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PERIODIC SELCETION: SWING THRU ONCE AND A HALF

FUTURE CONVENTIONS:

APR 2 - 4, 2007 Colorado Springs, CO
MAR 16 - 19, 2008 West Region
APR 5 - 8, 2009 2009 East Region

CALLERLAB OFFICE HOURS:

9:00 am to 4:30 pm Eastern Time, Monday - Friday
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For information regarding INSURANCE QUESTIONS & CERTIFICATES please contact the Marsh Affinity Group 800-503-9227



**Osa Mathews
2006**

Osa Mathews passed away in May 2006 after a very successful calling career which began in 1949. Osa had to more than prove herself, because, in her own words, "Every lady caller must realize that she is entering a man's field and be willing to work that much harder to become a good caller." Osa took this as her challenge.

She was the first lady to be invited to join CALLERLAB; the first to call on a "Square Dance Documentary-in-Sound", published by Bob Osgood and Sets In Order, and the first lady to call at the Penticton Peach Festival in Canada. As a matter of fact, so impressed was the local Canadian press that they ran a major story in the newspaper that carried the headline: "California Call-girl to Appear on Festival."

Osa entered the activity in 1949 and started calling that same year. She taught two classes each year until her retirement in 1994. She called on the nationally televised Art Linkletter Show and on the Pat Boone

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Program. For many years she made an annual calling trip of the Western United States and on several occasions called for and led groups of dancers to Europe, the South Pacific, the Orient, the Caribbean, Canada, Hawaii, and Alaska, fostering square dancing goodwill throughout the world.

She helped to organize and called on the program for the first National Square Dance Convention in 1952. She has hosted a very successful three-day square dance festival the first weekend in March for 20 years and coordinated and produced the Annual Arthritis Hoedown in her city.

Osa served on the Board of the Southern California Callers Assn., held the position of President of the Orange County Callers Assn., and President of the Cow Counties Callers Assn. three times. She has served as moderator at a number of state and National Conventions and the subject, "Styling and Comfortable Dancing" was very important to her. Over the years she served on the staff of a number of area callers schools. Together with her husband and enthusiastic supporter, Osa was chosen as "Patron" of the Penticton, British Columbia, Square Dance Festival. In recognition of her many contributions of Community Service through square dancing, she was twice honored (in 1981 and again in 1990) by her home town of Palm Springs, California, with an official day named after her.

Because she lived and called in a world renowned vacation spot, she and her husband, Cliff, have, had the opportunity to introduce square dancing to many men and women from all parts of North America as well as from around the world.

Osa was the first female caller to be honored with the CALLERLAB Milestone award in 1996. She will be missed.

FROM THE CHAIR Tim Marriner, Chairman

Our newsletter is called *DIRECTION*. Which direction? That is entirely up to you. It is in your hands. You can choose to do business as usual and

none of the contents of these newsletters matter. Read no further. However, if you care about your craft and the future of our activity enough to desire more information by all means read on. The information provided can keep you on the cutting edge of current events and trends. In a way, it is a small form of continuing education that might enrich your abilities. But what do you do after you have finished reading this material? Don't throw it away! Do the organization a favor and take *DIRECTION* to your dances until the next issue comes out. Copy the press releases, put them out at your dances, and hand them to the area leaders to keep everyone informed.

In spite of all our best efforts to open the lines of communication we are still not able to reach everybody. We have one of the best websites in the business, filled with valuable resources. We send out *DIRECTION*, Electronic News, and Press Releases to area publications and affiliate organizations yet still we have callers and dancers totally unaware of the work we provide. So I am asking each of you to take a moment to carry this and every other issue of *DIRECTION* to your dances. Let them read about the committees at work. Our members are doing the work necessary to lead this activity in a direction of growth and prosperity. If you are not involved with one of these committees, it is not too late to get on board.

One of the biggest problems our activity faces today is APATHY. Callers and dancers are both at fault. Callers are retiring without regards to the future of the club, leaving several squares of dancers behind and nobody to call for the group. Clubs are folding with large treasuries only because nobody wanted to take over the leadership roles. At worst these are examples of pure neglect. Today's leaders need to project ahead to start grooming and training leaders for tomorrow. Don't let ego and pride cloud judgment. Lead your group with the hopes it will be in existence fifty years from now. Lay the ground work necessary for that to happen. Put together a plan of action that extends into the future. The strong foundation you provide will enable the group to continue.

