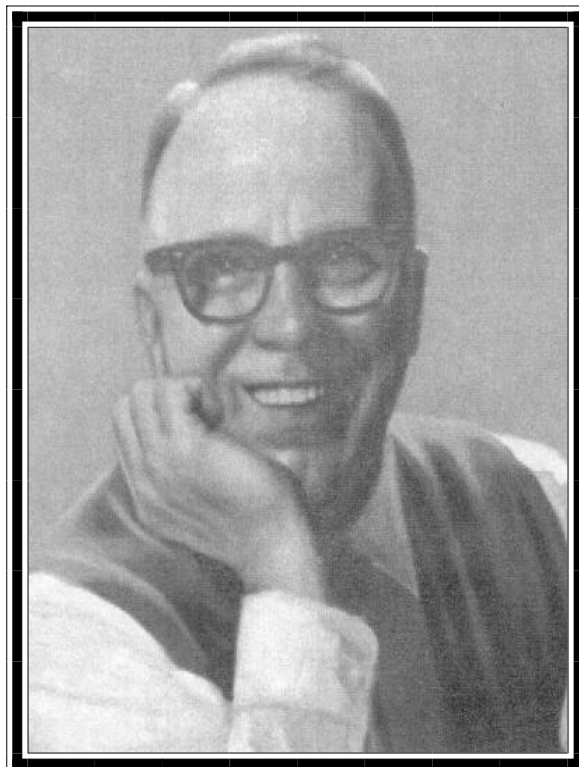


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LEE HELSEL
1918 - 2005

Lee Helsel, one of the founding members of CALLERLAB, passed away on Wednesday May 25, 2005. Unfortunately many of today's callers did not have the privilege of meeting Lee. Lee retired from calling in 1980.

He had been involved in square dancing since 1946, Lee is one of those rare individuals whose background in the field of recreation provided him with an established foundation in the square dance activity. Having held highly responsible positions in local and California state agencies, made it possible for Lee to inject a realistic approach to the true values of square dancing.

Lee starting his calling career in the late 1940s as a home-club caller, he traveled and guest-called in virtually every state, in many Canadian Provinces, and in 1960 was sent by the Air Force to Germany, and other countries in Europe and North Africa to help formalize American square dance programs overseas.

EMPHASIS CALLS:
MAINSTREAM:
PLUS:
FUTURE CONVENTIONS:
APR 10 - 12, 2006 Charlotte, NC
APR 2 - 4, 2007 Colorado Springs, CO
CALLERLAB OFFICE HOURS:
9:00 am to 4:30 pm Eastern Time, Monday - Friday
Phone: 321- 639-0039
800 - 331-2577 (business only)
FAX: 321- 639-0851
Email: CALLERLAB@aol.com.
Website: www.callerlab.org

INSURANCE QUESTIONS & CERTIFICATES

Marsh Affinity Group 800-503-9227

(Continued on page 2)

(Continued from page 1)

Together with his wife, Mary, Lee played an important role in caller and leadership training, serving on staffs of callers schools and clinics. Although a popular figure at some of the nation's great square dance events and vacation institutes, the Helsels put their home-club and class calling and teaching at the top of their list of priorities.

A recording artist on the Sets in Order label and author of many published articles on square dancing, Lee was truly a pioneer in the contemporary phases of the activity. In October, 1970, Lee was inducted into the Square Dance Hall of Fame and in February, 1971, was present as one of the founding members of CALLERLAB. He was author of the original CALLERLAB organizational document, including the constitution and by-laws. He served as a member of the Board of Governors and the Executive Committee. In the years that followed, Lee played a key role in the development of this organization. Lee retired from calling in June, 1980. Lee was a Life Member and Recipient of the Milestone, CALLERLAB's highest honor.

