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EMPHASIS CALLS:

MAINSTREAM: EIGHT CHAIN THRU
PLUS: SPIN CHAIN THRU

PERIODIC SELECTION: SQUARE THRU BUT ON X HAND
FUTURE CONVENTIONS:

MAR 21 - 23, 2005 Louisville, KY
APR 10 - 12, 2006 Charlotte, NC
APR 2 - 4, 2007 Colorado Springs, CO

CALLERLAB OFFICE HOURS:

9:00 am to 4:30 pm Eastern Time, Monday - 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

CHAIRMAN'S ARTICLE

Tim Crawford, Chairman

COMMUNICATE! COMMUNICATE! COMMUNICATE!

Seems simple enough doesn't it? Say what you have to say to whomever you want to hear it. Write what you want to say, and publish it where it will be read. Good plan generally, but for CALLERLAB, we have other challenges that we must be ever mindful of if we are going to communicate effectively. One of the key components of effective communication is "listening first". Communication is not always a one-way stream of information directed at one person or source. Generally communication involves a two way exchange of ideas that serves to better inform the involved parties.

Because CALLERLAB is an international organization, having members in various countries around the world, we have the unique challenge of finding ways to communicate effectively with them. Often we forget that understanding our message for non-English speaking members, or members whose English skills are limited, is remarkably more difficult than we could ever imagine. Often they have to translate, or find someone to translate the message, and then comprehend it. It takes longer and perhaps more of a commitment for that person to be a member, and we should applaud that extra effort. Even after the translation, especially if that translation was done by a non-square-dance-literate translator, something could be lost in translation, and the message misplaced.

In this issue of *DIRECTION*, I asked Kenny Reese, Chair of the Overseas Advisory Committee, to seek reports from some of his Vice-Chairs for publishing. Hopefully each time *DIRECTION* is published more reports will appear. The twist is that these reports will be written in the respective Vice Chair's native language as an illustration of what they see when they get their copy of *DIRECTION* and how difficult it is for them to "read" it. I hope you enjoy their message- if you can read it!

We have a responsibility to do our best to engage in effective communication, and I hope we do just that. It invites two-way dialogue, no matter what the challenges are. I hope our members from abroad will never feel like they can't be heard, and I hope our English speaking membership will always do what they can to promote dialogue!

By the way, "translations are included for your ease. "Nice perk eh!?"

MEMBERSHIP DUES

Our membership year is from April 1 through March 31 of each year. This means current memberships will expire on April 1, 2005. Dues renewal notices will be sent to all members in late December. If you do not receive your notice by the end of January, contact the Home Office at 1-800-331-2577 or Email: JohnCALLERLAB@aol.com.

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. This year (2005/2006) the basic dues remain unchanged at \$95. If you renew After April 30, 2005 we must impose a late fee of \$10.00. **Please renew Before April 30, 2005 to avoid the \$10.00 late fee.** Reviewing our past dues structure we find that in 1990 dues were \$75, therefore, this represents less than a 20% increase for that 15-year period. This equates to less than 1.5% a year for those 15 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 increased.

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

MEMBERSHIP REPORT

As of November 1, 2004, we have a total membership of 1774 callers and we are adding new members every week. The current membership is broken down as follows:

Category	<u>US</u>	<u>CAN</u>	<u>OS</u>	<u>TOTAL</u>
Members	831	32	145	1008
Associate Members	467	13	47	527
Apprentice Member	68	0	1	69
Life Members	6	0	0	6
Retired Members	21	0	1	22
Associate Licensees	<u>142</u>	<u>0</u>	<u>0</u>	<u>142</u>
TOTALS	1535	45	194	1774

RESOLUTION SUBMISSION PROCEDURES

The 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 require resolutions to be submitted by January 1st of the Convention year so they may be listed in the "Call to Convention" and placed on the Convention agenda. Contact the Home Office for additional information.

HOTEL RESERVATIONS FOR THE 2005 CONVENTION

The 2005CALLERLAB Convention will be held at the Galt House Hotel, Louisville, KY on March 21-23, 2005. Reservation information will be sent to all members who register for the convention. The Galt House has requested you use their 800 number to register with the hotel. That number will be provided with your convention confirmation package. Room cost is a fantastic bargain at \$85.00 plus tax, single or double. You must register with the hotel no later than February 16, 2005 and you must identify yourself as part of the "CALLERLAB Group". The convention rate is only good until room our block is filled.



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 or E-mail to all members and affiliates of *CALLERLAB*. *DIRECTION* is edited by Jerry Reed, Executive Director.

DIRECTION is computerized, therefore, it would be most helpful to have articles, reports or letters to the editor submitted in electronic format whenever possible. *DIRECTION* uses Microsoft Publisher 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.

2005 CALLERLAB Convention
Louisville KY- March 21-23, 2005
Galt House, Louisville, KY

CALLERLAB NOW ACCEPTS DISCOVER CARD

You will notice on your CALLERLAB Convention registration card and your CALLERLAB Membership renewal forms this year CALLERLAB is now accepting Discover cards. You might also notice we are asking for the CID number as well as the card number. **“What is a CID number?”** you ask. The **CID** (Card Identification Number) is found on the back of your credit card. This is the last three numbers found in the signature space. When using your Discover Card, please remember to provide that number along with your card number and expiration date.

SHARE COSTS

Bev Sutter, Chair of the Partner's Committee, suggested the following article for the 2004 convention in Reno, we think it is a good idea and worth repeating. If you are interested in sharing costs with another caller attending the 2005 CALLERLAB Convention in Louisville, please take note of the following. **Please be aware that CALLERLAB takes no responsibility for those who choose to share costs.** We offer this information only to help those who would like to share costs. All arrangements must be made between those sharing the costs. Costs which may be shared include: sleeping room and transportation to and from the airport. If you are one of the Members attending the convention in Louisville, without your partner, why not share expenses? If you are willing to share a room with another caller or share a rental car or taxi from the airport why not do so. The only consideration would be whether or not you snore or are a restless sleeper. You may consider sharing a room, provided neither you, nor the one you will be sharing with, has a problem with those aspects of your sleeping habits. Give it some thought and contact the Home Office. The Home Office will advise you if there are others who are looking to share and provide you email or telephone numbers for contact.

STRANGE BUT TRUE
Fat Chance
&
Slim Chance
Mean the same thing

PROGRESSIVE VOICE SEMINAR

Professor **Arden Hopkin**, our Voice Coach from Provo, Utah, has conducted voice sessions at numerous CALLERLAB conventions over the past 20 years. He has developed a deep understanding of the unique vocal requirements of square dance callers and has created presentations specifically designed to assist square dance callers in improving their voice and vocal delivery. Arden and **Jon Jones** have been working together for over two years to develop a series of presentations designed with the goal of providing even more help. This new program, known as the Progressive Voice Seminar (PVS), was initiated during the 2004 CALLERLAB Convention in Reno, NV. Presentations were made covering the “Basic Level” of the seminar. Several callers attended the initial presentations and have thus begun the process of certification of completion of this seminar.

The next phase of the PVS will be implemented during the 2005 CALLERLAB Convention in Louisville, KY, March 21-23, 2005. In Louisville the seminar will continue with presentations of the “Basic Level” and the “Intermediate Level”. Those attendees who attended the Basic Level in Reno and wish to continue with the seminar will have the opportunity to attend the Intermediate Level presentation. If you are interested in either of these presentations, please contact the Home Office to register

PERIODIC SELECTION COMMITTEE

Doren McBroom, Chairman of the periodic Selection Committee is pleased to announce ***SQUARE THRU But on X Hand*** is the first selection by the committee. Please review the Press Release included in this issue of *DIRECTION* for more information.

