

TABLE OF CONTENTS

CONVENTION FLASH	1
CHAIRMAN'S SPEECH.....	1
PROGRAM POLICY INITIATIVE	2
CHAIRMAN'S AWARD	4
BOARD OF GOVERNORS ELECTION	4
GOLD CARD MEMBERSHIP	4
AWARD OF EXCELLENCE	4
SMALL WORLD AWARDS.....	4
HALF CENTURY AWARDS.....	5
QUARTER CENTURY AWARDS	5
APPRECIATION AWARDS	5
SPECIAL THANKS.....	5
SPECIAL RECOGNITION.....	6
CONVENTION CD'S.....	6
CONVENTION CRITIQUE SHEETS.....	6
BEGINNER DANCE PARTY LEADERS	6
CONVENTION REPORT.....	6
ASSISTANT EXECUTIVE DIRECTOR.....	6
CONGRATULATIONS.....	7
MEMBERSHIP REPORTS	7
HOME OFFICE HOLIDAY SCHEDULE	7
ELECTRONIC DIRECTION.....	7
FINANCIAL ASSISTANCE.....	7
A-2 LIST & DEFINITIONS REVISED	7
C-1 RESULTS CORRECTION.....	8
2004 FINANCE REPORT	8
CALLERLAB STAR LOGO USAGE.....	8
MARKETING FUND CHALLENGE	8
TEACHING TIPS DOCUMENTS.....	8
CALLERLAB MEMBERSHIP ROSTER	8
COMMITTEE REPORTS	9-11
FROM OUR MEMBERS	11
THANK YOU - DANA SCHIRMER.....	11
APOLOGY - JON JONES	12
LOST MEMBERS.....	12
EXPIRED MEMBERSHIP	12
BOG & EC VOITNG RESPONSE LOG.....	12
FOUNDATION NEWS.....	1-2

EMPHASIS CALLS:
MAINSTREAM:
PLUS:

FUTURE CONVENTIONS:

APR 10 - 12, 2006 Charlotte, NC
APR 2 - 4, 2007 Colorado Springs, CO

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CONVENTION FLASH

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

CHAIRMAN'S SPEECH

Tim Crawford, Chairman

Many years ago, 14 actually, I attended my first convention, just a kid really, looking for a way to get involved. If you had asked this boy from Canada those many years ago, if I thought I might hold a position on the Board, I would've told you that CALLERLAB isn't ready for us "young" guys....and here I am the first young (sort of), Foreign Chairman of the Board! I continue to be honored to this day!

In just my 30 years of calling, 15 years of association with CALLERLAB, I know we've come a long way in our thinking. We are thinking beyond the borders of the past... both territorial and mechanically. We have, and most certainly will continue to recognize that different regions do and will continue to apply our art of calling differently. Is PLUS the destination level in your area, is it Mainstream? Whatever the situation, we are coming to grips with the fact that in certain areas dancer numbers, or hall costs and availability, sometimes dictate the utility of the programs, and it might be outside the model of the past. Our membership, you, continue to find ways to work a new model, yet hang on to the fundamental premise of standardization.....the principle that allows our dancers to venture worldwide and take part in a dance: something that we should forever be proud of!

Mechanically, we are seeing a wider use of 10 week programs, revolving door programs, continual one night stand efforts, Multi-cycle, as well as some efforts that don't even have a title....other than carrying the title of a "Winning Way". Each of these efforts offers us the opportunity to possibly populate our current infrastructure with new peo-

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ple. We need to not only support these many efforts to recruit but to embrace a thinking that widens our scope to include as many unique ways as possible to introduce the experience of square dancing to our prospects. It is possible the answer is beyond, maybe even way beyond, the current guidelines we have now. We need to embrace a thinking that invites ideas and innovations and one that is not bound by the baggage of the past.

If we are successful in any of the new approaches, the next question would be, would our current form be palatable to a group of new folks, recruited on a premise that departs from the model..."many weeks of time, able to join in any of 3 weeks in September, and if you miss a couple of weeks you're too far behind to remain a part of the activity."

Am I talking about a complete overhaul, an abandonment of the existing product? Maybe! What if one of you applied a new technique of recruiting based on some premise of the dance form that is far beyond the current model...say and it was so successful, that you were able to populate not only your group, but others as well. What if this new paradigm was fast becoming the norm across many regions? Ask yourself, would I be in a position to change?

What if a successful new model had elements like: no requirement for dress code; beer was now part of the dance; spandex is now widely accepted as attire; a new program of 10 weeks of dancing included the call RELAY THE DEUCY; every dance was corporately sponsored and attendees had to participate; dancing was now an outdoor activity only, competition was the norm and clubs were competitors for some CALLERLAB award; suppose the most successful approach was "no change"

Ask yourself, would I be in a position to change my thinking?

Do you care about the survival of square dancing, or do you care about the survival of **your** square dancing?

Now don't go thinking that Crawford is a radical. All I suggest here, is that change is not necessarily a bad thing, and that we should be open to change. Change does not happen overnight either. It generally is a slow process and can be effectively managed by a well organ-

ized effort....enter CALLERLAB.

I firmly believe that CALLERLAB can be instrumental in starting the flywheel approach. Slowly and consistently we can start to embrace successful ideas that are being introduced and communicate them to the rest of the Mainstream dancing's resources (the people). We can get the flywheel turning slowly. Eventually one or more of the approaches may catch on, the flywheel will start to turn a bit faster, then momentum might take over and we'll find ourselves desperately trying to keep up with the flywheel, until eventually the flywheel will be turning so fast, that it won't need anyone to help keep it turning.

Recently the Board of Governors endorsed an initiative from the Program Policy Committee, called the Program Policy Initiative paper (PPI). Get it, read it and talk about it. It helps legitimize the premise of experimentation. It is a tooth on the flywheel. It says to our leaders that the solution may not be obvious, or singular, but the solutions are out there...read the Winning Ways collection...the solutions are out there. Our opposition to change quite often stems from the lack of evidence that an idea will work. However, where a successful experiment is tried, documented, reported, and supported by the initiative, we can effectively manage it, and obviously implement it.

The PPI encourages organized experimentation with any facet of the activity. It accomplishes this without affecting our current infrastructure. The working groups of the PPI will run their experiments, and have a place to report back to...the PPC. The PPC will identify successful elements of each experiment, and report to the BOG. If you currently have an "experiment" on the go, but were shy about telling us about it, don't be. We want to hear about it. The PPC wants you.

We know the square dance world does not support unsubstantiated change. The PPI will provide the data that we can use to support the change, should a solution be found....and I do believe that, to find solutions, we must look for them, and look for them with a different mindset.

Albert Einstein said ..

"We cannot solve the significant problems in our life using the same level of thinking we were at when we created them."

(Continued on page 3)

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; E-mail: CALLERLAB@aol.com. *DIRECTION* is published and mailed first class or electronically 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 12 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 MicroSoft Word or ASCII text files are also acceptable. Please enclose a printout of the article, report or letter. Unsigned submissions will not be accepted.

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

The Editor reserves the right to exercise discretion in accepting, editing, or rejecting any material submitted for publication. Articles submitted for publication that describe square dance formations or arrangements MUST be in accordance with CALLERLAB standards.

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Over the last decade I am excited to have noticed a change in attitudes. There has been much more talk about changing square dancing. Our purpose? To try to repopulate it's ranks. We have commissioned studies on who we are, where we came from, what our likes and dislikes are, what kind of cars we drive, soda pop we drink, our income levels, if we surf the web, what kind of music we like, how far from a city we live, and on and on. Our purpose? To repopulate square dancing by using data that supports corporate fund raising efforts. Those efforts will provide the funds that can help us actively implement any of the successful ideas. Too many good ideas are lost because the resources don't exist to support them.

We actively participate in the ARTS as a governing board member with other like-minded, purpose motivated groups. They too want a repopulation. We have dedicated committees to recruiting, marketing, research and development, and grant writing. Again, to meet our purpose! I believe we are in a good position to deliver the successful message as it unveils itself.

Whatever our message ends up being, we will need to pass it on....you will be asked to pass on the message, and I hope to be in a position to provide you with what to say, why to say it, when to say it, and maybe even to whom. Point is, whatever the message, if we can't or don't tell anyone, it's not a message.

This is something we can do

PROGRAM POLICY INITIATIVE NEW and EXCITING

Last year the Board Of Governors approved a proposal from the Program Policy Committee (PPC) to support experimentation with the CALLERLAB Dance Programs. This proposal has been named the "Program Policy Initiative" or "PPI." This initiative was introduced at the 2005 CALLERLAB Convention in Louisville, KY and the information below provides more detail. The basic idea of the PPI is to encourage callers, clubs, associations, and others to conduct "experiments" of ways to get more people involved with square dancing.

It must be stressed that these experiments are NOT intended to impact the current dancing community, they are intended to be a way to introduce square dancing to a large number of people. Some of these people MAY, at some future time, wish to join the activity as we know it today. The remainder of these people, it is hoped, will continue to enjoy the activity in a new way. Please read the following information and the information in the attached document titled **PROGRAM POLICY INITIATIVE** carefully. We will publicizing this initiative over the next several months. If you try an experiment, please let us know. If you have questions or concerns contact the CALLERLAB office (800-331-

2577) or E-mail: CALLERLAB@aol.com

WHAT?

In close cooperation with the CALLERLAB Board Of Governors (BOG), members of the Program Policy Committee (PPC) have developed a new and exciting way of looking at our wonderful activity. It's called the Program Policy Initiative (PPI).

The PPI encourages callers to use their imagination in bringing new dancers into the activity. The PPI urges us to experiment. Try something new. Teach in a different way.

Mick Jagger's song says, "You can't always get what you want, but if you try, sometimes, you just might find you get what you need." We may want to teach Mainstream in 26 weeks, but we may find our local dancers need a program of 25 calls in two nights and go no further.