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DIRECTION is the official newsletter of CALLERLAB, The International Association of Square Dance Callers, with offices located at 467 Forrest Ave., Suite 118 Cocoa, FL 32922; Phone: (321)639-0039; 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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It's time for all of us to take on a proactive leadership role and guide clubs to success. Don't be a bystander and watch groups crash and burn. Don't be a hitchhiker just going along for the ride as long as it last for you. Lend a hand to make a positive impact for the future of the activity in your area.

POST-CONVENTION VOTE RESULT

Following the 2006 CALLERLAB convention, 973 ballots were mailed to eligible members, asking whether or not the action taken at the 2006 convention should be rescinded (overturned).

The bylaws specify that a minimum of one-third of the mailed ballots (324) must be returned in order to constitute a quorum for mail ballots. Additionally, two-thirds of those responding must vote to rescind the vote taken at the convention or the vote will stand as taken.

Of the 973 ballots mailed, only 318 valid ballots were returned by the July 15, 2006 deadline. Therefore, the number of ballots returned is not sufficient to constitute a quorum. The vote taken at the 2006 CALLERLAB Convention to create a dance program called Basic consisting of the first 53 calls on the Mainstream Program as of July 15, 2006, stands as approved at the convention. The results of the convention actions were reported in the minutes of the Annual Meeting which were mailed to all members with the Flash (May 2006) issue of *DIRECTION*.

(Editors Note: Even though we are VERY disappointed that we did not receive a quorum, we would like to thank all the members who took the time and effort to vote. It is a sad commentary when an issue as important as this could not generate enough valid ballots to meet the quorum requirements.)

BOARD OF GOVERNORS ELECTION

The Ballot for the 2006 BOG Elections was mailed on Tuesday, July 18, 2006 to all voting members. Members eligible to vote will be electing eight members to be seated on the Board following the 2007 CALLERLAB convention in Colorado Springs, CO. Board Members serve a term of three years.

Betsy Gotta, Patty Green, Robert Hurst, Mike Jacobs, Vernon Jones, Doren McBroom, Tom Rudebock, and Norm Wilcox will complete their current terms on the Board at the 2007 convention and are seeking re-election.

Valid petitions were submitted for the following eight candidates **Skip Brown, Scot Byars, Deborah**

Carroll-Jones, Barry Clasper, Eric Henerlau, Elmer Sheffield, Jerry Story, and Jim Wass.

The results of this important election will be announced in the next issue of *DIRECTION*. Press Releases will be mailed to publications and callers associations announcing the results.

ASD SPECIAL SUBSCRIPTION

In the Flash *DIRECTION* we included information about a Special Subscription offer from American Square Dance (ASD) magazine. The CALLERLAB Foundation News Letter states that a subscription to ASD from a CALLERLAB member will benefit the CALLERLAB Foundation by a donation of \$2.50. The printed sheet from ASD states that this \$2.50 will go to the Alliance of Round, Traditional, and Square Dance (ARTS) Foundation. The subscription form is correct. The donation will go to The ARTS.

CALLER-COACH LIST

In the Press Release to announce that Norm Wilcox had been approved as a CALLERLAB Accredited Caller-Coach we said "Congratulations Jeannette!" We should have said "Congratulations Norm!" Sorry for the mix-up.

AFFILIATED ASSOCIATION LIST

In the listing of Affiliated Caller Associations we inadvertently listed the Japan Callers Association as an affiliate; this listing should have read Japan Square Dance Association (JSDA). Sorry for the mix-up.

CALLERLAB AT THE 55th NSDC

CALLERLAB and the Foundation had a vendor booth at the San Antonio, Texas National Square Dance Convention (NSDC) again this year. We also participated in the Showcase Of Ideas. CALLERLAB information, handouts, and sales items were available at the booth. The booth gave CALLERLAB and the Foundation a positive presence before the dancing public and elicited a good response from everyone who stopped by to visit.