SPECIAL ELECTRONIC MAILING

The Home Office has implemented electronic distribution of *DIRECTION* and other mailings. If you have an E-mail address on file with the Home Office you are receiving this issue by E-mail only. The estimated savings for this mailing are approximately \$1,500.00. The Home Office is always looking for ways to reduce operating expenses and Electronic Mailing of *DIRECTION* is an excellent cost savings measure. Please see the article later in this issue with more information about Electronic Mailing of *DIRECTION*.

FROM THE CHAIR

Tim Crawford, Chairman of the Board

Did you ever do or try something that was so great, or so satisfying that you just had to tell someone, yet, that someone was uninterested, or worse yet, was not even around? Did you feel like the enthusiasm of your accomplishment began to diminish over time, until it became no real big deal? So, did you finally end up keeping it to yourself and not telling any-

one?

Have you ever accomplished a goal, and told people about it, expecting accolades, then met with indifference or criticism? Did you ultimately get angry and once again keep the news to yourself?

In both of the above cases, all that could be learned from the success is lost by a lack of a "place" to tell your story, or a bunch of people who are steadfast in their thinking that they accuse you of embellishment, or at the very least disregard your story. There is much to be learned from accomplishment, and the communication of it.

As far as Square Dancing is concerned, I believe we have made a place for your experiments, both good and bad, to be communicated with enthusiasm and interest. This "place" is charged with collection of these experiments, as well as monitoring them to see where they might lead. This place is the Program Policy Committee (PPC).

You will recall that the PPC released a paper called the "Program Policy Initiative" (PPI), which simply encourages experimentation with any and all facets of the activity. Of course any experiment having results, must be communicated and tracked to determine if there is a direction for success that develops. The PPI supports such experiments, but without communication of results, the PPI is dead on the table.

E-mail, write or call the Home Office with your stories, trust me, they won't go unheard, nor will they be judged. It is our goal to seek answers through the successes of others, and an effective communication channel is vital. We have set that up and I strongly encourage you to start telling us your stories. The PPC is charged with collecting and analyzing the stories to seek possible alternatives where they might exist.

Remember we can't find answers if we're not looking, the PPC can be our eyes for just such a task!

Get out and try your idea!!!!

OUTSIDE THE SQUARE

Your convention Planning Committee has chosen "Outside the Square" as the theme for the 2006 CALLERLAB Convention in Charlotte, NC, April 10-12,

(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.

(Continued from page 2)

2006, **Erin Byars** of Sacramento, CA will receive a one year CALLERLAB Membership for her submission of the theme for the 2006 convention. Erin says she will present this award to her husband, **Scot Byars**. This theme idea will be reflected in the major panel discussions during the convention. There will be interest sessions, demonstrations, and discussions on ways to win the recruiting and retention challenges facing square dancing. We will be posting the convention interest session (tentative) schedule on the CALLERLAB web site (www.callerlab.org); please check it out.

This year, in Louisville, we continued the spirit of cooperation and optimism as we met and discussed ways we can increase the participation in square dancing. We also heard an introduction to a new way to bring more dancers into the activity with the Program Policy Initiative (PPI) and reports from The Alliance for Round, Traditional, and Square (ARTS) Dance. Next year there will be even more to report and discuss.

Our Voice Coach, **Professor Arden Hopkin**, is planning to be with us again in Charlotte. This will be the third year of the new Progressive Voice Seminar (PVS). We are looking forward to his participation in this exciting program. He will be offering his unique brand of vocal help in this series of special sessions.

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

The dates of the 2006 convention are April 10-12, 2006. We will be meeting in the outstanding Adams Mark Hotel, Charlotte, NC. The Adams Mark Hotel is offering all the latest comforts and amenities. We have negotiated a very good room rate and the hotel is excited about our convention. The staff of the 56th National Square Dance Convention (NSDC) to be held in Charlotte in 2007 has offered to provide transportation from the Charlotte airport for convention attendees arriving by plane. We will be publishing more information about this offer in future issues of *DIRECTION*. We hope you will mark your calendar now and make plans to attend the convention in 2006.