The PPI says that CALLERLAB recognizes we may have to start thinking outside the box in order to bring our activity to today's population. It is important to recognize that the PPI is outside the current program/teaching-order/teaching-season structure and will not impact the current structure until and unless we get data from PPI experiments that can contribute in a positive way. Those callers and dancers who are pleased with the current structure are not threatened by the PPI.

Yet the pre-CALLERLAB chaos must be avoided. That's why the PPC is preparing a reporting system to share the successes and lessons learned, of new dance experiments. We try something new. We report the details to CALLERLAB. The reporting system collects and shares the info. From those reports we may be able to see trends that will help us make modern western square dancing as attractive as it once was, attractive to lots of people.

WHY?

CALLERLAB was originally formed to bring order to the hodgepodge of calls scattered everywhere. It did so. Programs were agreed upon and clubs developed that suited the population of that time. It seems, however, that much of today's population is not willing or able to commit to a long period of training before they can dance. For those who are still able to make such a commitment, the CALLERLAB Mainstream and other dance programs remain just as they are. The PPI will have no adverse effect on today's clubs. It may even result in additional dancers for those clubs. But its main intent is to encourage modern western square dancing to grow as an activity available to a majority of today's population.

HOW?

The PPI is a grassroots operation. It will not be dictated by CALLERLAB or the PPC. Callers will make it hap-

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pen. Indeed, we are starting to get reports that many are already trying abbreviated lists for local groups; different teaching orders; even mixing Mainstream (MS) and Plus calls to develop a list of what they consider their most popular calls. Some may find that MS 1-25 suits their local needs with new groups being started every three weeks. Whatever is tried, it will be crucial that both successes and difficulties be reported back to CALLERLAB.

The CALLERLAB BOG and the PPC will be working hard over the next months to develop the PPI. We look forward to reports and input from you.

CHAIRMAN'S AWARD

Tim Crawford, Chairman

The Chairman's Award is given at the discretion of the Chairman. Sometimes it is given for a special project or to someone who has given of their time and talent for a period of time during the past year or for any other reason deemed appropriate by the Chairman.

This year **Tim Crawford** made the following presentation: "CALLERLAB is nothing but for it's committee's. And, so it is a committee's chair that I find rising to top in my mind. I have been on the Board for six years, and EC for four, but all that time, plus another three years, this person has been a stable and guiding force to not only the most challenging committee, but also the largest we have in CALLERLAB. For almost nine years he steered the committee through turbulent times including both the merger of the Basic Program and the T2000 debate. It has not been an easy job, and at all times this person conducted himself with dignity and stability. Ladies and gentlemen, it gives me great pleasure to present the Chairman's award to the retiring Mainstream Committee Chairman, **Dana Schirmer**."

BOARD OF GOVERNORS ELECTION

If you would like to be a candidate for the Board of Governors, petitions may be obtained from the Home Office. Your valid petition, a brief biographic sketch, and a current photo (suitable for use in the August issue of *DIRECTION*) must be in the Home Office no **later than July 1, 2005!**

Candidates must have been an Active Member in good standing for the four (4) most recent years. Eight members will be elected to three-year terms on the Board, beginning with the Board of Governors meeting immediately following the 2006 CALLERLAB Convention in Charlotte, NC.

Eleven petitions have been submitted to date: **Lone Blume, Calvin Campbell, Larry Cole, Eric Henerlau, Chuck Jaworski, John Marshall, Tim Mariner, Jim Mayo, Bob Poyner, Andy Shore, and Jim Wass** Their biographies will appear in the August issue of *DIRECTION*. Voting Members will also receive a ballot at that time.

GOLD CARD MEMBERSHIP

CALLERLAB Life (Gold Card) Membership may be given in recognition of service to CALLERLAB. It may be presented to long term CALLERLAB Members who have provided outstanding service to CALLERLAB and been selected by representatives of the membership to be honored in this way. It is given to callers who have, effectively, retired from active calling. The list of those who have been given this recognition is short. It includes people who have worked very hard - and very effectively - for CALLERLAB. This award is an actual gold metal card.

This organization has many ways of recognizing our members, and in some cases even non-members, for their contributions to the square dance activity. The Gold Card is reserved for those members who have worked to make CALLERLAB a more effective leadership organization. The service that our Gold Card members have given has come in many forms. Until this year, only eight CALLERLAB members have received Gold Card Membership: **Bill Davis; Herb Egender; Cal Golden; Lee Helsel; Bob Osgood (deceased); Bill Peters (deceased); and Bob Van Antwerp**. At the 2005 CALLERLAB Convention in Louisville, KY another name was added to this impressive list. **Gloria Rios-Roth** was presented a GOLD CARD identifying her as the ninth Life (Gold Card) Member of CALLERLAB. CONGRATULATIONS! to Gloria.

AWARD OF EXCELLENCE - 2005

Tim and Linda Crawford, Chairman

The Award of Excellence is awarded to retiring Board members as recognition for their dedication to the governing of CALLERLAB. This year we had one member retiring from the Board of Governors, **Doug Bennett**. We thank Doug for his service to CALLERLAB and the Board.

SMALL WORLD AWARDS

Presented by Al Stevens

This award is presented to members residing outside North America and Hawaii, who are attending a CALLERLAB convention for the first time. The recipient this year was: **Masaharu Hiraga** from Japan.

Previous Small World Award recipients attending the convention were: **Lone Blume**, 5th convention - Denmark; **Don Casper**, 4th convention - Germany; **Trevor & Chris Day**, 3rd convention - England - **Dave and Gill Clay**, 7th convention - England; **Robert Hurst**, 10th convention - England; **Francois Lamoureux**, 9th convention - Germany; **Bill Van Hoesen**, 2nd convention - currently from Mary Ester, FL, **Masura Wada**, 2nd convention, Japan, **Shozo & Miyoko Nishimura**, 3rd Convention - Japan; **Tac Ozaki**, 7th convention, Japan - **Jeanette Staeuble**, 9th convention - Switzerland and **Al Stevens**, 17th convention - Germany.

HALF CENTURY AWARDS

Presented by Vernon Jones

This award is presented to callers who have been calling for 50 years. Four callers received their 50 year certificate at this year's convention. They are: **Calvin Campbell** - Castle Rock, CO, **Jerry Haag** - Cheyenne, WY, **Jon Jones** - Arlington, TX and **Martin Mal-lard** - Saskatoon, SK, Canada

Of the 71 current CALLERLAB members who have previously qualified for this award, 9 attended the convention. They were, "**Decko**" **Deck**, calling 56 years; **George Edwards**, calling 57 years; **Jerry Helt**, calling 62 years; **Bob Howell**, calling 58 years; **Kappie Kappenman**, calling 54 years; **Melton Luttrell**, calling 56 years; **Jim Mayo**, calling 55 years; **Gloria Rios Roth**, calling 59 years; and **Stew Shacklette**, calling 58 years. Certificates will be mailed to the callers who were unable to attend the convention. They are: **Allan Brozek**, Oxford, Connecticut; **Bill Davis**, Sunnyvale, California; **Larry Johnson**, Midway, Georgia and **Jim Wylie**, Hayward, California.

QUARTER CENTURY AWARDS

Presented by Mike Hogan and Masura Wada

This award is presented to members who have been calling a minimum of 25 years. Over 1360 CALLERLAB members have already received this award and 90 of them attended this convention.

Five CALLERLAB members were presented certificates at convention in Louisville: **Trevor Day**, Manchester, England, **Henry Ferree**, York, PA, **Art Harvey**, Las Cruces, NM, **Eric Henerlau**, Corte Madrera, CA, **Doug Holmes**, Queensville, Canada, **Bill Ponton**, Reno, NV, and **Bob Wilcox**, Veinna, IL.

Five callers attending this convention received their 25 Year Certificate by mail in the year they reached this milestone. This is the first convention we had the opportunity to honor them by name at a convention. They were: **Virgil Forbes** - Pikesville, Maryland, **Marianne Jackson** - Cincinnati, Ohio, **Herschell Jones** - Winchester, Virginia, **Pat Kelm** - Deerbrook, Wisconsin, and **Mel Liter** - Lexington, Kentucky.

Sixty-one members will celebrate their 25th year of calling in 2005. Those who could not be with us in Louisville will receive their certificate through the mail.

APPRECIATION AWARDS

The Appreciation Award is presented to recognize CALLERLAB members who have given unselfishly of their time, energy, and knowledge in support of CALLERLAB committee work, convention assistance, or significant CALLERLAB programs.

CALLERLAB and the Foundation had a vendor booth at the 53rd National Square Dance Convention in Denver, CO. The Home Office manned the booth with the help of the following: **Scot and Erin Byars**, **Ron**

Counts and Kit Galvin, **Tim Crawford**, **Betsy and Roy Gotta**, **Patty and Steve Greene**, **Mike and Michelle Jacobs**, **Frank Lescrinier**, **Mike and Janet Olivieri**, **Norm Poisson**, **Bob Rollins**, **Dana Schirmer**, **Mike Seastrom**, and **Jim and Ann Wass**. We had requested members attending the convention to help out if they were attending the convention and these members gave unselfishly of their time.

Much of the work of CALLERLAB is done by our committees. Dedicated Committee Chairmen and Vice Chairmen are the people who make it happen with the committee structure. Your Executive Committee has approved presenting Appreciation Awards to outgoing Committee Chairmen and Vice Chairmen:

Don Brown, **Yona Chock**, **Ron Counts**, **Wil Eades**, **Corben Geis**, **Dave Guille**, **Roy Gotta**, **Mike Hogan**, **Vernon Jones**, **Jim Mayo**, **Dana Schirmer**, **Stew Shacklette**, **Al Stevens**, and **Bill Treleaven**,

CALLERLAB Accredited Caller-Coaches **Randy Dougherty**, **Betsy Gotta**, **Mike Jacobs**, **Tim Mar-riner** and **Frank Lescrinier** participated in the caller training sessions at the 53rd National Square Dance Convention in Denver.

