Marketing TRIAD". This team includes the Marketing Committee, the RPM Committee and others. This TRIAD has been working to identify and distribute ways to "spread the word" about square dancing. With your help, we will be taking a close look at ways to improve recruitment and retention through the application of techniques to entertain new dancers. We need your input and participation as we face the many challenges of this activity.

The fifth convention of the new millennium will build on our desire to not only recruit more dancers, but to retain them through NEW OPPORTUNITIES. The dates of the 2004 convention are April 5 - 7, 2004. We will be meeting in the outstanding Reno Hilton Hotel. The Reno Hilton is an exciting vacation location with shows, entertainment, bowling, and gaming. We have negotiated a very good room rate and the hotel is excited about our convention. We hope you are making plans to be there.

The Convention program will focus on ways to REALIZE EVERY NEW OPPORTUNITY for recruiting and retaining new dancers. There will be sessions focusing on many of the aspects of successful recruiting and retention experiences. For the second 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 Teaching, How To Prompt Contra Dances, and several sessions related to Choreography. This year we will offer sessions 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. Our Voice Coach, Professor Arden Hopkin, is planning to be with us again in Reno. We are excited about his return. He will be offering his unique brand of vocal help in a series of special sessions.

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. Check our web site www.callerlab.org for more information about the convention, the hotel, and Reno.

HOTEL RESERVATIONS FOR THE CONVENTION

The 2004 CALLERLAB convention will be held at the Reno Hilton, Reno, NV. Reservation information will be sent to all members who register for the convention. The Hilton will be providing registration cards or you may use their (800)648-5080 number to register with the hotel or the hotel website, <http://www.parkplace.com/convention/booking/main.aspx?hotelid=06&mastercode=CALL&subcode=04>. Should you choose to register with the hotel online, you must use this site. Please do not use the Reno Hilton General Website. Please be sure to use the ID Code (CALL04) when registering. The telephone number and ID code are listed in your invitation and will be provided with your convention confirmation package. Room cost are \$79.00 plus 12% room tax, single or double. This rate will be available 2 days prior and 2 days following the convention and is based on availability. You must register with the hotel no later than March 18, 2004 to obtain these rates.

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

Are you aware that MOST of the "real" work accomplished by CALLERLAB is done by your committees? ALL decisions about our dance programs (Mainstream, Plus, Advanced, and Challenge) are made by the applicable committee, not by a select few. This includes the program list, the definitions, timing, and styling. Other committees make decisions about choreographic applications, marketing issues, contra & traditional issues, and community dance issues, just to name a few. Make your opinions count by taking an active part in committee actions. Remember, under the by-laws, ALL members, except Apprentice Members, may serve on committees and vote on committee business. Visit the CALLERLAB web site at www.callerlab.org to learn more about your committee structure. Included on the website is a list of the committees and any special criteria required for a specific committee. Contact the Home Office to join a committee.

COMMITTEE FOR COMMUNITY DANCE Calvin Campbell

The Committee for Community Dancing and the National Dance Association with host the 5th Annual Beginner Dance Party Leader's Seminar on April 3rd & 4th 2004. This seminar will be just prior to the CALLERLAB convention and held at the Hilton Hotel in Reno, NV.

The Seminar will start at 9:00 AM on Saturday the 3rd and run until 5:00 PM. We will meet again starting at 9:00 AM on Sunday the 4th and continue until 1:00 PM.

At this time, the following leaders have agreed to be on staff. **Calvin Campbell, Yona Chock, Michelle Jacobs, Jim Mayo and Bob Riggs**. The two days will be filled with exciting topics and most of the sessions will be video taped.

Registration is \$25 for each beginner party leader. Spouses and/or partners can attend for free. Registration fees should be sent to the CALLERLAB home office at: 467 Forrest Ave., Suite 118, Cocoa, FL 32922.

CALLER COACH SEMINAR

Next year at the 2004 CALLERLAB convention in Reno, NV a seminar to assist in training new caller coaches and to further enhance those who are already involved in caller coaching will be offered immediately prior to convention in the Reno Hilton. This seminar is designed to provide assistance to those who are considering becoming a coach or who wish to help other callers in the art of calling and to assist them in learning how to use the Curriculum Guidelines. If you would like to learn more about the aspects of becoming a caller coach, this seminar is for you.