In Memoriam

Bob Cadman, Ohio 2005
Lee Helsel, California 2005
Horace Newberry, Georgia 2005
Frank Pulice, New York 2005
Dan Sweetman, Canada 2005

LITTLE KNOWN FACTS

Humphrey Bogart was the 7th cousin to Princess Diana.

Gone with the Wind is the world's best selling book, next to the Bible.

CALLERLAB & THE ARTS

The Alliance for Round, Traditional, and Square (ARTS) Dance is a gathering of related dance organizations which have joined forces to achieve a common goal of increasing the number of dancers. The ARTS mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

The ARTS held its February 2005 meeting in San Antonio, TX. During the meeting the results of the Dancer Demographic surveys conducted at the National Square Dance Conventions and other dance events were reported and discussed. The CALLERLAB Recruit, Promote and Maintain (RPM) Committee reported on the progress of a Marketing Ad-Hoc Committee. This committee has developed a comprehensive marketing plan designed to help attract more dancers. Projects to help in this effort include the dancer demographic survey conducted by CALLERLAB and the Foundation and a dancer survey to be conducted by The ARTS at the 54th National Square Dance Convention (NSDC) in Portland. The ARTS has been approved by the IRS for Tax-Exempt 501 (C) (3) status to provide for Tax deductible donations to the ARTS. For more details about the ARTS visit The ARTS web site at: www.ARTS-DANCE.org.

SCHOLARSHIPS AWARDED

The following George White Scholarships were recently approved by the Executive Committee: **Thomas Pustinger**, and **Betty Williams**. The following scholarships from the Grand Square, Inc. Education Fund were approved by the CALLERLAB Foundation Executive Directors: **Marie Gladson**, **Dewey Minter**, and **Arnie Williams**. The following Jerry Schatzer Scholarship was recently approved by the Executive Committee: **Amy Strom**. The following Tex Hencerling Scholarships were recently approved by the Executive Committee: **Gary Hutton** and **Larry Williams**. The following Heyman Scholarships were recently approved by the Executive Committee: **Joan Judge**, **Justin Russell** and **Jerrie Lynn Weatherford**. Our congratulations to each of these deserving callers and we wish them the best of luck in their calling careers.



BOARD OF GOVERNORS ELECTION

If you would like to be a candidate for the Board of Governors, petitions can 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 business meeting April 12, 2006, Charlotte, NC Convention.

Eleven valid petitions have been submitted to date: **Lone Blume, Calvin Campbell, Larry Cole, Eric Henerlau, Chuck Jaworski, Tim Marriner, John Marshall, 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.

SQUARE DANCE INFOMERCIAL

The square dancers in the Minnesota Central East Region have created and produced an excellent square dance "Infomercial". The 15 minutes video resulted from a desire for a tape to show at square dance demo's, showing the fun and excitement of Square Dancing. In previous years one of the local clubs recorded a tape each year in the studios of a local public access cable TV station. It was shot in a studio with 2 or 3 squares and no scenery. It did net a few couples each year but wasn't really that exciting. Knowing that a professionally done film, produced by a recording studio would be cost prohibitive they approached the regional cable access company about taping some scenes at local square dances. The company was very receptive and offered to produce a 15-minute infomercial about square dancing for a maximum of \$1500.00. The final cost was \$1300.00.

CALLERLAB has obtained the video and permission to copy and distribute the video (tape or DVD) to help groups in other parts of the activity with their recruiting efforts. CALLERLAB has the capability to add local contact information to the video to customize it for local groups. The video can be obtained through CALLERLAB for the cost of creating the tape or DVD and mailing costs. For more information please see the *Winning Ways* document on the CALLERLAB web site or contact the Home Office (800) 331-2577; or E-mail: CALLERLAB@aol.com

PROGRAM POLICY INITIATIVE (PPI)

As we reported in the last issue of *DIRECTION*, the "Program Policy Initiative" or "PPI" was introduced at the 2005 CALLERLAB Convention. We want to stress that the PPI is NOT intended to adversely impact the current Modern Western Square Dance activity.