Thanks to the following members of CALLERLAB who volunteered to help staff the booth: **Jill Borris, Don Brown, Donna Brigman, Tim Crawford, Betsy and Roy Gotta, Patty and Steve Greene, Mike and Bonnie Hall, Mike Huddleson, Mary**

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Hutchinson, Robert and JoAnna Hurst, Deborah Carroll-Jones, Jon Jones, Vernon and Kayla Jones, John Marshall, Tim Marriner, Del Reed, Bob Rollins, Mike Seastrom, Dana Schirmer, Andy Shore, Jerry and Kristy Story

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

PROGRESSIVE VOICE SEMINAR COMPLETION

The Progressive Voice Seminar (PVS) has been an ongoing feature of CALLERLAB Conventions since 2004 in Reno, NV. **Arden Hopkin**, Professor of Voice at Brigham Young University in Orem, Utah has been CALLERLAB's voice coach for a number of years and has been conducting all three levels of the PVS. Arden has demonstrated various techniques used to correct voice problems and has provided important information on the care of your voice with both Vocal Range and Quality. For more information about this exciting program, please see the Press Release included with this issue of *DIRECTION*.

We are proud to announce that twenty people have completed all three levels of the seminar and have been presented with a certificate of achievement for completion of Seminar.

Congratulations on your successful completion of this seminar.

Don Beck	Deborah Carroll-Jones
Scot W. Byars	Jon Jones
Trevor Day	Bob Joy
Henry Ferree	Francois Lamoureux
Cindy Ferree	Jeff Priest
David T. Fullaway	Jeannette Staeuble
Betsy Gotta	Bruce Simpers
Wayne Hall	Al Taylor
Paul Henze	Betsy Taylor
Marianne Jackson	Bill Treleaven

CALLERLAB CONVENTION ROTATION

During the 2006 Board Of Governors (BOG) meeting the Board considered a proposal that the rotation for the annual CALLERLAB convention be adjusted because of the Bylaws regarding convention attendance requirements. The current rotation for the convention is: East, Central, West Central, East, Central, etc. This rotation resulted in a convention once every other year in the Central Region and once every four years in the East Region and once every four years in the West Region. The proposed rotation is as follows:

East, Central, West, East, Central, West, etc. Beginning with the 2008 convention this change will result in the convention being held in each region of the country once every three years. The proposal was discussed and approved by the Board. The following is the new rotation for the annual CALLERLAB convention. All Members are asked to note the new rotation and make plans accordingly:

2008 - West Region	2013 - Central Region
2009 - East Region	2014 - West Region
2010 - Central Region	2015 - East region
2011 - West Region	2016 - Central Region
2012 - East Region	

????Did you Know????

The words "electronic mail" might sound relatively new but were introduced 30 years ago. The first electronic mail, or "Email", was sent in 1972 by Ray Tomlinson. It was also his idea to use the @ sign to separate the name of the user from the name of the computer.

DAVID KREDIET SCHOLARSHIP FUND

David Krediet was a relatively new caller. He began calling in 2003 and joined CALLERLAB that same year. He was a strong supporter for the ideals of the organization. David passed away in April 2006. David believed caller training of newer callers was essential for the continued growth of the activity. Upon his passing his widow, Sharon asked what CALLERLAB or the Foundation could do to help further David's idea for caller training. In response to Sharon's inquiry and the generosity of David's friends, the David Krediet Scholarship Fund was established by the CALLERLAB Foundation. The fund will be administered by the CALLERLAB Foundation Executive Directors.

For those who wish, donations may be made in David's name to the David Krediet Scholarship Fund, 467 Forest Ave., Suite 118, Cocoa, FL 32922. You may contact the Home Office for further details and an application. Applications must be received in by May 1 of the year the scholarship will be awarded.

SCHOLASHIPS AWARDED

The following CALLERLAB Scholarships were recently approved by the Executive Committee: the George White Scholarship was awarded to **Phil Rarick** and the Heyman Scholarship was awarded to **Monique Van Buren**. The following scholarships from

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the Grand Square, Inc. Education Fund were approved by the CALLERLAB Foundation Executive Directors: **Paul Bischoff, Svetlana Shtern and Ervin Wyatt**. Our congratulations to each of these deserving callers and we wish them the best of luck in their calling career.