The seminar will be held Saturday, April 3rd from 1:00 PM - 5:00PM and continue Sunday, April 4th, from 10 AM - Noon. There will be a \$10 charge for this seminar and it will be conducted by CALLERLAB Accredited Caller-Coaches. If you are interested please contact the Home Office at: CALLERLAB@aol.com or phone (800) 331-2577.

AFTER PARTY

One of the highlights of the CALLERLAB convention is the fun and festivities we experience at the After Party held on Sunday night immediately prior to the convention. Next April we will be in Reno, NV and the After Party promises to be another memorable event. This year we have asked **Randy Dougherty** to host the party and for those of you who know Randy, he can put on a good party. The After Party will follow the Orientation Session on Sunday evening. Randy has requested if you have a talent and would like to participate in the After Party to please contact him or the Home Office, he will appreciate your assistance in helping make this After Party a success and a great evening of fun. Please contact Randy and volunteer to assist him with the After Party. Your contributions will be appreciated. Please send Randy an Email (dortydancing@hotmail.com) to add your name to his list of volunteers; please include Gail in the Home office (GailCALLERLAB@aol.com) or you may call the Office at (800) 331-2577. Thank you and we look forward to seeing you in Reno April 5 - 7, 2004.

Happy Holidays!

ELECTRONIC DIRECTION

The Home Office has implemented the procedures which will allow us to provide electronic distribution of *DIRECTION* and other mailings. If you would like to participate in our money saving effort we need to hear from you. An obvious requirement is that you have regular access to your E-mail account and can access the CALLERLAB web site at www.callerlab.org.

If you agree to receive *DIRECTION* electronically, you will not receive a paper copy. You will be provided access to *DIRECTION* online and in a .PDF file. You may then either read the newsletter online or download and print your own copy.

Any Member who would prefer to receive *DIRECTION* electronically must submit an E-mail request to CALLERLAB@aol.com no later than January 31, 2004. **REQUESTS BY ANY OTHER MEANS WILL NOT BE ACKNOWLEDGED NOR ACCEPTED.**

IN MEMORIAM

Bob Osgood, Beverly Hills, CA October 2004

CALLERLAB WEB SITE UPDATES

We are pleased to announce the following updates and improvement to the CALLERLAB web site (www.callerlab.org). Both the *Multi-Cycle Lesson Plan* and the *Winning Ways* report have been posted on the web site. These updates were previously announced in our Electronic News mailings.

The CALLERLAB *Multi-Cycle Lesson Plan* has been posted on the CALLERLAB web site. The document may be found under the "Documents" link and then the "Teaching" link on the Home Page. We have had numerous reports from callers, clubs, and associations which have had success with this lesson plan. Several reports increased club members resulting from use of the plan.

The link to the Multi-Cycle document is: [http://callerlab.org/documents/teaching/Multi_Cycle_Lesson_Plan_\(Rev_B\)\(03-11-05\).PDF](http://callerlab.org/documents/teaching/Multi_Cycle_Lesson_Plan_(Rev_B)(03-11-05).PDF). The document may be copied and provided at no charge to clubs, dancers, other callers, associations or others interested in the process to offer multi-start lessons.

The *Winning Ways* document has also been posted on the CALLERLAB web site. This document is a collection of reports from dancers, clubs, associations, callers, and others with information about recruiting and retaining successes they have had.

The purpose of the *Winning Ways* document is to share success stories with others in the square dance community. Please share the information in the document with the clubs and dancers you call for, If they have reports they would like to share ask them to send them to the

Home Office: CALLERLAB@aol.com.

The link to the Winning Ways document on the CALLERLAB web site is: [http://www.callerlab.org/documents/winningways/Winning_Ways\(Book\)\(03-10-10\).PDF](http://www.callerlab.org/documents/winningways/Winning_Ways(Book)(03-10-10).PDF). The document may be copied and provided at no charge to clubs, dancers, other callers, associations or others interested in the ways to improve recruiting and retaining dances.