The purpose of the PPI is to provide callers, clubs and associations with a structured and organized way to report experiments with ways to introduce non-dancers to the activity. We are aware there have been various approaches to introducing square dancing to non-dancers. Some of these approaches have included Fun Nights, clubs which dance a very limited number of calls, dances in casual attire, dances which are designed for dancers who only want to dance once every couple of months or so, and others. Until now, there has been no way for the sponsors of these different approaches to report the results of their program. With the implementation of the PPI there now is a place to report these various approaches, including those which are successful as well as those which are not. It must be stressed that these approaches, or experiments, are NOT intended to adversely 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. If you have questions or concerns contact the CALLERLAB office (800-331-2577) or E-mail: CALLERLAB@aol.com

If you are involved with or know about any of these different approaches, or experiments, please contact the CALLERLAB Office and we will put you in contact with the Program Policy Committee Chairman, **Dick Mazziotti**. We look forward to hearing from many of you about your experiments, please keep us informed.

FRIENDS OF THE FOUNDATION

Tom Rudebock in Memory of Bob Cadman
Dana and Donna Schirmer, Kansas
Clark and Miriam Baker, Belmont, MA

CALLERLAB Program Policy White Paper Position Paper

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

The attached Position Paper explains the current CALLERLAB Program Policy Statement and how it will encourage all callers to actively support CALLERLAB's efforts for stability. One of the objectives of CALLERLAB is to establish and maintain modern western square

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dance programs. This policy is established in order to achieve that objective. While it is named the Board of Governors Program Policy, it is the result of several years of work by the Program Policy Committee, including the Chairmen and Vice Chairmen of the Dance Program Committees (Mainstream, Plus, Advanced, and Challenge). For some time it has been recognized that Modern Western Square Dancing (MWSD) is in decline in many areas of the world. The future of this activity is in jeopardy. No one person, committee or group has the total solution. Its scope is broad enough to include and encompass ideas from other areas and situations. Please see the Position Paper included below.



Think
"Outside the Square"

MAINSTREAM DEFINITIONS DANISH TRANSLATION

Max Fris, CALLERLAB Member from Lykensdalsvej, Denmark has provided the Home Office with a Danish Translation of the Mainstream Definitions. This unique document provides the English definition in one column and the Danish translation in a second column on the same page. The Caller's Society Of Denmark, a CALLERLAB Affiliated Callers Association, translated the document for use by their members. We are offering this information to inform all our members of the availability of this unique document. The document is posted on the CALLERLAB web site at:

[http://www.callerlab.org/documents/ProgramDocs/MS_Definitions_\(US-DK\)\(05-05-20\).pdf](http://www.callerlab.org/documents/ProgramDocs/MS_Definitions_(US-DK)(05-05-20).pdf)

DEMOGRAPHIC SURVEY COMPLETED

The Research & Development Committee, has completed the report of the square dancer demographic survey which was conducted by CALLERLAB and the CALLERLAB Foundation. This survey collected a very large amount of varied demographic information from a statistically valid random sample of square dancers and callers from all over the USA. The survey includes data from a very wide range of demographic information as well as dance related questions. The report of this survey provides very interesting data about who we are as square dancers. The Home Office encourages each of you to obtain a copy and provide the information to the clubs you call for and to the members of the associations (Caller & Dancer) in your area. The results of this survey are available from the Home Office. Paper copies are available for a nominal charge of \$6.00 to help cover the cost of printing, handling, & shipping. PDF versions of the report are available at no cost; please contact the Home Office (CALLERLAB@aol.com) and request a copy.