The Periodic Selection Committee was established to replace the Mainstream Quarterly Selection (MSQS) and Plus QS (PQS) Committees. The committee reviews and suggests choreographic ideas which may be suitable for workshop or added variety at Mainstream and Plus Program dances. The committee has established a new process to review ideas and make suggestions.

Future activities by the committee include: Presenting ballots to the committee membership, making selections for publication, and evaluating the degree of interest from the general membership in the actions of this committee. If you are interested in the work of this committee and would like more information, you may contact Doren at, mcbroom@carr.org; or the Home Office at 800-331-2577 or E-mail CALLERLAB@AOL.COM.

Register Soon!!
CALLERLAB 2005
March 21 - 23, 2005

ARTS ALLIANCE

Alliance for Round, Traditional,
and Square (ARTS) Dance)

The Alliance for Round, Traditional, and Square Dance is a gathering of related dance organizations which have joined forces to achieve a common goal of increasing the number of dancers. The mission of The ARTS 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.

The ARTS has a governing Board consisting of one representative from each of the following organizations: AMERICAN CALLERS ASSOCIATION, CALLERLAB, CONTRALAB, The International Association of Gay Square Dance Clubs (IAGSDC) The National Executive Committee (NEC), National Square Dance Campers Association; ROUNDALAB; Single Square Dancers USA (SSDUSA); USA West; United Square Dancers of America (USDA); and the United Round Dance Council (URDC). The ARTS is incorporated in North Carolina as a Non-Profit organization and has applied for status as an IRS 501 (c)(3) tax exempt corporation. The ARTS has established Individual and Association membership categories for those who wish to make a donation. For additional information, please go to the ARTS web site: www.ARTS-DANCE.org

The ARTS recently provided a grant in the amount of \$1,000.00 to help fund a project being prepared by the California Youth Advisory Committee. The goal of this project is to develop an instructional package which will help groups working with youth and adults to set up their own short-term square dance program. Please see the Press Release from The ARTS included with this issue of *DIRECTION*.

DEMOGRAPHIC SURVEY COMPLETED

As reported in the last issue of *DIRECTION*, the Research & Development Committee has completed the demographic survey conducted by CALLERLAB and the CALLERLAB Foundation. This survey collected demographic information from a statistically valid random sample of square dancers and callers from all over the USA. The survey includes data from a wide range of demographic as well as dance related questions. The results of this survey are available from the Home Office. Paper copies are \$5.00 and PDF versions of the report are available at no charge. If you would like a copy of this report please contact the Home Office CALLERLAB@aol.com or 800-331-2577 to request a copy. The survey has

also been posted on the CALLERLAB Foundation website at: <http://www.callerlabfoundation.org> under "Foundation Initiatives". Please visit the site and check out this very informative survey report.

FRIENDS OF THE FOUNDATION

In Memory of Lester Galely

Joana Dipaolo

Kristine McCaffrey

In Memory of Mike Green

Central District Caller & Cuers Assn (OK)

Callers Association of Modesto

Susquehanna Swingers, Newark, DE

* Change is inevitable *
* Except from a vending machine *

CALLERLAB Program Policy White Paper Position Paper

On April 19, 2000 the members of CALLERLAB passed a resolution directing the BOG to implement the Program Policy Statement which had been created by the Program Policy Committee. The Program Policy Statement was revised by the membership on July 15, 2004 and is posted on the CALLERLAB web site at the following URL: <http://www.callerlab.org/programs/home.asp>. This Position Paper was approved by the Board on April 4, 2004. It was revised on July 17, 2004 to reflect the change to paragraph seven of the Program Policy, as approved by the membership on July 15, 2004, that dance programs will be reviewed once every three years.

The attached Position Paper explains the current CALLERLAB Program Policy Statement and how it will encourage all callers to actively support CALLERLAB's efforts for stability. One of the objectives of CALLERLAB is to establish and maintain modern western square dance programs. This policy is established in order to achieve that objective. While it is named the Board of Governors Program Policy, it is the result of several years of work by the Program Policy Committee, including the Chairmen and Vice Chairmen of the Dance Program Committees (Mainstream, Plus, Advanced, and Challenge). For some time it has been recognized that Modern Western Square Dancing (MWSD) is in decline in many areas of the world. The future of this activity is in jeopardy. No one person, committee or group has the total solution. The Program Policy is broad enough to include and encompass ideas from other areas and situations. Please see the Position Paper included below.

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 is a list of the committees and any special criteria required for a specific committee. Contact the Home Office to join a committee.

NEW PASSPORT RULE FOR INCOMING INT'L ATTENDEES

We picked up the following information from one of the trade newsletters and would like to pass it to our Overseas Members. As of Monday, October 25, 2004, visitors entering the United States under the Visa Waiver Program (VWP) must have machine-readable passports, or the traveler must apply for a visa to enter the country. But immigration officers will offer non-compliant travelers from 22 VWP countries a one-time exemption from the requirement and admit them to the United States. Border officers will make note of the exemption on the passport and inform the travelers of their need for the updated passport or a visa. On subsequent visits, if travelers do not have a machine-readable passport or a visa, they could be refused entry.

"These interim procedures will allow U.S. Customs and Border Protection officers to effectively enforce the law and exercise discretion when appropriate," said DHS official Asa Hutchinson. "These are prudent steps to ease travelers into these new documentation requirements." The 22 countries are: Austria, Australia, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Monaco, Netherlands, New Zealand, Norway, Portugal, San Marino, Singapore, Spain, Sweden, Switzerland, and the United Kingdom.

"We have concerns about some European countries which have not been issuing machine-readable passports for very long and the impact it may have on those customers who fly to America from mainland Europe via London," says Jim Forster, British Airways' government and industry affairs manager

ELECTRONIC DIRECTION

The Home Office has implemented 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.

IN MEMORIAM

In memory of our members and partners who passed away in 2004.

Chuck Bryant, TX 2004
Ben Casad, CA, 2004
Bob Christian, AL 2004
Kenneth Crowley, MI 2004
Delmar Doyle, TX 2004
Mike Green, OK 2004
Less Henkel, NE 2004
Arnie Kroneberger, CA 2004
Steve Stephenson, PA 2004
Don Taylor, IN 2004
Roberta Van Antwerp, NE April 2004
Tom Vititow, NY 2004

OVERSEAS ADVISORY COMMITTEE

Kenny Reese, Chairman

As reported in the last issue of *Direction* the Overseas Advisory Committee is interested in informing all CALLERLAB members of some of the problems that are faced by overseas dancers and callers. Attached is a report from the Vice Chairmen from the various overseas areas. These reports are in the native languages from each area. If you have trouble reading and understanding these reports then you can imagine the problems that callers and dancers from these various countries have with understanding the American language. The reports are attached to this issue of *DIRECTION* and are posted on www.CALLERLAB.org.

Have You Registered
For The 54th NSDC
June 22-25, 2005
Portland, OR

PARTNER'S COMMITTEE

Bev Sutter, Chairman

As planning is set in motion for the 2005 CALLERLAB Convention I'd like to ask all partners and callers to contact me with your thoughts and suggestions as to topics and subjects of interest. If there are any of you who have a particular subject/topic you would like to see presented in Louisville I would love to hear from you.

Please contact me with your presentation and an agenda and lets talk. We have many talented partners and callers in our organization and your expertise will be welcomed in our sessions.

With the advent of partners becoming active members of other committees in CALLERLAB our destination and participation is no longer bound to "partner things". Maybe you, as a committee chair person would like to bring your committee info to us in seeking volunteers for your committee.



Donna
&
Dennis

HOME OFFICE HOLIDAY SCHEDULE

The CALLERLAB Office will be closed November 25 and 26, 2004 for the Thanksgiving Holiday and will also be closed December 24 and 31, 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.