IN MEMORIAM

Missy Causey - Florence, CO - 2005
Marvin Labahn - Chicago Ridge, IL - 2005
Dan Sweetman - Laval, PQ, Canada - 2005

SPECIAL THANKS

We wish to extend our sincere thanks to those attending our 32nd annual convention to represent other national and international organizations.

Gene and Connie Triplett, representing the National Executive Committee; **Al and Linda Shaw and Brent and Judy Moore**, representing ROUNDALAB; **Jim and Edythe Weber**, representing the United Square Dancers of America; **Lee and Barbi Ashwill**, representing 54th NSDC - Portland, OR; **Barry and Janice Hendricks**, representing 55th NSDC - San Antonio; **Wayne and Janice Bowman**, representing the 56th NSDC - Charlotte, NC; **David and Sherry Hubbard**, representing the 57th NSDC—Wichita, KS and **Jim Maczko and Patty Wilcox** representing The ARTS.

Thanks also to CALLERLAB members who were selected to represent other organizations. **Andy Shore** - International Association of Gay Square Dance Clubs; **Trevor and Chris Day** - Square Dance Callers Clubs of Great Britain; **Ron Counts**, representing the Lloyd Shaw Foundation; **John and Freddie Kaltenthaler**, Overseas Dancers; and **Masaru Wada and Tac Ozaki**, - representing the Japan Square Dance Associa-

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tion; **Lone Blume**, - representing the Danish Association of American Square Dance Clubs; and **Art and Marilyn Harvey** and **Mrs. Leslie Lewis**, representing CONTRALAB; **David and Ruth Fullaway**, representing the USA West Policy Board; and **Bob and Sally Wilcox**, representing the National Square Dance Campers Association.

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

Dick and Vicki Henschel, Hilton Audio Products, generously provided us with PA sets and special audio equipment for which we are most grateful. A special thanks to **Dave Viera** for helping **John Swindle** with the signs and the sound. Thanks, also, to **John Sybalsky**, our convention parliamentarian.

We have been fortunate, for many years, to have volunteers to help with registration and sales at the conventions - thank you, **Bill and Linda Ives**, and **Del Reed**. Total sales this year was over \$1000.00. A special thanks to our staff members in the Home Office **Donna Robinson**, and **Gail and John Swindle**. Our sincere thanks to these dedicated hard working people who made life so much easier for all of US.

Thanks also to those who exhibited their products and services at this year's convention. They were: Hilton Audio Products, Palomino Records/Hanhurst's Tape Service, Inc, Perry's Place, Suzie Q Creations and Zeller Enterprises.

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

SPECIAL RECOGNITION

Volunteers are true angels when it comes to helping get things done. Last year in Reno we had volunteers who gave their time to help the Home Office Staff with making the convention happen: **Dave Viera**, and **Bill and Linda Ives**.

2005 CONVENTION CD's & TAPES

Convention CD's and Tapes International taped the interest sessions again this year. If you missed a session or two, or were unable to attend this year's convention, you may order the CD's, MP3 files or tapes directly from Convention CD's and Tapes International, using the order form included with this issue of *DIRECTION*. If you incur any problems with your CD's contact CCD&TI at: (305) 947-6270. (Copies of past CALLERLAB Conventions are also available.)

CONVENTION CRITIQUE SHEETS

Just a reminder--if you attended the Convention in Louisville and have not yet turned in your convention critique sheets, please send them to the Home Office, at **CALLERLAB, 467 Forrest Ave, Suite 118, Cocoa, FL 32922**, immediately. Your comments and suggestions will be very helpful to the Convention Planning Committee in planning the 2006 convention.

BEGINNER DANCE PARTY LEADERS SEMINAR

The Committee for Community and Traditional Dance (CCTD) (**Calvin Campbell**, Chairman) conducted a Beginner Dance Party Leader Seminar (BDPLS) on Saturday and Sunday, March 19 and 20, 2005 prior to the CALLERLAB convention in Louisville. Over 50 people attended, including several non-callers, callers, spouses/partners and staff members. Those attending shared information, dances, and experiences about Beginner Parties. Additional BDPLS will be held prior to future CALLERLAB conventions. The seminar subjects will be tailored to meet the needs of leaders who have no experience in calling, prompting, or cueing. The seminar will begin on Saturday and will continue Sunday morning.

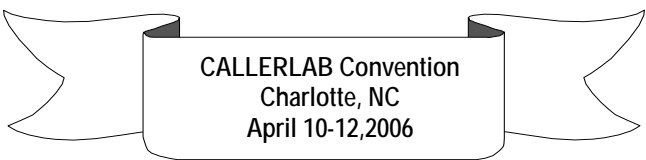
The seminar was video taped again this year. There are plans to produce a high quality video or DVD of the event which will be made available to all those interested in Beginner Party's.

CONVENTION REPORT

There were 296 total attendees at the 2005 CALLERLAB Convention in Louisville. There were: 166 Members; 95 Partners; 7 Staff and Partners, 14 VIPS and Partners, and 14 Others. There were 10 Associate Members who became Active Members by attending this convention

ASSISTANT EXECUTIVE DIRECTOR SELECTED

The Home Office is pleased to announce that **Dana Schirmer, Berryton, KS** has been selected as the new Assistant Executive Director. Dana has accepted our offer and started part time work as of April 1, 2005. Dana is a long term CALLERLAB member and has served the organization in a variety of ways over the years. We are pleased to welcome Dana and his wife Donna to the Home Office "Team." There were some very well qualified applicants and the Selection Committee carefully reviewed all applications over a period of several months.



CALLERLAB Convention
Charlotte, NC
April 10-12, 2006

CONGRATULATIONS!

In the past year the Caller-Coach Committee has installed one caller to the ranks of Caller-Coach status. We would like to welcome **Nasser Shukayr** as our newest Accredited Caller-Coach. Please join with CALLERLAB in recognizing Nasser in his success in attaining his goal to become a CALLERLAB Accredited Caller-Coach. Congratulations and best wishes.

MEMBERSHIP REPORT

The following is a membership report for the 2004/2005 membership year ending March 31, 2005.

Category	US	Canada	OSeas	Totals
Active Mbrs	733	30	142	905
Associate Mbrs	556	12	48	616
Apprentice Mbrs	88	1	1	90
Retired Mbrs	21	0	1	22
Life Members	5	1	0	6
Lic & Lic/Ins	146	0	0	146
Totals	1549	44	192	1785

A total of 1528 BMI/ASCAP licenses were issued; 842 for less than 50 dances a year and 659 for over 50 dances per year. We had a total of 27 members licensed to teach Country Western dances outside the square dance activity.

HOME OFFICE HOLIDAY SCHEDULE

The CALLERLAB Home Office will be closed on Monday, May 30, 2005 in observance of Memorial Day and Monday, July 4, 2005 in observance of Independence Day. The Home Office Staff would like to take this opportunity to wish you a safe and enjoyable beginning to summer.

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 **REQUESTS BY ANY OTHER MEANS WILL NOT BE ACKNOWLEDGED NOR ACCEPTED.**

*"Your destiny is ultimately a matter of
choice, not chance."*

FINANCIAL ASSISTANCE AVAILABLE



Could you use some financial assistance in furthering your square dance calling career? Why not apply for a scholarship administered by CALLERLAB?

Members wishing to attend a reputable callers college may apply for scholarship from one of the funds administered by CALLERLAB and the Foundation. Funds are provided by private donations in the name of the fund.

Applications for the 2005 scholarships, must be received by the Home Office no later than **May 8, 2005**, to be considered by the Executive Committee at their Spring 2005 meeting.

CALLERLAB also sponsors an Affiliated Association grants program. The intent of this program is to help make quality caller training available to CALLERLAB Affiliated Callers Associations which could not otherwise afford it.

CALLERLAB Affiliated Callers Associations may apply for a grant of up to \$150 a day, to a maximum of \$450, under this program, providing it is able to establish that the intended program could not be held without some form of financial assistance and that it has received no CALLERLAB training grant for a period of at least three years prior to the date of the proposed clinic or training program.

To qualify for a grant, the association must meet the criteria as set forth in the grants program application and guidelines and submit a written application at least four months prior to the date of the intended program.

Contact the Home Office for full details on scholarships and grants.

A-2 LIST & DEFINITIONS REVISED

The A-2 dance program list and definitions have been revised to modify the listing for the REMAKE FAMILY to include REMAKE; GRAND REMAKE; and REMAKE THE THAR. The A-2 definitions were modified to include the definition of GRAND REMAKE. Paper copies of the definitions are available through the Home Office at a cost of \$4.00 or they are available on the CALLERLAB web site (www.callerlab.org) under Dance Programs.

*"When you shoot the arrow of truth,
be sure to dip the point in honey."*

CORRECTION - RESULTS OF C-1 DEFINITION VOTE

The following statement was included in the January/February 2005 DIRECTION in the article titled "Results Of C-1 Definitions" - "There was no decision on Shakedown which has been sent back to the Definitions Committee for further study." Actually action on this issue was completed by both the Definitions Committee and Challenge Committee as of October 10, 2004 and the new definition of SHAKEDOWN was approved. We apologize for any confusion this may have caused. The following actions have also been completed by the Challenge Committee as of October 10, 2004: The definition of CROSS EXTEND and SUBSTITUTE were approved. The C-1 definitions were updated and are available through the Home Office at a cost of \$4.00 or they are available on the CALLERLAB web site (www.callerlab.org) under Dance Programs.

2004 FINANCE REPORT

The corporation ended the 2004 fiscal year (November 30, 2004) with total assets \$50,556.85 including cash assets of \$40,923.36. Our Profit/Loss statement shows a Net Income Loss of \$7,605.68. This loss was due in part to the "dues credit" of \$10.00 to each member who renewed prior to March 30, 2004. A total of 1,483 members took advantage of this offer which resulted in a loss of \$14,830.00. The Home Office views this loss as a "Refund" to the Members. The Treasurer's report will be filed and a copy of the report is attached to the minutes of the annual meeting.