CALLERLAB Convention (Invited Guests)

The annual CALLERLAB convention is a gathering of CALLERLAB Members and invited guests who attend to join discussions of the challenges and possible solutions facing our great activity. Those who attend can not only take advantage of the tremendous educational opportunities available through the interest sessions but they may also participate in the discussions undertaken by your committees. Over the past several years we have been privileged to have many dancers attend the conventions. We gained much from this and the dancers have reported they have also gained from the experience.

We invite ALL CALLERLAB Members to not only attend the annual convention, but ALSO to invite dancers in your area to attend as well. We know the experience of attending a CALLERLAB convention will enhance the dancer's appreciation for the association and for the work we, as callers, do for the activity.

COMMITTEE REPORTS & ARTICLES

ADVANCED COMMITTEE CONVENTION REPORT

Chuck Jaworski, Chair

It was noted recent ballots have not been sent out to the committee members. Therefore, **Clark Baker** with the definitions committee is having the items on the ballots as open issues. Chuck will contact the home office and request the results sent to all members. The ballot results would include the second ballot of "Remake". You should have received these results by now.

There was a lengthy discussion of the use of "left" which is in the preface of the definitions. The discussion to determine if all calls using "left" should be placed in the examples of the description of "left" or listed separately on the Advanced List. Everyone agreed that the left versions of the calls are a part of the program, even though they are not explicitly listed.

A motion was discussed to send the definitions committee Left Touch, Left Pass Thru in the Advanced preface to be included in the description of "left". Everyone at the meeting agreed. Clark will take this issue back to the definitions committee.

There was a motion to remove Left Wheel Thru from the Advanced List and add it to the "left" in the preface. Many were concerned, since this has been on the list for many years that removing it could lead to the usage dropping considerably and become a forgotten call. The majority at the meeting voted not to remove Left Wheel Thru from the List. A second issue arose about the statement at the bottom of the Advanced List and the one at the bottom of the Advanced Teaching Order. Many wanted these two statements to show up on both

(Continued on page 6)

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sides of the List and Teaching Order. Those present also felt that the statement "In Advanced Dancing, the left version of the calls are part of the program even though they are not explicitly listed" should also be included at the bottom of both sides of the Advanced list and the Advanced Teaching Order.

Motion: The descriptions at the bottom of the Advanced Teaching order and Advanced List be combined but kept separate in paragraphs to be at the bottom of both the Advanced List and Advanced Teaching Order.

The majority at the meeting voted in favor of the above motion.

EDUCATION COMMITTEE CONVENTION REPORT

Ron Counts, Chair

The Education Committee discussed the review and revision of the Callers In Schools Handbook (CISH). We plan to complete the project during 2005. Copies of a working draft were distributed.

We were briefed by **Jim Maszko** and **Scot Byars** on the Teach The Teachers Project that was partially funded by an Alliance of Rounds, Traditional and Square Dance (ARTS) grant. This information was well received and we need to obtain a copy of their book so that our revision of the CISH does not overlap their material.

We were briefed by **Calvin Campbell** on the American Alliance of Health, Physical Education, Recreation and Dance (AHPERD) project that he is working on and the successes that it is creating. This briefing was thorough and appreciated by all.

We discussed the Artists in Residence/Local Artist Project. The response to HO LOG 04-1220-002 (Request For Electronic Contact Information) was poor with only 5 committee members responding. Follow up with the contacts provided indicated that there is little uniformity in these programs. Another effort to contact libraries will be made in 2005. This information source is beneficial and free for those who elect to use it. This is an ongoing project for 2005.

Mel Liter Lexington, KY has had considerable success in using the Internet to obtain data about local school systems in Kentucky. Mel has originated a system to contact school administrators and teachers that yielded greater than a 15% return on his mailings. I have asked him to chair a sub-committee to fully develop the methodology of his efforts with a view toward either incorporating it into the CISH or publishing it as a separate booklet. We intend to complete this project during 2005.