BEGINNER PARTY LEADER'S SEMINAR

A Beginner Dance Party Leader's Seminar will be held on Saturday and Sunday just prior to the start of the 2007 CALLERLAB Convention in Colorado Springs, CO. The seminar will start at 9:00 A.M. on Saturday, March 31st, and end at 1:00 P.M. on Sunday, April, 1st. The seminar will be held at the Colorado Springs Sheraton Hotel. Cost will be \$25 per leader. Spouses and/or partners will be admitted free. Checks should be made out to CALLERLAB and sent to 467 Forrest Ave., Suite 118, Cocoa, FL 32922.

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

APPLICATION REVIEW COMMITTEE

Jon Jones, Chairman

The Applications Review Committee (ARC) was formed in 1998 as a sub-committee under the Choreographic Application Committee. Later it was designated as a CALLERLAB Standing Committee. The purpose and charge of this committee is to review the proper or improper use of square dance calls. Callers and dancers may submit questions concerning proper or improper application of calls to: **Jon Jones** - 1523 Bluebonnet Tr. - Arlington, TX 76013-5009 or E-Mail: JonJonesSDC@aol.com, or to the CALLERLAB office or E-Mail: CALLERLAB@aol.com. See the attached press releases for more information.

APPLICATION REVIEW HISTORY JAPANESE TRANSLATION

The Home Office would like to thank **Yoshiyuki Kuriki**, CALLERLAB Member from Japan for translating the report of the Applications Review Committee action through September 2005 into Japanese. The document is posted on the CALLERLAB website at the URL listed below. Questions about the document may be directed to the Home Office

(CALLERLAB@aol.com) or to Yoshiyuki Kuriki, (ykuriki@js5.so-net.ne.jp) The URL for the document is: [http://www.callerlab.org/documents/callerlabdocs/ARC Dec \(Rev A\)Japanese\(06-07-01\).pdf](http://www.callerlab.org/documents/callerlabdocs/ARC%20Dec%20(Rev%20A)Japanese(06-07-01).pdf)



MAINSTREAM COMMITTEE REPORT

2006 Convention

Mike Seastrom, Chairman

The Mainstream Committee had two very productive meetings at the 2006 CALLERLAB Convention. There were four main subjects addressed in those two meetings as well as a clarification on the timing of Tag The Line with the Plus Committee at a Birds of a Feather session.

The Mainstream Definitions Ad-Hoc Committee, chaired by **Lanny Weakland**, reported on the review of three calls and that they intend to review two calls every two weeks in the coming year between April 2006 and the next convention in April 2007. Approved calls will be sent to the full Mainstream Committee for approval at the rate of five calls at a time until all have been approved by the Mainstream Committee. The Board of Governors reviewed the Mainstream Definitions project and approved a resolution making the new definitions the one and only official definition document to replace the old set. Newly revised and approved definitions will be published on the CALLERLAB website (www.callerlab.org) and replace all the old definitions each June and January as they are approved by the Mainstream Committee. The previously approved new definitions consisting of twenty-nine calls will replace their older counterparts and be published on the CALLERLAB website. It has been anticipated that further review and updates may be accomplished to the new definitions as necessary by the Definitions, Mainstream Definitions Ad-Hoc, or Mainstream Committees, as applicable.

The Teaching Order Ad-Hoc Committee, chaired by **Bruce Simpers**, reported on the input received from **Clark Baker, Don Beck and Dottie Welch** on "Teaching Order Design Principles" to be considered in organizing a teaching order. A document on these teaching principles is being considered by the Ad-Hoc Committee for possible inclusion in a future Teaching Manual. This document will be invaluable as this Ad-Hoc Committee develops a new Suggested Teaching Order. Five teaching order revisions were presented, with **Tim Marriner, Jerry Jestin and Clark Baker** presenting three accelerated teaching order versions