CALLERLAB LOGO STAR USAGE

The CALLERLAB Logo with the "star" is not for individual use. It is for corporate use only, on materials produced by or on behalf of CALLERLAB.

We ask that you please refrain from using the corporate logo for any purpose. We realize that you may not have been aware of this policy. On the back of the sales item sheet enclosed, are copies of the logos you may use.

Downloadable CALLERLAB Logos for members use are available on the CALLERLAB website: [HTTP://www.callerlab.org/members/logos.asp](http://www.callerlab.org/members/logos.asp).

MARKETING FUND CHALLENGE

Late last year a Marketing Ad-Hoc Committee was formed under the RPM Committee. **Mike Hogan** was selected as the facilitator for this group, which included CALLERLAB Members as well as leaders from other square dance organizations. The group had a very aggressive time table to meet a deadline of creating a draft Marketing Plan to be presented to the Board of Governors at the BOG meeting in March 2005. The draft plan was created and was presented to the Board.

Some minor modifications are being worked on by the Ad-Hoc Committee. One of the aspects of this plan is raising funds for marketing. One of the proposals is a Marketing Fund Challenge. This Challenge involves callers donating a certain amount of their income from calling to a Marketing Fund. This fund would be maintained by the CALLERLAB Foundation to be distributed for Marketing ONLY as determined by the CALLERLAB Foundation Board of Directors. We will report additional information about the Marketing Plan and this Challenge in future issues of DIRECTION. We invite you to join the Challenge.

TEACHING TIPS DOCUMENTS

A document containing Teaching Tips for the Mainstream Program was created as a result of an interest session at the 2002 CALLERLAB Convention. This Teaching Tips document is posted on the CALLERLAB web site at the following URL:
[http://www.callerlab.org/documents/teaching/MainstreamTeachingTips\(2002-03-27\).pdf](http://www.callerlab.org/documents/teaching/MainstreamTeachingTips(2002-03-27).pdf)

A follow up document covering Teaching Tips for the Plus Program was created as a result of an interest session at the 2003 CALLERLAB Convention. This Teaching Tips document is posted on the CALLERLAB web site at the following URL:
[http://www.callerlab.org/documents/teaching/Teaching_Tips_-_Plus\(03-06-03\).pdf](http://www.callerlab.org/documents/teaching/Teaching_Tips_-_Plus(03-06-03).pdf)

A Japanese translation of the Mainstream Teaching Tips document was created by several Japanese callers as a service to the square dance community in Japan. This Teaching Tips document is posted on the CALLERLAB web site at the following URL:
[http://www.callerlab.org/documents/teaching/Teaching_Tips\(Mainstream\)\(Japanese\)\(05-03-07\).pdf](http://www.callerlab.org/documents/teaching/Teaching_Tips(Mainstream)(Japanese)(05-03-07).pdf)

Please take a look at these very valuable and informative documents.

CALLERLAB MEMBERSHIP ROSTER

The Executive Committee has determined that, in order to hold down printing and postage costs, a membership roster will not be automatically distributed to all members this year. The cost of printing and mailing a roster to our entire membership is well over \$3,000.

If you have moved in the past year, or have any changes to the information in the roster, notify the Home Office immediately. We plan to print the roster for the 2005/2006 membership year in June 2005.

New members who have not yet received a roster or members requiring an updated roster should order one from the Home Office. **FOR ORDERS AFTER MAY 30TH THERE WILL BE A CHARGE OF \$5.00 (for paper copies)** Orders will be accepted via phone (800-331-2577), U.S. Mail, E-mail (CALLERLAB@aol.

(Continued on page 9)

(Continued from page 8)

com), or FAX (321-639-0851). The Home Office will print enough rosters to fill those orders plus a small supply for occasional requests. Orders should indicate if you will accept electronic (E-mail) mailing of the roster in a .pdf file. There is no charge for .pdf copies.

The shortest recorded period of time lies between the minute you put some money away for that rainy day and the unexpected arrival of the rain.

COMMITTEE REPORTS

Committee reports are in the minutes of the 2005 annual business meeting included with this issue of *DIRECTION*. Committee reports not included will be in a later issue of *DIRECTION*.

ACCREDITATION COMMITTEE

Jim Wass

The Accreditation Committee discussed the results of the year's mailings. The committee membership voted against making any changes to either the Certified Square Dance Teacher or General Caller Accreditation. We had been entertaining suggestions to change the calling requirement as it has changed for CALLERLAB membership.

We further met with the ROUNDALAB Chairman, Brent Moore, and exchanged thoughts on how ROUNDALAB might implement a cuer/teacher accreditation program.

CHALLENGE COMMITTEE

Ed Foote

The Challenge Committee discussed possible changes to the definitions of a few challenge calls. The amount of time to be allowed for response to ballots was also discussed.

CALLER ASSOCIATION LIAISON COMMITTEE

Dave Vieria

The Caller Association Liaison Committee (CALC) discussed the future development of the resources and activities for the interfacing with their local and area Caller and Dancer Associations. CALC members will receive a current directory of Affiliated Caller Associations, the Why Join CALLERLAB information sheet

and the Why Attend a CALLERLAB Convention information sheet for presentations in the future.

The ARTS survey is being distributed by the CALC state representatives. This survey is being used to collect demographics for funding and grant requests for this activity. This survey is also being used to verify the information gathered at the 53rd NSDC in Denver, CO in 2004.

A few good representatives are still needed for the following states: Georgia, Kentucky, Missouri, North Dakota, South Carolina, South Dakota, Utah, and Wisconsin.

You may contact Dave Vieira, Chairman, DAVID.VIEIRA@MCI.COM or Bob Jones, Vice Chairman, bob-jones@wesnet.com.

CALLER COACH COMMITTEE

Paul Henze

There were 12 members and 2 Emeritus Caller-Coaches in attendance in Louisville. We talked about suggested additions and corrections to our written and oral testing for potential coaches. There will be several revisions made to the Caller-Coach application.

We plan to spend more time on module usage and less time on sight calling at the caller schools in the future. Comments on the Mainstream definition revisions and their effects on the coaches at callers schools was discussed.

CHOREOGRAPHIC APPLICATIONS COMMITTEE

Dottie Welch

The Choreographic Applications Committee has been working on several publications during the last year. It revised the Lost Squares Procedure and the new version was published with the January/February 2005 *Direction*. Major revisions to the Mainstream Standard Applications booklet/s are in final vote. Revisions to the Plus Standard Applications booklet/s are being reformatted for publication. Production of a Caller-Training sheet to encourage the use of the Standard Application Booklets is in draft form. Agreement has been reached by the committee on the rationales for assigning numbers to the arrangements of 17 additional formations.

Eight callers attended the meeting of the Choreographic Applications Committee in Louisville. We discussed some formation name and abbreviation issues including those to be used on the new Arrangement Charts for Parallel Waves, Columns, Inverted Lines, Static Square and Hourglass. The options will go to the committee with pros and cons for a decision.

We also discussed a new Committee Brief and tentatively set new goals of increasing the website access to these booklets and charts as well as compiling a bibliography of choreographic information sources.

GRANT WRITING COMMITTEE

Cinda Asp

Our small and resourceful group created an exciting list of descriptors for our activity. This list generated a lot of discussion about funding and project possibilities. We looked at the possibility of productive connections between the Grant Writing Committee, the ARTS and other CALLERLAB Committees.

Several of those attending offered help, but more help is welcome and needed, especially in Internet research. For most of this research, no grant writing experience is needed. We are currently looking for health related studies and data verifying the value of activity for both physical and mental health. A second avenue is to find the education standards for individual states that can be met through square dancing.

So, if you have about an hour or so a month and like to explore the world wide web, please contact us: Cinda at Rockscinda@aol.com or Mike Olivieri, Vice Chairman, at mfo@ix.netcom.com. And, if you have grant writing experience at any level, your help would be appreciated.

THE HANDICAPABLE COMMITTEE

Michelle Jacobs

The Handicapable Committee would really like to thank the Olympic Stars and The Happy Squares, two Handicapable Clubs in Louisville, KY, for coming out and putting on such a wonderful exhibition at the 2005 CALLERLAB Convention! Members of both groups also belong to a hand bell choir. They performed for everyone after their dancing exhibition and did a wonderful job!

We are excited to get going on our project of a Handicapable Directory. There have been many inquiries about where groups are as well as how to get a group started. We are trying to find out the location of all of the Handicapable Clubs. If you happen to know of a club, anywhere, please e-mail Michelle Jacobs at michbrit@optonline.net with this information. We are reaching out to other organizations to pool all of our resources and create a directory that can be given to anyone who is interested.

Two future projects that the committee will be working on are: 1) A pamphlet/book of helpful hints for calling for handicapable clubs and 2) Creating a video introducing people to handicapable dancing.

We are looking for members and would like to encourage any caller or partner to join us in our projects and our love of these very special dancers! If you are interested, please contact the Home Office!

PARTNERS COMMITTEE

Bev Sutter

How can the convention possibly be over already? So much information is available that one was hard pressed to decide which session to attend. Partners

were well represented at Louisville and a total of 73 partners attended 3 sessions and the committee meeting. Partners who WISH to be on the Partners Committee or any other committee should fill out the "request to serve" form and return it to the office. Some committees have little or no action except at conventions, others are busy with written or electronic communication all year. Go to: www.CALLERLAB.org and check out the committee briefs for information on the committees. Email CALLERLAB@aol.com with any questions. There are thirteen committees open to partners. Your talent, experience and expertise will be appreciated. Attending committee sessions or just being a partner does not automatically put you on any committee.

RPM Committee

Tom Rudebock

Thirty-eight people attended the meeting in Louisville. A brief overview of the completed "Add A Buck" program was presented. It was forwarded to the Board of Governors for their review. There was a brief discussion of a Promotional Library versus a "Promo Pac". Comments indicated with today's electronic capabilities the Promotional Library would be more beneficial.

The majority of the time was devoted to review of the Marketing Plan, assembled by an Ad Hoc Marketing Committee, which included callers and dance leaders. The Marketing Plan has been presented to the Board of Governors. Details to the plan will be developed over the next several months.