CONVENTION ATTENDEES

All members of CALLERLAB are invited to attend the annual CALLERLAB convention. Standing policy provides that other callers and non-callers may also attend the convention. It is anticipated that different categories of non-callers may be invited or may request to attend the CALLERLAB convention. The attached paper titled: CALLERLAB Convention Guidance - Categories of Attendees provides information about these various categories

**54th NSDC
June 22-25, 2005
Portland, OR**

Each National Square Dance Convention (NSDC) provides the opportunity to make and renew friendships. The NSDC also provides a stage from which to show our talents to a large portion of the square dance world. There are also caller Training

Seminars by CALLERLAB Caller-Coaches. Visit www.54nsdc.com for more information and register.

**Sign Up For
Electronic DIRECTION!!
Send request to:
CALLERLAB@aol.com**

PARTNERS ON COMMITTEES

The Board Of Governors has approved a proposal which allows Partners of Active, Associate, and Life Members to join 13 CALLERLAB committees and vote on committee business. The proposal has been approved for a two year trial beginning October 1, 2004. At the end of the trial period, the Board will evaluate the success of the policy and decide whether to extend the trial or to make the policy permanent. In October 2004 a letter was sent to all CALLERLAB members who had a partner listed in the data base. This letter announced the approval of this proposal and invited eligible partners to contact the Home Office to request more information or to join a committee. The committees which are part of this policy are: CALLER ASSOCIATION LIAISON; CALLERS PARTNERS; GRANT WRITING; CANADIAN ADVISORY; DEFINITIONS; EDUCATION; FUND RAISING; HANDICAPABLE; MULTI-CYCLE; OVERSEAS ADVISORY; RECRUIT, PROMOTE, MAINTAIN (RPM); RESEARCH AND DEVELOPMENT (R&D); and YOUTH ACTIVITIES. Please visit the CALLERLAB web site (www.CALLERLAB.org) to view details about any of these committees.

COMMITTEE FOR COMMUNITY DANCE and CONTRA/TRADITIONAL COMMITTEES HAVE MERGED

During the 2004 CALLERLAB Convention a proposal was made to merge the Committee For Committee Dance (CCD) and the Contra/Traditional Committee into a single committee with the goal of providing support to both aspects of the activity. There was agreement that the committees had similar goals and many members belonged to both. Members of both committees were asked to vote on the proposal which was approved. Members were also asked if they would like to join the new merged committee. All members who indicated they would like to join the new committee will be contacted. If you would like to be on this new committee and have not been contacted by January 15, 2005 please contact the Home Office (800-331-2577) or E-mail CALLERLAB@aol.com to join.

The members of the new committee will also be asked to vote on the name for the new committee. Thus far three names have been suggested: Committee for Community and Traditional Dance (CCTD), American Folk Dance Committee (AFDC, and Community Dance Leadership Committee (CDLC).

DANCE PROGRAM REVIEWS

As has been reported, the membership voted in 2004 to extend the time period for dance program reviews from two years to three years. The next dance program reviews will be conducted in 2006. The schedule for these reviews is: first the Mainstream Committee will conduct the review of the Mainstream Program, then the Plus Committee will complete the review of the Plus Program, then Advanced, and finally Challenge. If you call any of these programs and would like to be part of the review process to get your input heard, now is the time to join the committee. The basic requirement to join these program committees is that you have been calling at least three years and that you call the dance program of the committee you wish to join. The committees are looking for willing workers. Each dance program committee is responsible for ALL dance program materials, including: lists, definitions, styling, and timing sheets. Please join the committee and get your input heard.

ARTS DANCER SURVEYS

The Alliance for Round, Traditional, and Square (ARTS) dance conducted a dancer survey at the 53rd NSDC in Denver, CO in June 2004. The survey was quite comprehensive and provides a view of that portion of the current square dance population which attended the 53rd NSDC. Several other organizations have agreed to conduct additional dancer surveys to gather more information. The survey form is revised to fit the unique requirements of the sponsoring organization while maintaining the basic survey questions. For a sample of the survey form, contact the CALLERLAB office at CALLERLAB@aol.com Each member organization of the ARTS Governing Board has been charged to conduct at least one survey in the next year. For additional information about The ARTS, visit their web site: <http://www.usda.org/arts-dance/>

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 of the Editor.

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

COMMENTS

JIM MAYO

(Reprinted with permission from
Northeast Square Dancer, June 2004)

As I write this column I am about to leave for the annual CALLERLAB Convention. It was thirty years ago when I attended the first Convention. Among the twenty five founding members, New England was represented by **Al Brundage**, **Earl Johnston** and me. The others from here who attended that first convention included several of the most popular callers at that

time. The only other one still calling today is Joe Casey but they all were, or became, square dance legends. Charlie Baldwin already was one. The others were **Jay King**, **Mal "Yikes" Cameron**, **Frannie Heinz**, **Hillie Bailey**, **Dick Leger**, and **Clint McLean**.

That first convention brought together a group of leaders among callers to address problems in square dancing that many people could see. Looking at square dancing today it is easy to say, as many have, that we didn't do a very good job of addressing those problems. But, if we look carefully, we will realize that the problems causing us trouble today were not the same ones we were facing then.

The biggest problems we could identify then, we fixed. There were no standard programs. Every new dancer was taught only the calls their caller wanted to teach. Dancers, particularly new dancers, didn't know when they went to a dance whether they would know the calls that caller expected them to know. At most dances the caller was teaching four or five brand new calls and dancers had no way of knowing whether they would ever hear them again.

Those problems we fixed in the first couple of years. What we didn't realize was the consequences of the actions we took to fix the problems. There is something known as the law of unintended consequences. We didn't see that our standardization of dance programs would lead callers to use those standard calls in much more complicated ways. The most eager dancers and callers welcomed the growth of "All Position" dancing but a lot of other folks got frustrated and went away.

We also couldn't know that our society was changing. Where a decade earlier people were flocking to join group activities, by 1980 interest in those activities was disappearing. Recruiting started to shrink in the late 1970's but we didn't realize it until much later.

At this year's convention we'll still be talking about our problems and trying to find solutions. We'll also be enjoying friendships that have lasted for decades. Square dancing is one of the best ways I know to make friends. I hope we can find a way to let more people know how valuable those friendships can be.

SQUARE DANCE MARKETING

Andreas Macke

Berlin Germany

Marketing is probably the most versatile and important tools for selling products ("products" includes services and hobbies such as Square Dancing). Numerous other activities compete for new participants, we must adopt modern ways of "selling our product" - and the most important tool for selling is called Marketing. Let's see how the big international companies are successful selling their products.

(Continued on page 8)

(Continued from page 7)

When we talk about marketing, we must distinguish between Public Relations (PR) and Sales Promotion. Both expressions belong to Marketing: PR is an ongoing activity, while Sales Promotion is focussed on a single event.

We all do Sales Promotion when we advertise for a new dancer class. Printing flyers, dancing demos, sponsoring open houses, etc. All this is called “Marketing”, but it is actually Sales Promotion and this is only one side of the coin. There is much more to Marketing than that.

When we talk about Public Relations, we mainly deal with the following terms: Target Group and Image Branding

Before we start to work on PR we need to define what our product should look like to the general public. The first step is to define a target group, since this affects all following steps. Defining a target group means to clearly identify a group on which we focus our image campaign. Our goal is for this target group to “buy” our product. In a global competition we can not cater to all available target groups. Instead we have to decide on which group we will focus. Of course this focus can be different from region to region, even from club to club. However, the more we can coordinate our efforts, the better for the overall picture.

Define a Target Group

Possible target groups are, for example: young adults (a focus on young adults may chase away elder people); elder citizens (may distract younger people); retired people (this again may distract younger people); kids (does this attract adults/FAMILIES?); young couples; and others.

It is very important to define who should be attracted, but it is equally important to realize who will be distracted. Of course this does not mean that we don't accept other groups in our beginner classes. It just defines for which target group the image and advertising will be focused.