HANDICAPABLE COMMITTEE

ATTENTION! ATTENTION! READ ALL ABOUT IT!! The Handicapable Committee is looking for members!! We are very excited about having a committee but need interested people who share our love of calling for Handicapable Clubs! If you are interested, please contact the home office. What is a Handicapable Dancer? Handicapable means someone who is capable of learning dancing, but may have difficulty learning it the way it is taught. This may mean they need more time to complete the call, may need more physical cues to execute the call, they may need it repeated many times and may even forget it the next time it is called. Many of the Handicapable Dancers have a wide range of abilities and disabilities. Some of the disabilities that may be found at a Handicapable Club are Downs Syndrome, Autism, Learning Disabled, Deaf, Blind, Cerebral Palsy, Learning Disabilities and others. The one thing that makes a Handicapable Dancer like all of the other dancers you know is their love of Square Dancing. If you have a chance to go visit a Handicapable Club, please go! It will be a wonderful experience you will never forget! The USH (United States Handicapable Association) has a website you can go visit (www.ushandicapable.org). Here you can find where the clubs are located, the calls/lists that are used and people who can help you if you are interested in starting a club. Did you know that there is a Handicapable Convention every year? This is a chance for Handicapable Clubs from all over to get together and have a convention especially for them! We are happy to report that the 1st West Coast Handicapable Convention was a HUGE success! It was held in Reno, Nevada and was sponsored by the Guys and Dolls Handicapable Club from Sacramento, California. There were dancers from California, Kentucky, New Jersey and Florida. There was lots of dancing, friendship making and Elvis even came to visit! The next convention will be the 9th US Handicapable on the East Coast in St. Petersburg, Florida on July 22-24, 2004.

The Handicapable Committee has been working on its Mission Statement. We discussed this at the San Antonio CALLERLAB Convention. The Mission Statement is almost completed and will be available at the CALLERLAB website. Once again, we are looking for members! Calling for Handicapable Clubs is a special privilege and a wonderful experience you will never forget!

**Donations Made in Memory
of
Bob Osgood**

Gregg Anderson, Colorado
Linda Anderson, California
Elizabeth Jensen, California
Frank Lescrinier, California
Texas State Callers Assoc., Texas
Marie Armstrong, North Carolina
Bob & Marilyn Benton, California
Doris & Gordon Jensen, California
Bob & Angela Shaddick, California
Jerry and Del Reed, Rockledge, Florida
Jon Jones & Deborah Carroll-Jones, Texas
John & Freddie Kaltenthaler, Pennsylvania

CALLERLAB and The ARTS

CALLERLAB has joined with other associated dance organizations to form an “alliance” of related dance groups with the goal of improving our activity and increasing participation. This “alliance” has been named: “Alliance for Round, Traditional, and Square (ARTS)” dance. The organizations which have joined the alliance include: United Square Dancers of America – (USDA); Single Square Dancers USA - (SSDUSA); National Association of Square Dance Campers - (NASDC); USA West Square Dance Convention Policy Board – (USA West); International Association of Gay Square Dance Clubs – (IAGSDC); National Executive Committee of the National Square Dance Convention - (NEC); The International Association of Round Dance Teachers – (ROUNDALAB); The International Organization of Contra Dance Leaders – (CONTRALAB); American Callers Association – (ACA); and, of course, CALLERLAB (The International Association of Square Dance Callers).

The ARTS, like many other “alliances” is a gathering of different independent organizations for the purpose of achieving common goals. The independent organizations retain their individual identity, character, mission, and goals while supporting the common goals of the alliance. In this case that goal for The ARTS as stated in the Goals and Mission Statement of the ARTS is:

The **ARTS** mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide leadership and resources necessary to create an achievable marketing program. The Arts will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

During a recent meeting in Orlando, FL, these organizations met, discussed several issues, and formalized plans for Bylaws and Articles of incorporation. The ARTS will be incorporated in North Carolina as an IRS 501 (c)(3) Tax Exempt corporation. This will allow the ARTS to receive Tax Deductible donations for the furtherance of its goals.