WOMEN IN CALLING

Deborah Carroll-Jones

There were nineteen women present for the WIC meeting in Louisville. Kris Jensen talked about WIC Bulletin Board, accessed through her web site, www.squarez.com. The complete address of the WIC bulletin board is www.squarez.com/wic/wicbb. Kris encouraged all woman callers to visit and contribute to the bulletin board site, offering suggestions for topics pertinent to women callers.

We would also like to encourage every woman caller to submit her bio and photo to the site as well. Deborah explained the current project: Phase I -PMS, Perimenopause and Menopause symptoms from which we suffer Phase II - The impact of these symptoms on our square dance calling. Phase III - How we help ourselves cope with these symptoms.

Deborah recognized the late Bill Peters as the energizing force behind our current project and suggested we dedicate the current project to him. Although a motion was not made, those members attending concurred.

Deborah showed the 1974 "Sets in Order" magazine devoted to the "Lady Caller." It was suggested that we submit current bios from the membership to the bulletin board.

(Continued on page 11)

(Continued from page 10)

tin board web site with possible development into a notebook. It was also suggested that we get an update of what those 1974 lady callers are doing now. Placing your bio and photo on our WIC Bulletin Board can give us a place from which to suggest square dance publications (like ASD & Square Dancing Today) pull information in order to feature our women callers today.

Phase III discussion - Members will be asked for feedback over the next year. The Partner's Committee will be participating in Phase III of our project.

After compiling the information sent to me (Deborah) for Phase III and combining it with the information sent by the Partner's Committee to Gerry, the three separate phases of this project are finished. At that time, I will be writing a document for consideration and approval by our WIC committee, to then be presented to the Board for their approval. Distribution to any/all interested parties would follow receiving BOG approval.

I am hoping to have the first draft of this document completed and sent to you for consideration BEFORE our next convention in Charlotte. When you receive it, please take the time to read it thoroughly and offer any suggestions you may have. This has been years of work and I appreciate all your input and patience. I am excited to think we may actually have something FINISHED for Charlotte, 2006.

If you are not a member of WIC, please contact the Home Office and ask that your name be added. It is not too late to be a contributing member to this groundbreaking project.

Register for the 54th NSDC,
Portland, OR - June 22-25, 2005

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.

"THE SKIN OF THE LION"

Gloria Roth

During the last National Convention in Indianapolis, I served on a panel on the "Promotion of Square Dancing" I presented my "theory" that our activity needed a movie, Broadway play, or some vehicle to do for Square Dancing what other dance forms had experienced with "Grease", "Urban Cowboy", "Dirty Dancing", and the like.

Canadian author, Michael Ondaatje's, "The English Patient" won a "Best Picture" award. I sought another book by him called "The Skin of the Lion". As I read the "Skin" book I became shocked to read that the main character's father was a square dance caller. Immedi-

ately I realized this story was the very vehicle our activity needed.

One night as I fixed my bedside radio, I heard a US Station covering news from Hollywood. To my excitement the report announced Universal's acquisition of Michael's, "The Skin of the Lion."

At CALLERLAB Jim Hensley had been secured to find out what makes people want to Square Dance? That winter, a movie was made using House of Roth as the location. It was an interesting experience for me and I got to know the producer, Jon Finn, an Englishman, whose movie "Billy Elliott" won best Picture at the Golden Globes. That spring at CALLERLAB in St. Louis I took a copy of "The Skin of the Lion" to Jim Hensley. He expressed an interest in knowing Jon Finn. So there in St. Louis at a bank of phones in the lobby in the convention hotel I put through a call to Jon Finn who was still in Nova Scotia working on the movie being made at the House of Roth and Halifax/Dartmouth, Nova Scotia.

Jon Finn came on the line and I introduced him to Jim Hensley. Now these five years later I see a news report on the upsurge of ball room dancing due to the movie "Shall We Dance?".

Jim Hensley has the book, the connection with a successful producer, lives near Universal, is a square dancer himself, and knows many callers who would either be in such a movie or their voice used.

I have reread "The Skin of the Lion" and know for certain a movie would be terrific. Its story line included some scenes that are exciting, since the father (caller by night) is a demolition expert by day, going back to breaking up log jams, then as logging operations changed taking down big buildings. He sends his son into dangerous situations to place the charges. Very exciting!!

This story develops the son into maturity (and he, also becomes a caller.)

(Editors note - this information will be provided to Alliance for Round, Traditional, and Square dance (ARTS) for consideration.)

THANK YOU

Dana Schirmer

The 32nd CALLERLAB Convention has to be the greatest CALLERLAB Convention I have ever attended. My compliments to the Executive Committee and the Home Office staff for coordinating a great facility, schedule of events and cooperative atmosphere to make for a near perfect convention.

I would personally like to thank Tim and Linda Crawford for honoring me with the "Chairman's Award". I was completely in shock from this presentation and realized later that I failed to acknowledge so many people who deserved recognition. So to make up for this oversight, I would like to thank the following: To my wife

(Continued on page 12)

Donna who encouraged me so many times and provided support; to the Vice Chairman of the Mainstream Committee, Lanny Weakland and his wife Carol who also provided support, encouragement and gave me someone to discuss issues with and provide editorial comments; to Jerry Reed and the entire Home Office staff for all their work; and, to the entire Mainstream Committee membership for all their constructive input. Thanks to you all!!

One special thanks goes to the man who had the confidence to recommend me for the Mainstream Chairman position. Without his recommendation and encouragement, I probably would have never been in a position to be considered for such an award. My eternal thanks go to a great friend of mine and that of CALLERLAB, Mr. Larry Cole.

APOLOGY

Jon Jones

If I offended anyone with my remarks at the After Party Session at the Convention, I sincerely apologize. They certainly were not intended to hurt anyone.

LOST MEMBERS

Snail mail has been returned undeliverable for the following members: **Dale Baker**, Orangewood, CA, **Fred Camp**, South Charleston, WV, **Raymond Gallagher**, Lynnwood, WA, **Richard Hines**, Leola, PA, and **Leonard Snodgrass**, Salem, OR. If you have information regarding these members please let the Home Office know.



IMPORTANT NOTICE

ATTENTION!!

EXPIRED MEMBERSHIP

Oh, no! I think I forgot something!



The 2004/2005 CALLERLAB Membership year ended on March 31, 2005. If you have not yet renewed for the 2005/2006 Membership year your membership has expired and this will be the last issue of DIRECTION. If you live in the USA, your BMI/ASCAP licenses and liability insurance have also expired. If you receive DIRECTION by regular mail, please take a look at the mailing label. The year you last paid dues is printed on your label. If you receive DIRECTION electronically and you have not yet received your renewal package, please contact the Home Office at CALLERLAB@aol.com.

2004/2005 BOG& EC Voting Response Log

The following is a report of the voting actions taken by the 2004/2005 Board Of Governors (BOG and the 2004/2005 Executive Committee (EC).

Report as of March 6, 2005			
BOG Response Log			
	# Logs	Tot Votes	Voting %
Clark Baker	13	13	100%
Doug Bennett	13	12	92%
Lone Blume	13	9	69%
Cal Campbell	13	11	85%
Larry Cole	13	13	100%
Tim Crawford	13	13	100%
Larry Davenport	13	13	100%
Betsy Gotta	13	11	85%
Patty Greene	13	13	100%
Bill Harrison	13	13	100%
Robert Hurst	13	13	100%
Mike Jacobs	13	13	100%
Chuck Jaworski	13	11	85%
Jerry Jestin	13	12	92%
Vernon Jones	13	13	100%
Tim Marriner	13	13	100%
John Marshall	13	13	100%
Jim Mayo	13	13	100%
Doren Mc Broom	13	13	100%
Tom Miller	13	13	100%
Tom Rudebock	13	13	100%
Dana Schirmer	13	12	92%
Nasser Shukayr	13	13	100%
Al Stevens	13	13	100%
Norm Wilcox	13	13	100%
TOTAL	325	312	96%
2004/2005 - EC Response Log			
EC Log Response			
	TOT Logs	TOT Votes	Voting %
Tim Crawford	37	37	100%
Larry Cole	37	37	100%
Mike Jacobs	37	37	100%
Tim Marriner	37	37	100%
Vernon Jones	37	37	100%
TOTAL	185	185	100%

**CALLERLAB CONVENTION
CHARLOTTE, NC
ADAMS MARK HOTEL
APRIL 10-12, 2006**



FOUNDATION NEWS

VOLUME 2 NUMBER 1

April 2005

COCOA, FLORIDA

FOUNDATION NEWS

This is a new service from the CALLERLAB Foundation. We plan to provide information specifically from the Foundation or dealing with Foundations issues. If you have items you would like to see included, please contact the Foundation Office.

Foundation, 467 Forrest Ave., Suite 118, Cocoa, FL 32922; (321) 639-0039, or E-Mail at FoundationCallab@aol.com.

FOUNDATION AWARDS

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

Patron Of The Foundation Presented by Tim and Linda Crawford

The Patron Of The Foundation Award is presented to recognize individuals and organizations which have demonstrated outstanding or contributing support to the Foundation or square dancing. It is presented to individuals or organizations who have met the following criteria: 1) Outstanding support to the Foundation or square dancing on a short term project, 2) Continuing support to the Foundation or square dancing on a long term basis, or 3) A substantial donation to the Foundation of \$1,000 to \$4,999 in a calendar year. The following were presented the Patron Of the Foundation Award for donations to the Foundation: **Betsy and Roy Gotta** for their contribution of \$1,000.

FINANCIAL ASSISTANCE

The Foundation administers the GSI Education Fund. This fund provides for financial assistance to callers, dancers or associations interested in learning more about how to improve or enhance square dancing. Applications and information are available through the Foundation Office, 467 Forrest Ave., Suite 118, Cocoa, FL 32922; Phone 321-639-0039 or E-mail FoundationCALLAB@aol.com.