In a competition environment it is not acceptable to have a fuzzy target group such as “everyone” or “all ages”, etc. Besides this, the message “Square Dance is for everyone (singles, couples, old and young)” is very difficult to sell – even though it may be true.

Define the Image

The definition of a target group determines the possible image. Depending on the target group we can create some thoughts and imagination: What does “Mr. Everyday Non-Dancer” expect when he thinks of Square Dance? Quite often the old “Birdie in the cage” dances?

Sometimes social and historical heritage? Is this what we want? Is this what attracts new dancers?

Possible Images, based on the defined target group are: young and dynamic; medical important (good for your health) keeps you longer young and active; activity for

the whole family; international activity; universal language; stable, withstand the change of times; etc.

We must understand that dancers only join when they can identify THEMSELVES with the image of the activity.

Branding

This is probably the most difficult thing in PR. The image will be represented by a “branding”. This could be a logo (visual or acoustical or, even better, both). Think about well known products such as Coca Cola, Burger King, Nike but also events such as Super Bowl, Olympic Games or even the daily news on the TV. They all have a branding. When you think about those, a special “brand” comes to your mind (the Coca Cola bottle or even just the name with red and white colors, the Nike logo, etc. but also acoustical things such as the olympic fanfare, etc.). Almost every international company has a logo. The more people recognize this logo, the more valuable it is.

We are in the excellent position to already have a logo: The two interlocking squares. Now our mission is to create the corresponding image for specific target group(s) and to advertise so that this logo with the corresponding image will be recognized by the general public. That's what Public Relation is all about.

This is something that takes years and it is also very demanding. Once this image and branding have been established, it is a very valuable tool for all future advertising (Sales Promotion). Obviously this is not possible to do for one or two clubs alone; instead this has a positive effect only when an entire region is sharing the efforts (and the money) to setup a combined PR campaign. When we have a feasible image and branding, Square Dancing will be interesting to commercial sponsors. No commercial company will invest money in an unclear or foggy message. Further points to ponder: Is our logo feasible for OUR NEEDS? If yes, is it worldwide copyright-protected? What if some other company “detects” our logo and registers this as a trade-mark? Then, we will no longer be allowed to use it for our activity.

I have tried to shed some light on how international companies will deal with “Marketing”. I also want to start some discussion about the future of our wonderful activity. Maybe some of us, maybe even CALLERLAB or the Foundation will pick up some of these ideas – for the benefit of the entire activity.

The SIX STEPS to becoming a better listener

- Form a LADDER -

L: Look at the person speaking

A: Ask questions

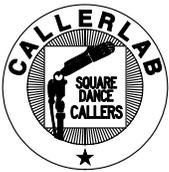
D: Don't interrupt

D: Don't change the subject

E: Empathize

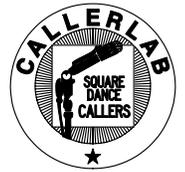
R: Respond verbally & nonverbally





PRESS RELEASE

FOR IMMEDIATE RELEASE
(December, 2004)



PRESS RELEASE

***** START *****

PERIODIC SELECTION COMMITTEE

In 2003 the Quarterly Selection process was terminated and a new, similar process was established under a new committee known as the Periodic Selection Committee with Doren Mc Broom as Chairman and Robert Hurst as Vice Chairman.

The committee's function is to review and suggest choreographic ideas that may be suitable for workshop or added variety within Mainstream and Plus program dances. The committee is charged to establish and maintain a short list of ideas suitable for workshop within Mainstream and Plus programs. A small steering committee of interested members to assist in the work of creating ballots and to share in the responsibility of making selections has been established.

Doren McBroom, Periodic Selection Committee Chairman is pleased to announce the committee has selected **SQUARE THRU But On X Hand** as the first selection for this new process. Please see the Press Release in the November/December 2004 issue of DIRECTION for details about the selection including sample choreography.

The committee plans to continue to present ballots to the committee membership and make selections for publication. The committee also plans to evaluate the degree of interest from the general membership in the actions of this committee. Based on that evaluation the committee will make recommendations to the Board of Governors with respect to the future of this process.

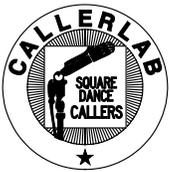
Committee membership is open to Active Members, Associate Members, or Life Members who are calling regularly for the Mainstream or Plus programs and have the desire and opportunity to use choreography of an unconventional nature. If you are interested in helping with the work of this committee, please contact the Committee Chairman, Doren Mc Broom: E-mail: mcbroom@carr.org or the Home Office: Phone 321-639-0039 or E-mail: CALLERLAB@aol.com

CALLERLAB
467 Forrest Avenue, Suite 118
Cocoa, FL 32922
On the web - www.CALLERLAB.ORG
E-mail - CALLERLAB@AOL.COM

***** END *****

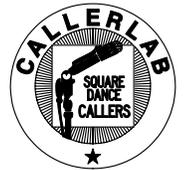
We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE
(December, 2004)



PRESS RELEASE

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

PERIODIC SELECTION

Doren Mc Broom, Chairman of the Periodic Selection Committee, is pleased to announce that the committee has selected **SQUARE THRU But On X Hand** as the first selection by the committee.

Periodic Selections are provided as optional material for those callers and/or clubs that wish to include a workshop in their programs. Do not use a Periodic Selection unless you walk it or workshop it first.

SQUARE THRU But On X Hand

STARTING FORMATION: Facing Couples

ENDING FORMATION: Varies depending on X Hand

DANCE ACTION: Square Thru but end the call when starting the X hand.

TIMING: Varies depending on X Hand

DANCE EXAMPLES:

Heads Square Thru But On the 3rd hand, Touch 1/4, Centers Walk And Dodge, Swing Thru, Boy Run, Bend The Line, Star Thru, Pass Thru, Allemande Left.

Heads Lead Right Circle To A Line, **Square Thru But On the 3rd Hand**, Touch 1/4, Girls Run, **Square Thru But On the 3rd Hand** Right and Left Grand.

Heads Square Thru But On the 4th Hand, Left Touch 1/4, Walk and Dodge (Boys Dodge Left), Partner Trade, Reverse Flutter. Home (Zero Module)

Heads Lead Right Circle To A Line, **Square Thru But On the 4th Hand**, Left Swing Thru, Girls Run, Wheel And Deal, Pass Thru, Allemande Left.

Heads slide thru, Pass Thru, **Square Thru but On the 3rd Hand**, Swing thru, Boy Run, Couples Circulate, Bend the Line, **Square Thru But On the 3rd Hand**, (Step to a Tidal Wave), Grand Swing Thru, Spin the Top, Single Hinge and Roll, Right and Left Grand

Heads Square Thru, Swing Thru, Scoot Back, Boys Circulate, Girls Trade, Box the Gnat, **Square Thru But On the 3rd Hand**, Right & Left Grand

Heads Lead Right Circle to a Line, Spin the Top, Scoot Back, Girls Circulate, Swing Thru, Boys Run, Bend the Line, **Square Thru On the 4th Hand**, Left Allemande

SINGING CALLS::

Heads Promenade Half, Square Thru, **Square Thru again But On the 3rd Hand**, make a wave, All Circulate, Single Hinge, Scoot Back, Swing, Promenade.

Heads Touch a 1/4, Boys Run, Right and Left Thru, **Square Thru But on the 3rd Hand**, Touch 1/4, Scoot Back, Boys Run, Square Thru 3 Corner Swing, Promenade Home

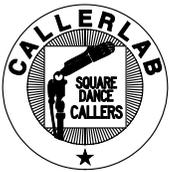
Caution: Unusual Plus Choreography.

Heads Touch 1/4, Boys Run, **Square Thru But On the 3rd Hand**, Swing Thru, Spin the Top, Girls Run, Cross Fire, Swing, Promenade.