We initiated a review and revision of the CISH Booklet. We attempted to collect data regarding the Artists In Residence/Local Artists Program but were only marginally successful because only 5 of the 45 committee members responded to the request for local library URL's. I intended to make contacts with the libraries and collect

the data to determine if there is significant use of these programs. I will continue with this project in 2005.

I would like to complete action on the projects outlined above and come to the 2006 convention with all projects either completed or ready for final mark-up.

PARTNERS COMMITTEE

Bev Sutter, Chair

Partners and others who would be interested in assisting with the revisions and updating of the Partner's Handbook, please contact me for information on getting a copy for your use in personally making comments and suggestions. Hopefully we will have a proof ready to present at the committee meeting at the convention in Charlotte. The handbook is in dire need of updating and re-wording for political correctness. It's an awesome task but one I hope you would be willing to help with.

For those of you who responded to the joint survey sent by the Partners and Women In Calling committees I thank you for your input. I'm sure the Women In Calling Committee will have an interesting article to present at Charlotte.

You may contact Bev at partners@callerlab.org or by phone at: 563-556-7282 (home phone)

BARGAIN VIDEO SALE

(1994 CALLERLAB Convention)

We are pleased to announce the availability of three VHS videos from the 1994 CALLERLAB Convention in Vancouver, British Columbia, Canada. These videos were made during the convention and include: 1) The After Party Session, 2) Line Dance Session, and 3) Overseas Callers Dance.



The After Party tape includes a presentation by **Jerry Junck** with very valuable information and background about what an After Party should and should not be. It also includes several simple party skits which would be appropriate for any group. The Line Dance video includes demonstration and instruction for several interesting line dances. The dances shown are not complex and include couple dances. The Overseas Callers Dance features the overseas callers who attended the convention. There is a wealth of Mainstream choreography in this tape. The amount of material which can be researched from this tape will keep any dance group entertained for a very long time.

Any one of these videos would be a great addition to your video collection. A limited number of these videos are available at a very SPECIAL price. We are selling the videos for only \$7.00 each or all three for \$15.00 including shipping and handling. Please contact the Home Office to place your order. Phone - 800-331-2577;

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FAX - 321-639-0851; E-mail - JohnCALLERLAB@aol.com; or send your order by regular mail to the office. Florida residents please add 6% sales tax. We can charge your credit card, or send an invoice, or you can send your check payable to CALLERLAB to: 467 Forrest Ave, Ste. 118, Cocoa, FL 32922.

NEW SONG & DANCE ROUTINE BROCHURE

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

The brochures 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. Brochures are shipped by UPS whenever possible. The Brochures are \$15.00 per 100, plus shipping.

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.

Please contact John at JohnCALLERLAB@aol.com or (800) 331-2577 to place an order.

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.**

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.

**Art Parks,
Covina, CA**

I thank "Speedy" Spivake for his article in the Jan-Feb issue of *DIRECTION* on the subject of hash

length. As a recent club and association leader, I have observed first hand the value of short hashes. For our club, over time, short hashes resulted in increased dance attendance, more squares on the floor for the last tip at dances, *and complements at the door as dancers exited after the last tip.*

MEMORIES Gloria Rios Roth

The Royal York Hotel in Toronto was the site of one of the so-called "International Square Dance Conventions" in the early 1960's. I was sitting in the Ballroom balcony to observe one of the Greats of our activity - **Ed Gilmore.**

There were at least 200 squares of dancers on the floor beneath me and Ed gave his first call, "Allemande left in Alamo Style, give a right to your partner and balance a while."

In those days when the square started the two step balance, they slapped the floor with their foot as they stepped forward. If they were dancing properly, the slap was in unison with other squares.

However at this moment Ed had 200 plus square from all over the East and along the Great Lakes all having been taught by their callers, who had different degrees of perfection. (Timing).

As I watched Ed closely, he actually winced then a look of determination came over his face and he stopped the music - and explained the proper timing - then started again.