Among the projects discussed and acted on by the alliance is work toward establishing a network of related organizations with the goal of being able to improve communications among all facets of the activities represented by the ARTS member organizations. The establishment of The ARTS is a major milestone in *The Phoenix Plan*, the long range three phase marketing plan approved and implemented by the CALLERLAB Foundation. While there has been much progress and many accomplishments in establishing The ARTS, there is much work to do. CALLERLAB stands ready to support the ARTS and to work for to betterment of the activity.

**2004 Convention
Invitations & Information**

The Invitation and other information about the 2004 CALLERLAB convention is Reno, NV April 5–7, 2004 is included with this issue of *DIRECTION*.

Please register early!

Friends of the Foundation

Al e MO Square Dance Club, NY
Single Spinners Square Dance Club, CA
Lansing Area Sq & Rd Dance Leaders, MI
In Memory of Jack Cook

2004 DUES

The CALLERLAB membership and dues year is April 1 through March 31. This means the current membership year will expire on March 31, 2004.

Dues and renewal notices will be sent soon after January 1st. If you have not received your renewal notification before January 31, 2004 contact the home office.. Before you renew, please make sure the renewal notice is from the CALLERLAB office.

CALLERLAB BOARD OF GOVERNOR'S

as of May 1, 2003

<p>Baker, Clark (Miriam) '05 426 Marsh St. Belmont, MA 02478-1109 (617) 484-0175 E-mail cmbaker@tiac.net</p>	<p>Jaworski, Chuck (Becky) '06 4716 W. Bereince Ave. Chicago, IL 60641-3614 (773) 685-8407 E-Mail cwjawnbho@earthlink.net</p>	<p>Oxendine, Tony (Susan) '04 PO Box 6026 2640 Goldeneye Ridge Sumter, SC 29150 (803) 469-0495 E-Mail Tony@Tonyoxendine.com</p>
<p>Bennett, Doug '05 4106 Bucknell Drive Garland, TX 75042 (214) 675-6190 E-mail globalproducer@aol.com</p>	<p>Jestin, Jerry (Janice) '05 6620 E. Highway 80 Eff 9/30 Yuma, AZ 85365 (928) 726-9589 E-Mail jerry@jerryjestin.com Rt. 2 Eff. 4/15</p>	<p>Schirmer, Dana (Donna) '05 6020 SE 77th St. Berryton, KS 66409 (785) 836-3028 E-Mail dds@grapevine.net</p>
<p>Blume, Lone '06 Lillemarksvej 4 st. th. 4180 Soro Denmark (+45)-5184-1550 E-mail LB@loneblume.dk</p>	<p>Delbume, AB TOM 0V0 Canada (403) 749-2167</p>	<p>Shukayr, Nasser '05 PO Box 1636 Lafayette, CA 94549 (925) 283-3560 E-Mail NShukayr@aol.com</p>