NEW SONG & DANCE ROUTINE BROCHURE

The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing is pleased to announce the availability of the revised "*New Song and Dance Routine*" brochure. The price for the brochures is \$15.00 per hundred, plus postage and/or shipping charges. Brochures are shipped by UPS whenever possible. They are available in a fan-fold with a blank panel for adding your own local information or you can now order them "flat" for printing by a professional printer or on your home computer.

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

AMERICAN SQUARE DANCE MAGAZINE

Bill Boyd, American Square Dance (ASD) magazine, has made an offer to help the CALLERLAB Foundation. This offer involves a CALLERLAB Special ASD Subscription. This special is for CALLERLAB Members and provides us the opportunity to subscribe to the magazine for a reduced subscription cost and also help the Foundation. ASD will donate \$2.50 to the Foundation for each subscription submitted with this special offer. Please consider subscribing to the very informative magazine and helping the Foundation at the same time. See the attached CALLERLAB Special subscription form for details.

FRIENDS OF THE FOUNDATION

Andy Shore - Florida
Jerry & Sherry Haag - Wyoming
Chris Pinkham - New Hampshire
Bill & Peggy Heyman - New Hampshire
Orange Blossom Squares - Florida

In Memory of Bill Peters
Callers Council of New Jersey

467 Forrest Ave., Suite 118
Cocoa, FL 32922
(321) 639-0039

www.Foundation-ARTS.com
E-Mail FoundationCALLAB@AOL.COM

AUCTION

A live auction to benefit the Foundation was held on Tuesday night following the Milestone Recipients Dance at the 2005 CALLERLAB Convention in Louisville, KY.

Donations ranged from handcrafted items to two Louisville Slugger bats. The bats were autographed first by the Milestone Recipients who were present at the convention, then for \$20 a signature all attendees could sign these 2 bats. \$1,340 was raised through the signatures and the two bats were auctioned later in the evening.

Thanks to **Tom Miller, Chairman and Andy Shore, Vice Chairman of the Foundation Fund Raising Committee for organizing the Auction. They were assisted by Kathy Davenport, Bill Harrison, Jon Jones, Deborah Carroll-Jones, Vernon & Kayla Jones, Tim Marriner, and Donna Robinson.** Thanks also go to everyone for helping make this a very successful event. A big "Thank You" goes to everyone who donated items for the Auction and especially those who bid on and bought the items. A total of \$8,201.38 was donated to the Foundation.

Special thanks go to **Frank Lescrinier and Bob Joy** who each successfully out bid all others for the signature bats.

THANK YOU GRAND SQUARE, INC.

We want to again acknowledge the support the Foundation has received from Grand Square, Inc. The very generous donation which established the GSI Education Fund has been used to further the education of many callers. We very much appreciate the support GSI has provided to the Foundation.

MARKETING FUND CHALLENGE

The CALLERLAB RPM Committee has proposed establishing a Marketing fund to be use exclusively for marketing. The plan is not yet firmly established, however, it may include providing funding for local clubs/Associations. This fund would accept donations for marketing including a new marketing challenge for callers to donate a portion of their calling fees to the fund.



Support The Foundation!

WEIRD FACT

There is enough stone in the Great Wall of China to build an eight-foot wall around the earth at the equator.

FRIENDS OF THE FOUNDATION CALLERLAB MEMBERSHIP RENEWAL

The following members made donations to the Foundation when renewing their 2005 CALLERLAB Membership. More than \$1,681.00.00 has been donated.

We would like to thank these and all members and friends who remember the Foundation with a donation.

Steve Ackerman
Wayne Ackerman
Lottie Ainsworth
"Posie" Arato
Gene Arnold
Red Bates
Scot Byars
Mona Cannell
Herb Conklin
Tim Crawford
Bud Garrett
Hans Gietl
Mary Gingell
Bill Gordon
Mike Hall
Mike Hogan
Allan Hurst
Wayne Janssen
Lyle Kirkendall
Harold Kleve
Mary Linton
Michael Mc Mullen
Kenneth Melvin
Don Mitcham
Paul Moore
Shozo Nishimura

Gary Potratz
Mike Preskitt
Ronald Raymond
Ginny Reaske
Ed Renauld
Jim Robar
Al Rouff
Tom Rudebock
Dana Schirmer
Mike Seastrom
Norman Shaffor
Richard Silver
Jeannette Staeuble
Bill Tiner
Charlie Trapp
Glen Tusler
Tim Tyl
Arleta Van Guilder
John Vitollo
Masaru Wada
Fred Walker
Jim Wass
Lynn Webster
Jurgen Weresch
Bob Wilson



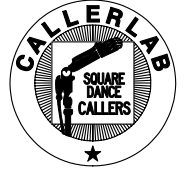
PRESS RELEASE

FOR IMMEDIATE RELEASE

April 2005

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

ACCREDITED CALLER COACHES



PRESS RELEASE

CALLERLAB is pleased to announce that Nasser Shukayr has recently attained recognition as an Accredited Caller-Coach. Congratulations, Nasser.

The following list of CALLERLAB Accredited Caller-Coaches is provided for information and to help potential students or sponsors of caller training in their search for caller training assistance. In order to be accredited as a Caller-Coach by CALLERLAB, an applicant must satisfy two specially appointed accreditors that he/she possesses the experience, training, and coaching expertise needed to function effectively in the field of caller training.

Currently Accredited Caller-Coaches are:

PAUL BRISTOW, Middlesex, England
AL BRUNDAGE, Port St Lucie FL - Emeritus
DARYL CLENDENIN, Portland OR
LARRY COLE, Marian, IN
BILL DAVIS, Sunnyvale, CA - Emeritus
DECKO DECK, Arlington, VA - Emeritus
RANDY DOUGHERTY, Mesa, AZ
HERB EGENDER, Green Valley, AZ - Emeritus
ED FOOTE, Wexford PA
CAL GOLDEN, Hot Springs, AR - Emeritus
BETSY GOTTA, North Brunswick, NJ
LEE ELSEL, Banning, CA - Emeritus
PAUL HENZE, Chattanooga TN
MIKE JACOBS, Flemington, NJ
DEBORAH JONES (aka Deborah Carroll-Jones), Arlington, TX
JON JONES, Arlington TX
JERRY JUNCK, Wayne, NE and Mesa, AZ
JOHN KALTENTHALER, Pocono Pines, PA
JOE KROMER, Tannhiem, Germany
LORENZE KUHLEE, Hanau, Germany
FRANK LANE, Estes Park, CO - Emeritus
FRANK LESCINIER, Upland, CA
MARTIN MALLARD, Saskatoon, Saskatchewan CANADA
TIM MARRINER, Register, GA
JIM MAYO, Hampstead NH
TONY OXENDINE, Sumter, SC
RANDY PAGE, Danbury CT
KENNY REESE, Griesheim Germany
KEN RITUCCI, W Springfield MA
GLORIA ROTH, Clementsport, Nova Scotia CANADA - Emeritus
JOHN SAUNDERS, New Smyrna Beach, FL
NASSER SHUKAYR, San Benito, TX
AL STEVENS, Pforzheim, GERMANY
BOB VAN ANTWERP, Stateline, NV - Emeritus
DON WILLIAMSON, Greeneville TN
JIM WOOLSEY, Oklahoma City, OK

CALLERLAB Accredited Caller Coaches are best for your callers' clinic or school. Accreditation assures knowledge and experience.



PRESS RELEASE

FOR IMMEDIATE RELEASE

April 2005

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



PRESS RELEASE

PROGRAM POLICY

Last year the Board Of Governors approved a proposal from the Program Policy Committee (PPC) to support experimentation with the CALLERLAB Dance Programs. This proposal has been named the "Program Policy Initiative" or "PPI." This initiative was introduced at the 2005 CALLERLAB Convention in Louisville, KY and the information below provides more detail. The basic idea of the PPI is to encourage callers, clubs, associations, and others to conduct "experiments" of ways to get more people involved with square dancing.

It must be stressed that these experiments are NOT intended to impact the current dancing community, they are intended to be a way to introduce square dancing to a large number of people. Some of these people MAY, at some future time, wish to join the activity as we know it today. The remainder of these people, it is hoped, will continue to enjoy the activity in a new way. Please read the following information and the information in the attached document titled **PROGRAM POLICY INITIATIVE** carefully. We will publicizing this initiative over the next several months. If you try an experiment, please let us know. If you have questions or concerns contact the CALLERLAB office (800-331-2577) or E-mail: CALLERLAB@aol.com

WHAT?

In close cooperation with the CALLERLAB Board Of Governors (BOG), members of the Program Policy Committee (PPC) have developed a new and exciting way of looking at our wonderful activity. It's called the Program Policy Initiative (PPI).

The PPI encourages callers to use their imagination in bringing new dancers into the activity. The PPI urges us to experiment. Try something new. Teach in a different way.

Mick Jagger's song says, "You can't always get what you want, but if you try, sometimes, you just might find you get what you need." We may want to teach Mainstream in 26 weeks, but we may find our local dancers need a program of 25 calls in two nights and go no further.

The PPI says that CALLERLAB recognizes we may have to start thinking outside the box in order to bring our activity to today's population. It is important to recognize that the PPI is outside the current program/teaching-order/teaching-season structure and will not impact the current structure until and unless we get data from PPI experiments that can contribute in a positive way. Those callers and dancers who are pleased with the current structure are not threatened by the PPI.

Yet the pre-CALLERLAB chaos must be avoided. That's why the PPC is preparing a reporting system to share the successes and lessons learned, of new dance experiments. We try something new. We report the details to CALLERLAB. The reporting system collects and shares the info. From those reports we may be able to see trends that will help us make modern western square dancing as attractive as it once was, attractive to lots of people.

WHY?

CALLERLAB was originally formed to bring order to the hodgepodge of calls scattered everywhere. It did so. Programs were agreed upon and clubs developed that suited the population of that time. It seems, however, that much of today's population is not willing or able to commit to a long period of training before they can dance. For those who are still able to make such a commitment, the CALLERLAB Mainstream and other dance programs remain just as they are. The PPI will have no adverse effect on today's clubs. It may even result in additional dancers for those clubs. But its main intent is to encourage modern western square dancing to grow as an activity available to a majority of today's population.