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and **Dottie Welch** and **Doc Hiraga** presenting two more traditional versions. Rational for using each order was presented by the five callers above and discussed by those present at the meetings. Those five teaching orders will be sent to the full Mainstream Committee with an information letter by Bruce Simpers requesting callers to use them as applicable in their next class. Good caller judgment will be encouraged and feedback to the Mainstream Teaching Order Ad-Hoc Committee will be instrumental in developing a new Suggested Teaching Order. Those CALLERLAB members wishing to review and possibly participate in the trial stages of the development of a new Suggested Mainstream Teaching Order are encouraged to contact the CALLERLAB Home Office to request a copy of all five teaching orders and the accompanying information letter. Those present at the two meetings felt that taking the time to thoroughly evaluate the Principles of Designing a Teaching Order, and using the proposed orders would be more important to successfully creating a quality "Suggested Mainstream Teaching Order" than setting a target completion date at this time. All CALLERLAB members are encouraged to participate and provide input to Bruce Simpers and his Ad-Hoc Committee.

The results of the preliminary ballot for the Mainstream Triennial Review were discussed. Out of 307 ballots mailed 133 or 43.3% of ballots were returned with 68 votes or 51.1% voting for no changes to the Mainstream Program and 65 votes or 49.9% making suggestions for additions, deletions, or both. Calls receiving the most votes for addition and deletion will be placed on the final 2006 Triennial Review Ballot after the vote for change or no change is considered. There were also suggestions made to add calls to the Glossary. A separate Glossary Committee is considering updating the Glossary at this time and those suggestions will be forwarded. A copy of the Glossary may be viewed and printed from the CALLERLAB website. Six other issues were considered on the preliminary ballot. The two that received a majority involved cosmetic changes to the Mainstream List, and will be presented again on the final 2006 Triennial Review Ballot. The Overseas Advisory Committee will also be involved in this review.

At the 2005 Fall Executive Committee meeting, another project was discussed and assigned to the Mainstream Committee. This project was to create a Teaching Manual that captures our "best practices" on how to teach each basic. The vision at this time is to make it as detailed and complete as the 1983 Caller Teacher Manual from Sets In Order. The contents of this manual were discussed at our second meeting with the goal of beginning this project after the committee completes the 2006 Mainstream Triennial Review.

A complete review of the timing of all Tag The Line calls was completed at a joint Mainstream and Plus Committee Birds of A Feather session. The timing on

all calls will remain the same except for listing the timing for 3/4 Tag The Line as 5.

IN MEMORIAM

Paul Campbell, Florida & Colorado,
Tommie Hays, Arkansas
Osa Matthews, California
James Dominick, South Carolina

PERIODIC SELECTION COMMITTEE

Doren McBroom, CHAIRMAN

In 2003 the Quarterly Selection process was terminated and a new, similar process was established. The new process is known as Periodic Selection Committee with **Doren McBroom** as Chairman and **Robert Hurst** as Vice Chairman.

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

The committee has selected "SWING THRU ONCE AND A HALF" as the next selection for this process. Please see the attached Press Release for details about the selection including sample choreography.

PROGRAM POLICY COMMITTEE

Dick Mazziotti, Chairman

Dick Mazziotti, Chairman of the Program Policy Committee provides the following committee report information. PPI Discussion: I asked for, and got, suggestions for a brief presentation to the membership on Wednesday morning at the business meeting. Suggestions were to include: a) mention of the high level of what had already been received; b) outline the broad range of possibilities for experimentation; and c) experiments are not solutions. We want to hear about both good and bad experiences. No threat to current programs or clubs. Most of the above appeared in one form or another in the brief presentation I made to the membership. Output Analysis: A Sub-Committee with **Chuck Jaworski** as Chairman; and members **Cal Campbell** and **Larry Davenport** was established to make a first pass at the information coming in to try to get it into some sort of order that could be helpful and meaningful to others: a) they will develop a process that includes interviews with experimenters; b) arrange two approaches; common themes;

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c) case studies and output venues will include our own page in *DIRECTION*, American Square Dance articles and others the PPC members can come up with. Thank you all who were able to attend the meeting. We were exceptionally pleased to see the number of times the PPI was brought up in all aspects of this convention. Thanks to all for your input, suggestions and queries.