***** **END** *****

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

THE CALLERLAB BOARD OF GOVERNORS

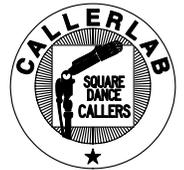


PRESS RELEASE

CALLERLAB Program Policy White Paper Position Paper

(Approved - April 4, 2004)

(Revised July 17, 2004)



PRESS RELEASE

INTRODUCTION

The following information explains the current CALLERLAB Program Policy Statement. This Program Policy Statement was approved by the CALLERLAB membership in 2000 and revised July 15, 2004. This Position Paper was approved by the Board on April 4, 2004. It was revised on July 17, 2004 to reflect the change to paragraph seven of the Program Policy, as approved by the membership on July 17, 2004, that dance programs will be reviewed once every three years.

INFORMATION

On April 19, 2000 the members of CALLERLAB passed a resolution directing the BOG to implement the Program Policy Statement. The Program Policy Committee created the statement.

The following explains how the Program Policy will encourage all callers to actively support CALLERLAB's efforts for stability.

Board Of Governors Program Policy - (revised July 15, 2004)

It is the objective of CALLERLAB to establish and maintain modern western square dance programs. This policy is established in order to achieve that objective. While it is named Board of Governors Program Policy, it is the result of several years of work by the Program Policy Committee, under Bill Davis and then Kip Garvey. This includes the chairs and vice-chairs of all Program Committees (MS, Plus, etc). For some time it has been recognized that Modern Western Square Dancing (MWS D) is in decline in many areas of the world. The future of this activity is in jeopardy. No one person, committee or group has the total solution. The Program Policy, as adopted by majority vote of CALLERLAB, is the plan for achieving that objective. Its scope is broad enough to include and encompass ideas from other areas and situations.

1. CALLERLAB identifies, names, populates and manages modern western square dance programs.

(This first statement describes the place of CALLERLAB in the worldwide activity of square dancing. The members of CALLERLAB accept the responsibility for managing the dance programs, which includes naming the programs, deciding which calls belong in each program, and continuously evaluating the programs for continuity and dancer success.)

2. Dance programs are listed in the order dancers learn them. The first dance program is the entry program designed for dancers who enter into modern western square dancing. Currently, the CALLERLAB dance programs and their abbreviations are:

Mainstream	(MS)
Plus	(PL)
Advanced 1	(A1)
Advanced 2	(A2)
Challenge 1	(C1)
Challenge 2	(C2)
Challenge 3A	(C3A)

(This statement recognizes the fact that dance programs build upon previous programs, and that the current recommended entry program is Mainstream. It is still possible for regions to use only a portion of the Mainstream program as an entry program (for example using only MS 1-53 - previously known as "Basic" - as a local dance program.)

3. Dance program content includes a list of calls, respective call definitions, usage rules, concepts and glossary terms.

(Each dance program is defined to include the following:

- Discrete list of calls
- Clearly worded and detailed definitions
- Suggested minimum teaching time
- Usage rules and other information to guide leaders in the use of each program

Each program committee manages this information. See #6 below.)

4. Each dance program contains calls and other content from all prior programs.

(This statement defines the progression of the dance programs. Anyone dancing or calling a particular dance program must be able to use all calls in the programs listed before that program. For example, Advanced 1 (A 1) includes all of the calls in the Mainstream and Plus programs.)

5. Callers are required to teach dance programs completely and thoroughly. Dancers are expected to learn the dance programs in the listed order.

(This statement describes the place of callers and dancers in the worldwide activity of square dancing. Callers must teach programs completely and thoroughly so that dancers can derive maximum satisfaction and pleasure from a given dance program. Callers must encourage dancers to master a program before learning an additional program.)

6. A CALLERLAB Standing Committee manages one or more dance programs. Currently the following committees manage the dance programs:

- Mainstream Committee (MS);
- Plus Committee (Plus);
- Advanced Committee (A1 and A2);
- Challenge Committee (C1, C2 and C3A).

(Management of dance programs is a very visible and sometimes misunderstood activity of CALLERLAB. The Program Committees manage the program content as defined in Statement #3. Callers who use a program and are members of CALLERLAB are eligible to participate in that Program Committee. This allows all callers an opportunity to evaluate and develop the MWSD programs to meet the needs of dancers worldwide.)

7. Dance programs are updated every three years. Changes shall be slow and deliberate.

(This paragraph was changed by the membership at the 2004 Annual CALLERLAB meeting in Reno, NV. Every three years, each Program Committee, starting with Mainstream and followed in order by Plus, Advanced, and Challenge, reviews its program and content for changes that will improve the program and its usage worldwide. "Changes" can mean:

- Adding or dropping calls
- Changing call definitions or names
- Selecting an appropriate teaching time
- Anything else that is appropriate to that Program

All Program Committee decisions are made by a vote of those participating committee members. The "slow and deliberate" statement is used to recognize that change can cause problems for a program if it occurs too frequently or in a disorganized manner.)

8. Each dance program through Advanced shall have a suggested teaching order developed by the respective dance program committee.

(MWSD is a progressive learning activity, calls are developed from other calls. Call definitions build upon other call definitions. It makes sense to have a suggested teaching order for each program which recognizes this progressive learning. An accepted teaching order will help to ensure that dancers participating at events planned for those who are learning a dance program will have learned a common set of calls at that point in time.)

9. Each dance program shall contain only as many calls as can be comfortably taught to dancers in a single teaching season. Dance programs shall be neither too large, nor too small in this regard. The definition of a teaching season for a given dance program shall be determined by that dance program's committee.

(Helpful advice for callers and club officers is one of the most valuable contributions CALLERLAB makes. Class length can vary depending on:

- Caller expertise and education
- Dancer commitment
- Ability
- Age
- Etc.

Program Committees are charged with managing program content. Program Committees emphasize the importance of adequate learning for dancers to succeed in square dancing.)

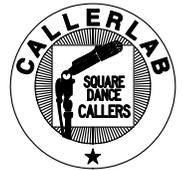


PRESS RELEASE

CALLERLAB Convention Guidance

Categories of Attendees

(Revised May 12, 2001)



PRESS RELEASE

BACKGROUND

All members of CALLERLAB are invited to attend the annual CALLERLAB convention. Standing policy provides that other callers and non-callers may also attend the convention. It is anticipated that different categories of non-callers may be invited or may request to attend the CALLERLAB convention.

POLICY

The Executive Committee has discussed this issue and desires that there be an "open" policy concerning attendance by other callers and non-callers. The Executive Committee also recognizes the need for a standard policy and therefore has approved the categories of CALLERLAB convention attendees listed below.

PROCEDURES

Requests for attendance by non-CALLERLAB Members and non-callers should be submitted to the Home Office for review and action. If the Home Office deems it appropriate, the Home Office will submit the request to the EC for resolution. Any disagreement with a decision by the Executive Director may be submitted to the Chairman for resolution.

CONVENTION ATTENDEE CATEGORIES

- A) Members: As defined by the CALLERLAB Bylaws. Includes Licensees seeking change in membership. They pay the Caller fee. Attendance meets any Bylaws requirement.
- B) Partners: Must be accompanying a Member. These attendees will pay the non-caller fee.
- C) Guest Representatives: Those invited by CALLERLAB to represent other organizations (and not a CALLERLAB Member). These attendees will pay the non-caller fee.
- D) Award Guests: Those invited by CALLERLAB or the Foundation to accept awards. Normally, these attendees pay the non-caller fee.
- E) Partners of Deceased CALLERLAB Members at the time of their death: These attendees must apply to the Home Office. These attendees will pay the non-caller fee.
- F) Observer: This covers all of the other categories attendees. They must be invited by a CALLERLAB Member and the Home office must be notified of the invitation. A CALLERLAB Member may invite up to a maximum of four people. Requests to invite more than four people may be submitted to the Home Office for consideration. These attendees will pay the caller or non-caller fee as applicable.