<p>Campbell, Cal (Judy) '06 343 E. Turf Lane Castle Rock, CO 80108 (303) 790-7921 E-mail cal@eazy.net</p>	<p>Jones, Vernon (Kayla) '04 450 East Bradshaw Springtown, TX 76082 (817)220-1450 E-Mail VERNONJONES@prodigy.net</p>	<p>Stevens, Al (Sabine) '06 Dillweissensteinerstr.57 75180 Pforzheim Germany (+49)-7231-766704 E-Mail alstevens caller@aol.com</p>
<p>*Cole, Larry '06 3302 N 500 W Marion, IN 46952-9753 (765) 384-7089 (H) (765) 664-5092 (W) E-Mail LColeSDC@aol.com</p>	<p>Junck, Jerry (Sharon) '04 303 N Lindsay, Rd., O-14 Eff 10/15 Mesa, AZ 85213-8144 (480)641-8683 E-Mail Junck@aol.com</p>	<p>Sybalsky, John (Jill) '04 1081 E. Homestead Road Sunnyvale, CA 94087 (408) 377-6453 E-Mail sybalsky@venue.com</p>
<p>*Crawford, Tim , Vice Chairman(Linda) '05 2229 Sunnyside Drive Burlington, ON L7M 4K8 Canada (905) 332-7597 E-Mail CALLERTIM@aol.com</p>	<p>908 Brooke Drive Eff 4/1 Wayne, NE 68787 (402)375-2420</p>	<p style="text-align: center;">HOME OFFICE STAFF</p> <p>Jerry Reed Executive Director Mike Callahan Asst. Executive Dir. Gail Swindle Office Mgr/Sec. Donna Robinson Finance Admin. John Swindle Office Support</p>
<p>Davenport, Larry (Kathy) '05 882 Chrysopolis Drive Foster City, CA 94404-1818 (650) 572-9876 E-Mail lkdavm@aol.com</p>	<p>Mallard, Martin (Terry) '04 222 Stillwater Drive Saskatoon SK S7J 4A4 Canada (306) 374-5250 E-Mail SqDuck@aol.com</p>	<p style="text-align: center;">CALLERLAB OFFICE</p> <p>CALLERLAB 467 Forrest Ave., Suite 118 Cocoa, FL 32922 (321) 639-0039 (321) 639-0851 FAX (800) 331-2577 Official Business Only E-Mail - CALLERLAB@AOL.COM</p> <p>Office Hours 9am -4:30pm Mon-Fri Eastern Time Zone</p>
<p>Gotta, Betsy (Roy) 04 2 Laurel Place North Brunswick, NJ 08902-2812 (732) 249-2086 E-Mail gottadance@erols.com</p>	<p>*Marriner, Tim '06 PO Box 320 Register, GA 30452 (912) 764-5185 E-Mail marriner@juno.com</p>	<p>CALLERLAB OFFICE</p> <p>CALLERLAB 467 Forrest Ave., Suite 118 Cocoa, FL 32922 (321) 639-0039 (321) 639-0851 FAX (800) 331-2577 Official Business Only E-Mail - CALLERLAB@AOL.COM</p> <p>Office Hours 9am -4:30pm Mon-Fri Eastern Time Zone</p>
<p>Harrison, Bill (Judy) '05 10518 Nast Drive Cheltenham, MD 20623 (301) 372-0485 E-Mail Billharrisonwdh@aol.com</p>	<p>Marshall, John (Mary) '06 46730 Graham Cove Square Sterling, VA 20165 (703) 444-7075 E-Mail jmsd@att.net</p>	<p>*Mayo, Jim, (JoAnn) '06 Box 367 79 Wash Pond Road Hampstead, NH 03841 (603) 329-5492 E-Mail JMayo329@aol.com</p>
<p>*Jacobs, Mike, Chairman (Michelle) '04 PO Box 2555 Flemington, NJ 08822 (908) 284-0432 E-Mail mikejacobs@rcn.com</p>	<p>Miller Tom (Sharon) '05 PO Box 72 Chest Springs, PA 16624 (814) 674-5969 (and fax) E-Mail tommill@nb.net</p>	<p>*Indicates 2003/2004 Executive Committee Indicates changes since last revision</p>