To this day I get goose bumps thinking about what happened next. All 200 square as one, hit that "Balance" and the hall resounded with cheers and joy and went on to collectively hit the "balance" on all the rest of them! It was amazing and I noticed a flurry of activity near one of the Ballroom doors. The bell hops were milling around and finally one of them worked his way around the edge of the ballroom to the stage. He caught Ed's attention and spoke to him briefly.

Ed then told us the management requested that whatever had caused the gunshot type of explosion had to be stopped! It seems the foundation had actually vibrated and they were afraid.

I have always been sorry to see the Alamo Style Swing Thru take away the exhilarating sound of dances in unison.

Since Ricky Holden created "Alamo Style", I wrote him as to how it came into being and like so many of our calls he got the idea from dancers fooling around, holding on to the person they pulled by on a Grand Right and Left.

The memories of past experiences are rich indeed.



**KEEP SMILING,
IT MAKES PEOPLE
WONDER WHAT YOU'RE UP TO."**

MISSING MEMBERS

E-mail has been returned from the following members.

banky1o@comccast.net	Tom Bankstahl
bill@c21frankorrealty.com	
calkins@bbs2.rmrc.net	
called1well@verizonnet	Brad Caldwell
CallerSu@surfsideexpress.com	Su Eygabroad
callincue4u@charter.net	Bill Reid
calling@shentel.net	Mike McIntyre
cguenther@igateway.net	Chuck Guenther
dancekid@attbi.com	Pat Harper
etrshot@starband.net	David Smith
ettandlinda@erols.com	Linda Kendall
greybarn@juno.com	James Anklin
hmorgan11@direcmail.com	Harry Morgan
iwade5@attbi.com	Wally Wade
jjohnson@sbcglobal.net	Jimmy Johnson
jpricha1@juno.com	Ed Richardson
ken@kenshky.com	Ken Kallmeyer
massy@mrg.biglobe.ne.jp	
mccall@vrc.net	Gene McCall
mikelkelly@earthlink.net	
peter.hintzen@web.de	Peter Hintzen
pmnmoore@js-net.com	Paul Moore
rhassell5@pokynet.com	Rick Hassell
rileyslogcabin@earthlink.net	Dennis Riley
robvicki@netzero.net	Rob Krum
rsowask@msn.com	Ron Sowash
rsvk@meadwgateabbyey.com	Steve Van Keuren
Ryals@gdsys.net	Rodney Ryals
sdnon@uo6.itscom.net	
sjasqdcaller@sbglobal.net	Steve Ackerman
squaredancaller@ev1.net	Sid Acker
squarethru4@global.net	Phylis Rendon
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PRESS RELEASE

FOR IMMEDIATE RELEASE

(May-June 2005)

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



PRESS RELEASE

CALLERLAB's COMPREHENSIVE DEMOGRAPHIC SURVEY OF SQUARE DANCERS

About the Project

Terry Wheeler, Chairman of the Research and Development (R&D) Committee, is pleased to announce that CALLERLAB recently completed a comprehensive demographic survey of square dancers. Terry explained, "This is the first controlled survey of this magnitude ever made of square-dancer demographics. We expect the results to help us gain corporate or foundation support in promoting the activity." The committee conducted a demographic survey of square dancers; with the support of the Board of Governors. The survey's purpose was to obtain industry and foundation support for our efforts to promote square dancing. This is more than just a casual study. The committee took great care to assure us of real, meaningful results. Because of this care, the survey results are statistically valid. This means we can draw real conclusions. Professional surveyors helped design the survey, supervised the data collection, and continue to advise us on how to analyze and interpret the results. Committee members worked closely with survey professionals including market research company StarWorks to design, run, and tabulate the survey. Their advisor, Marty Mayo of StarWorks, said, "This survey is designed to give real, valid numbers you can use with confidence."

Analysis continues, with results going to CALLERLAB's Recruit-Promote-Maintain, and Grant-Writing Committees. The research report will also be made available to other organizations. We expect these results - and their validity - to help us generate financial support for promoting the activity. We are investigating how best to use them to gain support.