THINGS TO DO IN LOUISVILLE

Louisville is more than just the Kentucky Derby and Louisville Slugger Baseball Bats. Check out the following list of more places to visit!!!

Kentucky Derby Museum
704 Central Ave.
Louisville, KY 40208
(502) 637-1111
www.derbymuseum.org

Little Loom House
328 Kenwood Hill Road
Louisville, KY 40214
(502)367-4792

Louisville Slugger Museum
800 W. Main St.
Louisville, KY 40202
(502) 588-7228
www.sluggermuseum.org

Conrad/Caldwell House Museum
1402 St. James Ct.
Louisville, KY 40208
(502) 636-5023
www.conradcaldwell.org

Falls of the Ohio
Lewis and Clark Bicentennial
PO Box 2246
Louisville, KY 40201
(812) 280-9970
www.fallsofteohio.org

Farmington Historic House Museum
3033 Bardstown Road
Louisville, KY 40205
(502) 452-9920

Jefferson Historical Museum
10634 Watterson Trl.
Louisville, KY 40299
(502) 261-8290
www.jeffersontownky.com

Old Louisville Information Center
1340 S. 4th St.
Louisville, KY 40208
(502) 635-5244
www.oldlouisville.org

Thomas Edison House
729-31 E. Washington St.
Louisville, KY 40202
(502) 585-5247
www.edisonhouse.org

Glassworks
815 W. Market St.
Louisville, KY 40202
(502) 584-4510
www.louisvilleglassworks.com

The Kentucky Center
501 W. Main St.
Louisville, KY 40202
(502) 562-0100
www.kca.org

Kentucky Museum of Arts and Design
715 W. Main St.
Louisville, KY 40202
(502) 589-0102
www.kentuckyarts.org

Belle of Louisville
401 W. River Road
Louisville, KY 40202
www.belleoflouisville.org

Louisville Stoneware Company
731 Brent St.
Louisville, KY 40204
(502) 582-1900
www.louisvillestoneware.com

Mellwood Arts & Entertainment Center
1860 Mellwood Ave.
Louisville, KY 40206
(502) 895-3650
www.mellwoodartcenter.com

PNC Broadway in Louisville
611 W. Main St.
Louisville, KY 40202
(502) 584-7469
www.broadwayseries.com

Speed Art Museum
2035 S. 3rd St.
Louisville, KY 40208
(502) 634-2700
www.speedmuseum.org

Bluegrass Brewing Company
636 E. Main St.
Louisville, KY 40202
(502) 584-BREW
www.bcbrew.com

Frazier Historical Arms Museum
833 W. Main St.
Louisville, KY 40202
(502) 412-2280
www.frazierarmsmuseum.org



PRESS RELAEASE

Language Difficulties



PRESS RELAEASE

From the Overseas Advisory Committee

The Overseas Advisory Committee (OAC) has put together various reports from the overseas areas to give an impression of how language can be a problem for overseas callers and dancers. Below are the reports from the various Vice Chairman.

Kenny Reese, Chairman

From Sweden (Jack Borgström):

Dansarna:

Svenskar börjar läsa engelska redan i första klass i skolan. Många har en hygglig bas-engelska och förstår enklare uttryck och kommandon, och kan även göra sig någorlunda förstådd. Generellt sätt kan man dock säga att ju yngre dansare desto bättre förståelse för engelska. De äldre dansarna har betydligt större problem att förstå engelska då de flesta läste tyska i skolan. Sedan datorn kom på modet har förståelsen för engelska språket förbättrats ytterligare, särskilt bland de yngre och medelålders innevånarna.

En nyare dansare som kommer ut på en öppen dans med en caller som inte pratar svenska kan få ganska stora problem i början. Tempot i kombination med språksvårigheter kan leda till att dansaren inte känner sig behärska dansen och det finns flera exempel på dansare som slutat dansa efter sitt första möte med utländska caller.

Caller – utlärningsituationen:

I Sverige försöker de flesta caller använda svenska i utlärningsituationen. Vi går också ut med att man inte behöver kunna engelska i någon större utsträckning för att lära sig dansa SD. Man förklarar callers rörelsemönster på svenska, men lär ut definitionen på engelska, och säger sedan namnet på callet, t.ex. "PASS THE OCEAN". Man använder också flitigt termer som "ends", "centers", "boy", "girl" osv, för att sakta men säkert träna in de "utländska" begreppen. Många caller använder cue-ord på svenska för att underlätta för dansarna. SACT rekommenderar att kurscallern ska lära ut Glossary of Additional Terms redan på nybörjarnivå, just för att man som dansare ska få lära sig termerna på engelska så tidigt som möjligt. I dag rekommenderar SACT och SAASDC att en ny dansare ska få tillgång till kursmaterial (definitioner o dyl) både på svenska och på engelska. Ju högre nivå dansaren befinner sig på desto mer engelska måste han behärska.

Caller – övrigt:

Många caller i Sverige är relativt bra på att prata engelska. Vi har tidigare "tvingats" till det då det inte alltid fanns svenska översättningar att tillgå. I dag har vi ett bättre utbud på svenska översättningar men fortfarande behöver man komplettera med de engelska versionerna för att få rätt nyanser. Det är nog knappt någon svensk caller som väljer att avstå från medlemskap i tex CALLERLAB pga språkproblem. I Sverige erbjuder vi en callerschool på svenska arrangerad av SACT och dessutom, när tillfälle ges, callerclinics med utländska caller som följaktligen pratar engelska. Dessa brukar vara välbesökta och det är en tydlig indikation på att en caller i Sverige inte har det engelska språket som sitt största hinder.

From Germany (Francois Lamoureux):

Der Durchschnittsdeutsche spricht nicht notwendigerweise Englisch, obwohl viele etwas Englisch in der Schule gelernt haben. Viele verstehen etwas Englisch, die Sprache zu sprechen ist eine andere Sache. So muss es nicht verwundern dass aus einer Personengruppe mit derartig unterschiedlichen Englischkenntnissen Caller hervorgehen die nicht gerade fließend in der Sprache sind. Daher begegnet man in Diskussionen mit deutschen Callern einem Thema immer wieder: „Warum sollte man sich in CALLERLAB engagieren?“ Es scheint einen deutlichen Unterschied zu geben zwischen einer legeren Unterhaltung mit einer Englisch sprechenden Person, wo man sich so durch das Gespräch mogelt, und einer politischen oder hochtechnischen Diskussion in einer fremden Sprache. All dies gilt noch viel stärker für die Frage einer möglichen Reise zur CALLERLAB Convention. Niemand will sich Aug' in Aug' mit seinen Idolen blamieren. Somit ist es für einige Caller einfach sicherer gar nicht erst CALLERLAB Mitglied zu werden.

Übrigens: Viele Caller in Deutschland weigern sich aus dem gleichen Grund zu einer Caller Schule zu gehen.

From the Czech Republic (Tomas Machalik):

Ačkoli průměrný věk tanečníků v naší oblasti je něco přes třicet let, mnozí z nich anglicky nerozumí vůbec nebo rozumí jen trochu (znám také několik callerů s téměř nulovou znalostí angličtiny). Noví tanečníci bývají tímto "problémem" na začátku přípravy opravdu znepokojeni, proto jim vždy vysvětlujeme, že znalost angličtiny není nutná (i když se občas může hodit) a že je naučíme všechno, co budou potřebovat. Vzhledem k tomu, že principem SD je reakce na několik desítek klíčových slov, nejde o velký problém – samotná výuka probíhá v češtině či slovenštině. To také ovšem mimo jiné znamená, že popisnou nápovědu v podstatě nelze používat, pokud tanečníky nenaučíme všechna slova a jejich kombinace, se kterými se mohou setkat. Musíme pamatovat také na to, že pro lidi, kteří anglicky nerozumějí, jsou například „right arm turn“ a „turn by the right“ dvě různé figury (které se nicméně tancují stejně). Myslím, že to je jeden z důvodů, proč se místo popisného callerování využívajícího více slov zaměřujeme spíše na různorodost založenou na rozšířeném používání známých figur.