HOW?

The PPI is a grassroots operation. It will not be dictated by CALLERLAB or the PPC. Callers will make it happen. Indeed, we are starting to get reports that many are already trying abbreviated lists for local groups; different teaching orders; even mixing Mainstream (MS) and Plus calls to develop a list of what they consider their most popular calls. Some may find that MS 1-25 suits their local needs with new groups being started every three weeks. Whatever is tried, it will be crucial that both successes and difficulties be reported back to CALLERLAB.

The CALLERLAB BOG and the PPC will be working hard over the next months to develop the PPI. We look forward to reports and input from you

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

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

(April 2005)

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



PRESS RELEASE

CALLERLAB SELECTS ASSISTANT EXECUTIVE DIRECTOR

Last year we published an announcement that we were looking for candidates for the CALLERLAB Assistance Executive Director (AED) position. This is a part time position and the person selected will be working closely with Jerry Reed, Executive Director, over the next few years. There were several well qualified candidates for the position, which highlights the vast experience and talents of the CALLERLAB membership.

At the 2005 CALLERLAB Convention in Louisville, KY on March 21 - 23, 2005 the AED Search Committee met and conducted interviews for the AED position. The final interviews were conducted and **Dana Schirmer** Berryton, Kansas was chosen. Dana has accepted the offer to join the Home Office team. His appointment became effective on April 1, 2005. Dana will be working from his home in Berryton.

Congratulations to Dana as we welcome him and his wife Donna to the Home 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
(April 2005)



PRESS RELEASE

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

GLORIA RIOS-ROTH
Life (Gold Card) CALLERLAB Membership

CALLERLAB Life (Gold Card) Membership may be given in recognition of service to CALLERLAB. It may be presented to long term CALLERLAB Members who have provided outstanding service to CALLERLAB and been selected by representatives of the membership to be honored in this way. It is given to callers who have, effectively, retired from active calling. The list of those who have been given this recognition is short. It includes people who have worked very hard - and very effectively - for CALLERLAB. This award is an actual gold metal card.

This organization has many ways of recognizing our members, and in some cases even non-members, for their contributions to the square dance activity. The Gold Card is reserved for those members who have worked to make CALLERLAB a more effective leadership organization. The service that our Gold Card members have given has come in many forms. Until this year, only eight CALLERLAB members have received Gold Card Membership: **Bill Davis; Herb Egender; Cal Golden; Lee Helsel; Bob Osgood (deceased); Bill Peters (deceased); and Bob Van Antwerp.** At the 2005 CALLERLAB Convention in Louisville, KY another name was added to this impressive list. **Gloria Rios-Roth** was presented a GOLD CARD identifying her as the ninth Life (Gold Card) Member of CALLERLAB. CONGRATULATIONS! to Gloria.

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

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

(April 2005)

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



PRESS RELEASE

54th NSDC - PORTLAND, OR

The 54th National Square Dance Convention (NSDC) will be held in Portland, OR June 22-25, 2005. Portland will be filled with colorful costumes and happy people! This annual celebration is the "World's Greatest Square Dance Event". If you have not ever attended a National Convention we encourage you to do so.

This four day event provides you, as a caller, the opportunity to showcase your talents before a very large audience. Please consider attending the 54th NSDC in Portland. The callers hotel is within walking distance of the convention center and the 54th NSDC staff is looking forward to our participation.

New dancers are offered a rare opportunity for entertainment and enjoyment by the 40-hour program of the 54th National Square Dance Convention, from Wednesday afternoon through Saturday night. It's a great experience for newcomers as well as veterans, and all are welcome. There is much to see and do, in addition to the full schedule of Mainstream dancing with top callers, running in parallel with Plus and other dancing. It is indeed the World's Greatest Square Dance Event!

Tickets are available for a special musical show Wednesday night at 6:30 p.m. with music from the 50's and 60's by Johnny Limbo and the Lugnuts. Trail End dances will follow that evening. Many activities will be ready to start at 10 a.m. Thursday morning, including a special "Welcome Party for Convention First-Timers". Along with dancing in several halls, and a clinics hall, there is a full education program every day with panels and seminars. Walking through the Showcase of Ideas, you'll find more than 100 display tables highlighting Square Dancing activities around the world, plus information items from several national organizations. The Vendor area offers the largest display of Square Dance apparel and merchandise you'll ever see and there is no sales tax in Oregon. Exhibition groups, the Showcase of Rounds, and the Saturday Fashion Show are always popular audience events.

Ten tours designed by the Convention Committee, including two Pre-Convention trips, give you an opportunity to see the great Oregon/Washington scenic attractions while you are in Portland. There is a Tour Folder and all the trips are described on the Convention Website at www.54nsdc.com. That's the place to find a Registration Form and full Convention details. You can download a Form or actually register online. Don't forget to order a Program Book, so that you will get the Daily Schedules that go with it.

If you attend, we encourage you to wear your CALLERLAB badge to show your support.

For more information, please visit the 54th NSDC web Site: www.54nsdc.com

REGISTER TODAY!

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

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

(April 2005)

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



PRESS RELEASE

ASK ARTS #1

(By Del Reed)

The Alliance for Round, Traditional and Square (ARTS) Dance is an alliance of the major dance organizations with a common goal of increasing the number of dancers in our activity. The *Ask ARTS* articles are intended to help increase awareness of The ARTS and to provide answers to questions from those people with questions about The ARTS and its activities. If you have a question, please submit it to the Ask ARTS author, Del Reed.

3/30/2005

Dear ARTS,

I attended an ARTS Benefit dance several months ago and picked up an ARTS flyer. Now, I have misplaced the flyer and I'm still not clear about what ARTS-Dance is. Can you help me? Until I hear from you, I am

Sleepless in Seattle

Dear Sleepless,

ARTS DANCE stands for the Alliance of Round, Traditional and Square Dance and brings together multiple organizations with the goal of revitalizing our activity and educating the public on the multiple benefits of dancing. Quite simply, we have this wonderful, healthful, and fun activity, but with so much competition with other leisure pursuits, we want to figure out the best way to bring more people into it.

Specifically, ARTS-DANCE is made up of the AMERICAN CALLERS ASSOCIATION, CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers Association (NSDCA), National Square Dance Convention Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), United Square Dancers of America (USDA), Universal Round Dance Council (URDC), and USAWest Square Dance Convention Policy Board (USAWest).

Check out our website at www.arts-dance.org for more information or call the toll-free ARTS Hotline at 1-866-445-ARTS (2787).ARTS-DANCE

If you have a question for "Ask ARTS" please send to: Del Reed - 943 Tamarind Circle, Rockledge, FL 32955

or

E-mail - Delreed3@aol.com

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

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

THE CALLERLAB BOARD OF GOVERNORS



PRESS RELEASE

FOR IMMEDIATE RELEASE

(April 2005)

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



PRESS RELEASE

ASK ARTS #2

(By Del Reed)

The Alliance for Round, Traditional and Square (ARTS) Dance is an alliance of the major dance organizations with a common goal of increasing the number of dancers in our activity. The *Ask ARTS* articles are intended to help increase awareness of The ARTS and to provide answers to questions from those people with questions about The ARTS and its activities. If you have a question for "Ask ARTS" please send to: Del Reed - 943 Tamarind Circle, Rockledge, FL 32955 or E-mail - Delreed3@aol.com

4/13/2005

Dear ARTS,

I completed an ARTS survey at a singles convention recently in Texas, but found the questions to be very intrusive. How will non-dancers possibly benefit from knowing how much money I make or what kind of PC I use? The survey even asked what make of automobile I drive. You won't receive dancer support by asking these types of questions.

I'm waiting to see the TV ads and the billboards advertising square dancing - - -, isn't that what ARTS is supposed to be all about?

TURNED OFF in Texas

Dear TURNED OFF,

There is a legitimate reason for what at first glance seems to be an intrusive line of questioning on the dancer surveys.

Corporate America will need this information when we approach them for corporate sponsorships and grants. Data from the 53rd National Square Dance Convention (NSDC) in Denver last year shows the square dancers who completed the survey to be very intelligent, computer savvy and with above average income.

Be assured that your privacy will be preserved. Filling out a survey does not identify who you are but only asks for demographic information that sponsors or government agencies would be interested in. Telling them square dancers are wonderful people, and they are, is simply not enough.

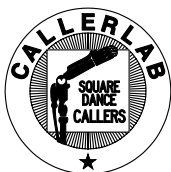
Surveys will also be distributed at the 54th NSDC in Portland OR, in June of this year and at the 55th NSDC in San Antonio, TX next year. Other international and state conventions, and regional festivals will be collecting data as well. Even though you have already filled out one survey, we ask you to fill out another one at any event where they are available. Please fill out only one survey per person/per event.