Paper copies of the report are available through the CALLERLAB office for a charge of \$6.00 to help cover printing, shipping & handling costs. A PDF copy of the report is available on the CALLERLAB web site at:

[http://www.callerlab.org/documents/callerlabdocs/Report_Final_\(Full\)\(04-08-26\).pdf](http://www.callerlab.org/documents/callerlabdocs/Report_Final_(Full)(04-08-26).pdf)

This is just one more example of how CALLERLAB members continue to support square dancing. Additional information may be obtained by contacting the CALLERLAB office:

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******* 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



ARTS GRANT

Teaching Square Dancing in the Schools Package

One of the essential Development Initiatives adopted at the outset of the ARTS is, *To educate the public and promote an improved understanding and image of the multiple forms of their historical dance activities.* A significant step was recently taken to accomplish this goal through the introduction of a newly created program for teachers. This program will ensure that teachers are equipped with the tools to present Square Dancing to their students in an upbeat, positive and accurate manner. With this approach to the introduction of Square Dancing to schoolchildren, they will establish a positive image of this Dance activity that will stay with them for their lifetime.

With the assistance of a \$1,000 Grant from the Alliance of Round, Traditional and Square-Dance, Inc. (ARTS-Dance), the California Square Dance Council's Youth Advisory Committee has developed an instructional package that can be used by teachers, scout leaders, recreation departments, church groups or anyone else interested in setting up their own introductory square dance program.

The California Youth Advisory Committee, under the leadership of Chair Bonnie Abramson and assisted by callers Scot Byars, Eric Henerlau and Bronc Wise, made a formal presentation during the California Association of Health, Physical Education, Recreation and Dance (CAHPERD) at their 75th Annual Conference held March 17-19, 2005 in Monterey, California. Their presentation included a one-hour Educational Workshop that was enthusiastically received by a standing room only gathering of more than 250 of the 2,000 teachers, instructors and recreational leaders in attendance at this Conference. The workshop, entitled "*Square 'em Up! A Teacher's Guide to Teaching Square Dancing,*" focused on the ease of teaching square dancing in the classroom, and showcased a wide selection of hip music sure to entice the kids to participate. The teachers who, even if they currently offered square dancing as part of their curriculum, were eager to find music more in tune with what the kids are listening to today enthusiastically embraced the "new" music.

Participation in the three-day Conference also included a square dance demonstration and an exhibit booth where nearly 60 of the "*Teach the Teacher*" program manuals were sold.

Key to the success of the overall program was the development of the "*Teach the Teacher*" Program manual compiled by Sacramento caller Scot Byars with reference materials compiled by Bonnie Abramson. This educational manual of introductory level materials includes lesson plans and the text of the basic square dance calls combined with descriptive photos of handholds and positioning. The written documentation is paired with a 4-CD set featuring verbal instruction from Scot and dance material for each of the 8 lessons included. There were two additional lessons that provide "review" dances and a full CD of just review dance material, all utilizing high-energy music provided courtesy of Road Records of Victorville, CA. Again, the focus is the ease of teaching the calls and the use of high-energy music, including hip-hop, rap and the latest stuff kids are listening to everyday.

This package is available to California residents through the California Square Dance Council's Youth Advisory Committee website: <http://www.squaredance.org/youth/youth-opening.html> or for those in other parts of the Country through the ARTS-Dance website: www.arts-dance.com for a cost of \$49 plus tax and \$5 shipping and handling.

Additional information is available from Bonnie Abramson - CAYouthSgrs@aol.com .



PRESS RELEASE

CALLERLAB Program Policy White Paper Position Paper

(Approved - April 4, 2004)

(Revised July 17, 2004)



PRESS RELEASE

INTRODUCTION

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

INFORMATION

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

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

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

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

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

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

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

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

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

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

(Each dance program is defined to include the following:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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