Pochopitelně se snažíme rozšiřovat slovník našich tanečníků, aby mohli tancovat i na callery, kteří našimi jazyky nemluví; zvládnout všechny možnosti ovšem zkrátka nelze.

From Japan (Masaru Wada):

日本における現在のスクエアダンス活動は約 50 年になる。(それ以前はオールドタイムスクエアダンスが主体であった) 東京近辺に存在していたいくつかの米軍基地内のスクエアダンスクラブ、コーラーによってスタートした。その後、日本スクエアダンス協会が設立され現在加盟クラブ 378 団体、11,959 名の会員が存在する。スクエアダンス界の共通言語である英語でのコールは我国の普及発展には大きなハンデとなった。日本での英語教育は、読む、書くが主体で、聞く、話すことが不足していた事にある。特に現在 50 歳以上の平均年齢になる愛好者は特に英語に対するアレルギーは強く初心者講習会での戸惑いは大きい。しかし、このスクエアダンスの持つ明るさ、楽しさ、踊りへの仕組み、音楽、コスチューム等は英語という言語を超えて現在に至っています。この様な背景の中、我国のスクエアダンス界も米国より来日するコーラー、愛好者、そしてナショナルコンベンションへの参加等国際交流も活発になりました。コーラーは特に発音の問題、CALLERLAB 資料等の理解が求められるようになってきました。日本スクエアダンス協会は国際委員会を設置し、CALLERLAB に加盟、現在加盟者は 34 人になりました。このため送られてくる機関紙 (英文) を日本語に翻訳して配布し、理解の手助けをしています。しかしながらこの労力は大変なものです。将来ナショナルコンベンションの会議、OAC の会議等国際会議に通訳が付けば何と素晴らしいことでしょう。

From Switzerland (Jeannette Staeuble):

Square Dance en Suisse

Environ 200 membres de 7 clubs (soit à Berne, Dietlikon, Genève, Windisch et Zurich) partagent ce passe-temps. Les programmes de danse sont „Mainstream“ et „Plus“. La Suisse a quatre régions linguistiques (suisse alémanique, romand (français), italien et romanche), et on enseigne presque partout une seconde langue du pays à l'école, mais beaucoup de gens n'apprennent pas l'anglais. Les „Caller“ essayent donc de ne pas seulement enseigner les figures du Square Dance, mais également les mots-clé anglais („Left“, „Turn“, „Half“, etc) afin que les danseurs soient indépendants du langage, mais comprennent quand même les notions du Square Dance.

Nos Clubs sont membres de l'EAASDC (European Association of American Square Dance Clubs), les „Caller“ appartiennent à l'ECTA (European Callers and Teachers Association). En outre, environ une fois par année, une „Caller-Clinic“ est organisée qui sert à la formation continue des „Caller“.

Depuis 1991, les danseurs suisses se rencontrent au mois de Septembre pour leur „Swiss Meeting“ qui est organisé chaque fois par un autre club et le programme est arrangé par les „Caller“ suisses. Beaucoup de nos clubs organisent – à part leurs activités régulières – aussi des danses spéciales. Les visiteurs sont toujours les bienvenus à toutes les activités, soit aux soirées du club qui ont lieu chaque semaine, soit aux danses spéciales.

Des informations plus détaillées concernant le Square Dance en Suisse se trouvent sur notre site: www.squaredance.ch

From Australia (Graham Elliot):

G'day from downunder!

Well, that's what you'd expect to hear from Australia and New Zealand isn't it? Most of us actually cringe at the term "downunder" – where we are, everything is the right side up!

Callerlab asked each region to contribute something regarding language differences in square dancing. As most of you may realise there is very little difference in the way we speak to the way the Americans do. Sure, the accent is different, but our use of the language is essentially the same. I can recall on my trips to the USA the amusement of American dancers when we say words such as "pass" - our pronunciation is "parse". The use of words and their phrasing though is pretty much the same. New Zealanders have their own distinct accent but only subtly different to Australia – their pronunciation of words containing "i" is distinctive. For example words like "fish" sound more like "fesh". But that's only a minor difference.

When it comes to the art of calling, our language is not an issue. All of our helper words and directional calls are the same as other English speaking countries. All I can offer on this topic is some "translations" of our more colourful expressions that may sometimes perplex overseas visitors. One thing Aussies (pronounced "Ozzies") and Kiwis (New Zealanders) love to do is be economic with our words – we shorten words in casual conversation. For example;

Arvo	Afternoon.	e.g. "I'll catch up with you this arvo at the Plus session"
Barbie	Barbeque	e.g. "We're having a Barbie after the dance".
Bikkie	Biscuit	e.g. "Do you want a bikkie with your coffee?"
Brekkie	Breakfast	e.g. "We'll be able to grab some brekkie at the seminar"
Bloke	Man	e.g. "That caller is a great bloke"
Dinkum	Real, genuine	e.g. "I wrote that figure myself – fair dinkum"
Grog	Alcohol	e.g. "There's no grog at this dance"
No worries	No problem	e.g. "I'll do that, no worries mate"
Shoot through	To leave	e.g. "After the dance I have to shoot through and pick up the missus (wife)"
Snag	Sausage	e.g. "Hey Bruce are these your snags on the barbie?"
Strides	Trousers	e.g. "That bloke never irons his strides"
Bugger	This one has many interpretations. Here's a few	
	"Bugger off"	Go away
	"Bugger!!"	An expression of dismay. For example when you failed to resolve a square correctly ("Oh bugger"), You drop your Yak Stak ("Bugger!!!")
	Old bugger	A term of endearment for an older person e.g. "You gotta love the old bugger"

And finally – footy. In Australia a game played by real men with no need for fancy padding and helmets.

An english translation of all of these reports will be published on the Callerlab Homepage and released in a future copy of Direction.

***** END *****

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELAEASE

LANGUAGE DIFFICULTIES

FROM THE OVERSEAS ADVISORY COMMITTEE



PRESS RELAEASE

The Overseas Advisory Committee (OAC) has put together various reports from the overseas areas to give an impression of how language can be a problem for overseas callers and dancers. Below are the reports from the various Vice Chairman.

Kenny Reese, Chairman

From the Czech Republic (Tomas Machalik):

Even though the average age of dancers in our area is somewhere above thirty, there are still many of them who do not understand English at all or who understand it very little (I also know several callers with almost zero knowledge of English). New dancers use to be really concerned about this "problem" when entering the class so we always explain that knowledge of English is not necessary (although it might help sometimes) and that we would teach them everything they need. As the basis of SD is reacting to several dozens of keywords, this is not a big problem—the teaching itself is done in Czech or Slovak. However, this also means that, among others, directional calling is in fact impossible, unless we teach all words and their combinations that might be encountered. We also have to bear in our minds that for people who do not understand English, "right arm turn" and "turn by the right" are two different calls (which, however, share the same dance action), to give just one example. I think this is one of the reasons why we aim more towards variety based on extended applications of known calls, rather than on directional calling which is more descriptive and therefore uses more words. Of course, we do our best to expand the vocabulary of our dancers so they are able dance to callers who do not speak our native languages; however, it is simply not possible to cover everything.