PRESS RELEASE

FOR IMMEDIATE RELEASE
(DECEMBER 2003)



PRESS RELEASE

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

**CALLER COACH/TRAINER SEMINAR
At 2004 CALLERLAB CONVENTION**

Next year at the 2004 CALLERLAB convention in Reno, NV a seminar to assist in training new caller coaches and to further enhance those who are already involved in caller coaching will be offered immediately prior to convention in the Reno Hilton. This seminar is designed to provide assistance to those who are considering becoming a coach or who wish to help other callers in the art of calling and to assist them in learning how to use the Curriculum Guidelines. If you would like to learn more about the aspects of becoming a caller coach, this seminar is for you.

The seminar will be held Saturday, April 3rd from 1:00 PM - 5:00PM and continue Sunday, April 4th, from 10 AM - Noon. There will be a \$10 charge for this seminar and it will be conducted by CALLERLAB Accredited Caller-Coaches. If you are interested you please contact the Home Office at: CALLERLAB@aol.com or phone (800) 331-2577 or fax (321)639-0851

To register for this seminar send information and \$10.00 registration fee to the CALLERLAB office.

***** 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
(DECEMBER 2003)



PRESS RELEASE

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

**BEGINNER PARTY LEADERS SEMINAR
At 2004 CALLERLAB CONVENTION**

A Beginner Party Leader's Seminar will be held on Saturday and Sunday just prior to the start of the 2004 CALLERLAB Convention in Reno, NV. The seminar will start at 9:00 A.M. on Saturday, April 3rd and end at 1:00 P.M. on Sunday, April 4th. The seminar will be held in the Reno Hilton. Cost will be \$25 per leader. Spouses and/or partners will be admitted free. Checks should be make out to CALLERLAB and sent to 467 Forrest Ave., Suite 118, Cocoa, FL 32922.

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. For more information contact the Home Office at: CALLERLAB@AOL.COM or phone (800)331-2577 or Fax (321)639-0851.

Staff members will be well respected leaders in these fields.

To register for this seminar send information and \$25.00 registration fee to the CALLERLAB office.

***** 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
(DECEMBER 2003)

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



PRESS RELEASE

**CALLERLAB WEB SITE UPDATED
With**

**MULTI-CYCLE LESSON PLAN
and
WINNING WAYS REPORTS**

The CALLERLAB web site (www.callerlab.org) has been updated to include both the *Multi-Cycle Lesson Plan* and the *Winning Ways* reports posted on the web site.

Multi-Cycle Lesson Plan -

The CALLERLAB *Multi-Cycle Lesson Plan* may be found under the "Documents" link and then the "Teaching" link from the Home Page. We have had numerous reports from callers, clubs, and associations which have had success with this lesson plan. Several report increased club members resulting from use of the plan. The link to the Multi-Cycle document is: [http://www.callerlab.org/documents/teaching/Multi_Cycle_Lesson_Plan_\(Revised\)\(03-06-18\).pdf](http://www.callerlab.org/documents/teaching/Multi_Cycle_Lesson_Plan_(Revised)(03-06-18).pdf)The document may be copied and provided at no charge to clubs, dancers, other callers, associations or others interested in the process to offer multi-start lessons.

Winning Ways Reports -

The *Winning Ways* document has also been posted on the CALLERLAB web site. This document is a collection of reports from dancers, clubs, associations, callers, and others with information about recruiting and retaining successes they have had. There are reports of clubs using the CALLERLAB Multi-Cycle lesson Plan, clubs using special party nights, club efforts to improve recruiting, and others. The purpose of the *Winning Ways* document is to share success reports with others in the square dance community. Please share the information in the document with the clubs and dancers you call for, If they have reports they would like to share ask them to send them to the Home Office: CALLERLAB@aol.com. The link to the Winning Ways document on the CALLERLAB web site is: [http://www.callerlab.org/documents/winningways/Winning_Ways\(Book\)\(03-10-10\).PDF](http://www.callerlab.org/documents/winningways/Winning_Ways(Book)(03-10-10).PDF). The document may be copied and provided at no charge to clubs, dancers, other callers, associations or others interested in the ways to improve recruiting and retaining dances.

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

***** 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
(DECEMBER 2003)**



PRESS RELEASE

******* START *******

**FUND RAISING DANCE
To Benefit
The Alliance for Round, Traditional and Square (ARTS) Dance**

The ARTS is an alliance of related dance organizations which have come together to work toward the improvement and growth of square, round, traditional, and other related dance forms. The Alliance includes: The International Association of Gay Square Dance Clubs, The United Square Dancers of America, ROUNDALAB, CONTRALAB, CALLERLAB, The National Executive Committee, The American Callers Association, USA West, National Square Dance Campers, and Single Square Dancers U.S.A.

The Montgomery, Alabama Square Dance Association is very pleased to announce the association will sponsor a fund raising dance in April of 2004 to benefit the ARTS Alliance. The proceeds from the dance will go to help fund the ARTS Alliance.

The Dance will be held on April 17, 2004 in the Montgomery Area Square and Round Dancing Association hall starting at 7:30 PM. The dance will feature square dancing, round dancing and line dancing.

The Montgomery Square Dance Callers, Cuers and Line Dance Instructors will donate their time and talent to call the dance.

All proceeds from the dance will go to support the ARTS Alliance as it forms and works to increase the number of dancers.

For further information, please contact:

Charles and Kitty Holley at 334- 271-0646, E-mail: Kittyncharlie@charter.net

OR

Patrick Demerath, E-mail: Pdemerath@troyst.edu

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

******* 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