Thank you,

ARTS-DANCE

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

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



CALLERLAB COMMITTEE CHAIRMEN AND VICE CHAIRMEN

April 4, 2005

SPECIAL INTEREST - Executive Committee Liaison - John Marshall

CALLERS PARTNERS - Chair, Bev Sutter; VC, Janet Olivieri
GRANT WRITING - Chair, Cinda Asp; VC, Mike Olivieri
HANDICAPABLE - Chair, Michelle Jacobs, VC, Jerry Yerby
RECRUIT, PROMOTE, MAINTAIN - Chair, Tom Rudebock; VC, Mike Hogan
MULTI-CYCLE Sub Committee - Chair, Randy Page; VC, Chris Pinkham
WOMEN IN CALLING - Chair, Deborah Carroll-Jones; VC, Gerry Hardy
YOUTH ACTIVITIES - Chair, Bruce Mitchell; VC, Tim Tyl

PROGRAMMING AND COORDINATING- Executive Committee Liaison - Tim Marriner

ADVANCED - Chair, Chuck Jaworski; VC, Bill Harrison
APPLICATIONS REVIEW - Chair, Jon Jones; VC, Jerry Story
CHALLENGE - Chair, Ed Foote; VC, Vic Ceder
CHOREOGRAPHIC APPLICATIONS - Chair, Dottie Welch; VC, Elmer Claycomb
COMMITTEE FOR COMMUNITY DANCE- Chair, Cal Campbell; VC, Bob Riggs; VC, Yona Chock
DEFINITIONS - Chair, Clark Baker
MAINSTREAM - Chair, Mike Seastrom; VC, Lanny Weakland
PLUS - Chair, Skip Brown; VC, Paul Bristow
PROGRAM POLICY - Chair, Dick Mazziotti; VC, Larry Davenport

PLANNING AND RESEARCH- Executive Committee Liaison - Mike Jacobs

CALLER-COACH - Chair, Paul Henze; VC, Jerry Junck
CALLER TRAINING - Chair, John Kaltenthaler; VC, Betsy Gotta
CHOREOGRAPHIC REVIEW COORDINATOR - Norm Wilcox
EDUCATION - Chair, Ron Counts; VC, Bill Van Hoesen
PERIODIC SELECTION - Chair, Doren McBroom; VC, Robert Hurst
RESEARCH AND DEVELOPMENT - Chair, Terry Wheeler; VC, Tim Scholl

MEMBERSHIP - Executive Committee Liaison - Larry Cole

ACCREDITATION - Chair, Jim Wass; VC, Bob Rollins
CALLER ASSOCIATION LIAISON - Chair, Dave Vieira; VC, Bob Jones
CANADIAN ADVISORY - Chair, Norm Wilcox; VC, Andy Pennock
OVERSEAS ADVISORY - Chair, Kenny Reese
VC, Jack Borgstrom - Sweden, Denmark and Norway; VC, Trevor Day - England;
VC, Graham Elliot - Australia and New Zealand; VC, Francois Lamoureux - Germany;
VC, Jeannette Staeuble - Netherlands, Belgium, Austria and Switzerland;
VC, Masaru Wada - Japan; VC, Tomas "Doug" Machalik - Czech Republic;
VC, Nancy Chen, - Taiwan
PROFESSIONAL ETHICS - Chair, Mike Jacobs

WAYS AND MEANS - Executive Committee Liaison - Tim Marriner

FOUNDATION FUND RAISING - Chair, Tom Miller; VC, Andy

PROGRAM POLICY INITIATIVE
Presented by Clark Baker
At the Opening Session of CALLERLAB 32
In Louisville, KY

The following has been said of the PPI: "My view of the PPI is that it is an attempt to discover and provide alternative ways for people to enjoy square dancing. It should not be viewed as a way of directly increasing membership in the existing clubs."

The following is information introducing the PPI, which was presented at the 2005 CALLERLAB Convention.

As you know, we all teach and call according to a series of dance programs, which were codified in the 1970's. I am talking about Mainstream, Plus, Advanced, and the various Challenge programs. You must also be aware that our efficiency at recruiting new dancers into Mainstream has fallen sharply over the last 10 to 15 years. Individually and collectively we have tried to increase attendance in our classes and clubs. This has had limited success. Surveys and study groups indicate that few are willing to join an activity which requires such a long commitment (say 15 to 30 weeks) just to learn to be an entry-level dancer. After that we hope they will sign up for what amounts to a lifetime commitment, including becoming club members and, later, club officers.

There have been some successes in changing how we teach Mainstream, for example, multi-cycle classes. Many of these successes have been documented as Winning Ways and are available on our web site. I hope each of you has taken the time to read and get inspired by these stories.

Our recent attempts to reduce the teaching time of Mainstream have met with resistance. Even if we knock 1/3 off the current teach time of Mainstream we have no evidence that we will succeed in recruiting or retaining *any* new dancers. To most people the idea of 20 weeks of lessons sounds just as daunting as 30 weeks of lessons. Also, every time we make even the smallest of changes to Mainstream, we upset our existing dancer base, which consists of the very dancers who support us week after week.

At the CALLERLAB Convention in 2004, the Program Policy Committee (PPC) met and brainstormed this situation. I am not about to tell you that we came up with a solution and if you all just follow it, we will all have larger classes, more dancers, and fewer broken squares. However, we did come up with some thinking that I believe can have a positive impact on the future of square dancing. It mostly depends on what you do. I would like to share this thinking with you. It goes under the name of the PPC Initiative and was presented to and approved by our Board of Governors.

First, we acknowledge that our existing dancers have been resistant to change. The minor changes we have tried haven't worked and won't help recruit and retain new dancers. None of what I am about to say proposes *any* changes to our existing dance programs, or club structures, etc. They are in the capable hands of our program chairman and will continue on, mostly unchanged, serving our existing dancers.

Our thinking, and the main reason I am talking to you today, is that we want everyone to feel free to experiment in how they offer square dancing to those new to our activity. This may not sound like much. After all, we have always had callers who experiment or just plain do things their own way. Others carefully follow the rules and need to be told that it is OK to experiment.

I am a concrete thinker and like concrete examples instead of just an exhortation to "go out and experiment—it's OK now." Well, the initiative doesn't come with a lot of examples. However, with a little thinking, especially based on my calling and dancing background, here are some ideas for you. Remember, none of this has anything to do with our existing dancers—keep them out of it. Perhaps at the end of this talk we can rethink this and see if and where it might be appropriate to include them.

We know that rules and definitions are important. However, a new dancer is not interested in rules and definitions (unless he is an engineer). Instead he is interested in having fun, trying something new, and meeting people. He is relying on the caller to provide him with this experience. I bet most of us here can provide this kind of experience at a One Night Stand. So why not continue the enthusiasm in a dance series format?

Tony Oxendine has been successfully experimenting with a new group of dancers in his area. The goal of this year-round series is to have fun and be entertained each week. They are not doing this by learning Mainstream, but by having Tony teach them enough to dance and have fun. Tony says, "I teach about 40 calls in 10 - 12 weeks. I can tell you - It ain't easy getting people to come out for lessons (no matter how short the teaching time). I do know this, however, most of the ones that started lessons are still dancing."

Think about the snowbirds—those folks who travel to Arizona, Florida, Texas or some other Southern location to escape the cold each winter. They want a fun activity and they are willing to learn. Callers in the snowbird areas have a very short season to teach square dancing. It is impractical to teach full Mainstream so they teach some subset. Some of those callers have been doing this for so long they could create a list and a teaching order of what these people will know when they return home. If the snowbird callers all want to get together and bang out such a list and teaching order, why not? And then, why not have some dancing available for them when they return home?

Another radical idea is an open dance format similar to what I experience at traditional squares and contras. This would be something more than a One Time Party Dance but not too much more. At these types of dances I find the following: most all the figures are taught, new dancers are expected and welcomed each week (though 95% of the attendees have danced before), everyone changes partners each tip, and the dance series is not run with a club structure. Why can't we do something similar with our MWSD form of dancing? My understanding is that Dragonwood Public Square Dances in Westchester County, New York and Open Country Hannover in Germany have implemented this format.

Jim Mayo has pointed out that ours is a great activity, able to be enjoyed in many different ways. For some reason, with all our rules, regulations, and standardization we offer it in exactly one way—learn Mainstream in 27 weeks and you are a square dancer—one size fits all. He and I both encourage you to continue serving your existing dancers but figure out a new way to offer square dancing to a new group of people. Get fired up about it. Support and encourage your calling buddies who are doing the same. Be a cheerleader. Break some rules. Put a smile on the faces of some strangers because they did some square dancing.

The point is that we want everyone to know that it is OK to experiment. Not only OK, but we want you to be a cheerleader when you hear of others experimenting. The PPC and the BOG are not just saying that it is now fine to experiment, but that in our opinion, such experimentation in how we offer square dancing to the non-dancing public is *vital* to our continued success.

Now we have to do some awfulizing. Do you know what awfulizing is? It is when you are afraid of something and to avoid it you think of all the reasons that you shouldn't do it. Sometimes when you face up to "what is the worst that can happen" you see that it isn't so bad. What is the worst that can happen if we all leave this convention and actually experiment and implement and get some people dancing? I don't know. Perhaps we end up with 300 geographically dispersed groups of between 1 and 4 squares of dancers all of whom know something, none of whom know the same thing, and none of whom can attend any Mainstream dance or convention. Heck, they don't even wear the right clothes!

Would this be so bad? Which would you prefer, 2000 to 6000 new people square dancing a year from now, or our status quo? Heck, I would take the new dancers any day. It doesn't matter if they don't all know the same calls, if they can't travel to dance, etc. All we want for a start is to have you, yes you personally, not the "you" sitting beside you or the "you" who is really "let someone else do it". We want *you* to get at least a square of new people dancing any way you can, especially if it is not teaching Mainstream in the usual way. As soon as they are hooked, let them get some friends in. Build your group. Don't let it get too far from the basics.

If any of these ideas are successful, we want to hear about it. If we are all successful and cause all the problems that some feel are sure to follow, we can deal with them. Perhaps we will form a committee. First, we have to get far enough to even have the problems.

Finally, I want to address some comments I have received over the last year. More than one caller has told me that the most important thing CALLERLAB could do would be to enforce the styling code and get dancers to stop doing the "arm around the waist" DOSADO. Others say we should enforce the definition of CIRCLE TO A LINE. Can't we please eliminate the slide and slap variation.

I acknowledge that styling and proper call execution is important, but what we are talking about today is the big picture problem of how to attract and retain new dancers. A big part of that is providing them with a fun dance experience.

Instead of getting upset with our existing dancers and our existing rules and regulations, I invite you to start with some new dancers, teach them your way, and don't take them all the way to Mainstream. Do one of the experimental ideas mentioned above and keep them having fun. As a caller you have the skills. You can do it. Trust me, it will be more fun for you teaching and calling for 1-4 squares of new folks than teaching 1-4 dancers 27 weeks of Mainstream.