From Germany (Francois Lamoureux):

The average person in Germany does not necessarily speak English, even though many have learned some english in school. Many do understand and can read some English, but speaking is a lot different. So it is no surprise that from a group with very divergent knowledge of the English language many people become square dance callers who are not exactly fluent in English to say the least. So in discussions with other German callers there is one subject that comes up quite frequently, and that is "Why become involved in CALLERLAB?" There seems to be a very remarkable difference between roughly tumbling through a couple of words in a casual conversation with an English speaking person, and having a political or highly technical discussion in a strange language. All of this applies even stronger to going to a CALLERLAB Convention. No one wants to embarrass himself/herself in a face to face situation in front of his (her) peers. So for some callers it is simply safer to avoid all this by not even joining CALLERLAB.

By the way: Many callers in Germany refuse to go to a caller school for the very same reason.

From Japan (Masaru Wada):

About 50 years have passed since we started the modern square dance activity in Japan. (Before then, the old time traditional square dance had been the main current.) At first, square dance clubs and callers at U.S. military bases in Tokyo and neighborhood started having a square dance. Since then, Japan Square Dance Association (JSDA) was established, and now has 378 affiliated clubs, and 11959 members. The spread and growth of square dance in Japan was greatly handicapped through the calls in English that was the common language in square dance community. Because, speaking of the English education in Japan, we concentrated more in reading and writing English than in hearing and speaking it. Especially an age group of 50 or more years has a strong allergy to English and is puzzled very much at the beginners' school. But, square dance is endowed with cheerfulness, happiness, unique mechanism of dancing, music, attire and so on. Thanks to these wonderful factors, our square dance activity has continued until present overcoming the difficulties of the language barrier. With such a process for our background, the cosmopolitan intercourse between Japan and U.S.A. has become active in our square dance community, such as U.S.A. callers'/dancers' visit Japan and our attendance at National Square Dance Convention etc. And then, naturally our callers have been asked for, in particular, pronouncing English correctly and understanding CALLERLAB materials and the like. JSDA had its International Committee, and joined CALLERLAB. Now 34 callers are registered as active members. Therefore, JSDA makes it a rule to translate the Newsletter "Direction (in English)" into Japanese, and distribute its Japanese version to our active members. JSDA gives a help to the callers to understand the square dance materials. However, this action puts a great of work. What a wonderful thing it would be if an interpreter always attended the international conferences in future such as National Convention, OAC and so on!

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And finally – footy. In Australia a game played by real men with no need for fancy padding and helmets!

From Switzerland (Jeannette Staeuble):

About 200 members in 7 clubs (in Berne, Dietlikon, Geneva, Windisch and Zurich) share this hobby. The dance programs are Mainstream and Plus. Since in Switzerland 4 different languages are spoken, most people first learn a second language of the country and start later on with English (if ever!). The Callers therefore try to introduce not only the square dance movements, but also the key-words in relation to square dance („Left“, „Turn“, „Half“, etc), this to enable people to follow the callers' instructions without having much knowledge of English.

The Swiss clubs are members of EAASDC (European Association of American Square Dance Clubs), the callers themselves are member of ECTA (European Callers and Teachers Association). A caller clinic is held about once a year, helping as continuation of education for callers.

In 1991, the Swiss square dancers held for the first time their „Swiss Meeting“ and this meeting became an annual tradition. Every year one of the clubs is the organizer of the event, while the Swiss callers run the program. Many of the clubs organize – apart from their normal club life and the classes – also Specials, which are attractive for members and visitors, the latter being always welcome to any Square Dance event.

For further information about Square Dance in Switzerland please visit our homepage:
www.squaredance.ch.

From Sweden (Jack Borgstrom):

The dancers

Today the Swedes begin to study English as early as in the first grade, at seven years of age. Many have a good "basic-English" and do understand simpler expressions and commands, and many do speak the language *quite* well. In general one can say; the younger the dancer the better knowledge in English. The older dancers have a bigger problem since most of them did study German, not English, in school. Since the computer became popular the English-knowledge has improved. A beginner-dancer who visits his first "open" dance with a foreign caller may, however, experience some difficulties. The sometimes higher tempo in combination with a fast-English-speaking caller can make the dancer feel insecure and not "good" enough. There are, unfortunately, several dancers who have quit dancing after their first (and last) meeting with a foreign caller.

Caller – teaching

In Sweden most of the callers use Swedish when teaching. When we recruit new dancers one argument is that you, as a beginner, don't have to be able to speak English. The caller describes the pattern of the call in Swedish, but says the definition in English. Then the caller teaches the name of the call; for instance PASS THE OCEAN. The caller always uses terms like "ends", "center", "boys", and "girls" and so on in English. In the teaching-situation many callers use cue-(key-) words in Swedish to make it easier for the dancers. The Swedish Association of Callers and Teachers (SACT) do recommend the caller to teach Glossary of Additional Terms early on in the beginners-class. SACT also recommend that a beginner-dancer must have access to both the English and the Swedish translation of all written class-material (definitions, New Dancers Bill of Rights and so on). The higher the level, the more English the dancer is expected to be familiar with.

Caller – other

Many Swedish callers are relatively good at English. Earlier the Swedish caller was "forced" to be English-speaking, or at least understand a great deal of English, since all the caller-materials were in English and there were no Swedish translations. Today there are more Swedish translations but most of the callers still use the English versions so they won't lose the small nuances. In Sweden SACT offers a Caller School with Swedish-speaking coaches but they use, of course, terms and calls in English. When opportunity is given to arrange a caller-clinic with a foreign coach there are always many callers attending. Hardly any Swedish caller has renounced either membership in CALLERLAB or visiting a Convention abroad because of lack of skills in the English language.

***** END *****

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THE CALLERLAB BOARD OF GOVERNORS



ARTS

ISSUES FIRST GRANT

Teaching Square Dancing in Schools Package

The Alliance of Round, Traditional and Square-Dance, Inc. has issued its first Grant to the California Square Dance Council, Inc. This \$1,000 Grant is to assist the California Council's Youth Advisory Committee in its effort to develop an instructional package that can be used by teachers, scout leaders, recreation departments, church groups or anyone else interested in setting up their own short-term square dance program.

The California Youth Advisory Committee is preparing to make a formal presentation to the California Association of Health, Physical Education, Recreation & Dance (CAHPERD) at their Annual Conference scheduled for March 17-20, 2005 in Monterey, California. Their presentation will include an Educational Workshop, a Teach the Teacher Workshop and an Exhibit Booth. While this is an ambitious program, Bonnie Abramson, as Chair of the California Square Dance Council's Youth Advisory Committee has proven she is up to the task. Bonnie has solicited the support and involvement of capable and enthusiastic callers Bronc Wise, Mike Kellogg and Eric Henerlau.

Part of the plan is to develop material which will include a workbook, a CD(s) filled with high-energy music, and a DVD to show how the dances can be executed. They are planning to use as many volunteers as possible to create a quality product, to retail in the \$25 -\$35 range ... expensive enough to cover the cost and add a "value" to the product, yet reasonable enough that any teacher can afford to purchase.

The California Square Dance Council has matched the ARTS Grant with an additional \$1,000 to fund this effort. We are pleased that the Council was one of the first State Square Dance organizations to show their support for the Alliance by becoming an Associate member of the ARTS during 2003-2004.

Following the CAHPERD Convention in California a complete report will be provided to the ARTS Governing Board for evaluation of their program as a pilot project for other areas. It is the hope of the Governing Board of the Alliance of Round, Traditional and Square-Dance (ARTS) that this California project will become an example for other areas and even the Nation. There are similar statewide organizations of Health, Physical Education, Recreation and Dance organizations throughout the country. On the National level these groups are united through the American Association of Health, Physical Education, Recreation and Dance (AAHPERD).

While this project represents one of the first tangible efforts of the ARTS, it certainly will not be the last!

Additional information is available through the ARTS website – www.arts-dance.com or from Bonnie Abramson - CAYouthSqrs@aol.com .