MARKETING PLAN UPDATE

Tom Rudebock, Chairman

The following is submitted by **Tom Rudebock**, RPM Committee Chairman and **Mike Hogan**, RPM Committee Vice Chairman. A year ago a Marketing Plan was developed by a Marketing Ad-Hoc Committee and presented to the Board of Governors for review. The Board reviewed, discussed, and approved the plan. During the 2006 CALLERLAB Convention the RPM Committee was tasked with implementing the Marketing Plan for Square Dancing. *The Plan* has also been adopted by the ARTS as a template for other dance organizations to use. We need everyone's help and expertise with this project.

The first three major parts are:

1. Develop a logo: It should be new and modern in design, adaptable to all square dance activities, useable in color or black and white, usable Internationally, appeal to all ages and ethnic groups and easily recognized.
2. Develop a slogan: It should be catchy, easily remembered, adaptable to all square dance activities, usable Internationally, appeal to all ages and ethnic groups, capture in very few words the positive aspects of the activity.
3. Develop a website: It should be user friendly to non-dancers, able to access International, National, Regional, State, and Local information, contain human interest stories, clips of music, bits of history, and many links.

Do you have talent in the areas of logo design, slogan

writing, website development, graphic arts, research, writing copy, or website site design? The RPM Committee is looking for your help. For a brief overview of the Marketing Plan or to volunteer your talents please contact the CALLERLAB office at (800) 331-2577 or E-Mail: CALLERLAB@aol.com OR Tom Rudebock: trudesdc@localnet.com OR Mike Hogan mike.hogan@cox.net

BORDER CROSSING (CANADA) INFORMATION

We received the following information from Canadian CALLERLAB Member **Garry Dodds** concerning American callers crossing the border into Canada. We are providing this information for reference only. If you are planning to enter Canada to do any calling or calling related activities, please get hold of your contacts in Canada to verify the requirements for your entry and work.

In special situations Performing Artists may be able to work temporarily in Canada without holding a work permit issued by Citizenship and Immigration Canada (CIC).

Foreign artists and their essential supporting staff coming to Canada to perform do not need a permit if they are only performing in Canada for a limited period of time and will not be performing in a bar or restaurant. Artists working in Canada in this category may not enter into an employment relationship with the Canadian group that has contracted for their services. Artists must also not perform for the production of a movie, television or radio broadcast.

The following was provided by Garry and is included as general guidance. ***THIS IS NOT LEGAL ADVICE — PLEASE DISCUSS YOUR TRIP WITH YOUR CANADIAN CONTACTS!***

Information about general overview of the workers not needing permits may be found at the following:

1. Go to <http://www.cic.gc.ca/english>
2. On the Left hand side click on "to Work"

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WANTED

WANTED: Information leading to the identification of the person or persons who are trying something new. Contact dickmazz@shentel.net with the names and E-mail identification. Rewards are being offered for identification and possible conviction of those certain square dance callers who are trying something new. If you are such a person, or have heard of such a person, you will be rewarded with good feelings and bated excitement by putting the FBI PPI in touch with those audacious enough to attempt activity outside THE BOX. This ad was paid for by People Outside THE BOX (POTB). All information supplied can and will be used in the furtherance of that certain activity called Square Dancing. All rights reserved.

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3. Scroll down this page to the paragraph that starts

4. Foreign workers may do...Without a permit And click the link on that sentence which will take you to a page Jobs Exempt from Work Permit Requirements

5. Scroll down to a very interesting section on Performing Artists.

In both of these pages there is a section on Guest lectures or Seminar Leaders (for seminars not more than 5 days long) (ie caller training weekends or 5 day caller schools)

A regular club caller or a caller who comes up on a regular basis (more than once a month) to the same club, or organization would probably require a work permit.

Letters of invite (that is how Garry worded the letter and an Immigration Officer agreed) from the Canadian contact should specify the following points:

Date/time of the event

Contract terms (remuneration)

VENUE -- VERY IMPORTANT

MAY NOT BE A BAR OR RESTAURANT

Some reference to performing a dance

That is a Single event or couple of dances PRIVATE FUNCTION - members and guests only

Include quote that performance is covered under section R186(g) Performing Artist and no work permit is required.

Also include copies of the pages from the internet (pgs 13, 14 from foreign workers manual).

MEMBERSHIP DRIVE

The CALLERLAB office is pleased to announce a Membership Drive for 2006/2007. Our goal is to get members recruiting new members for CALLERLAB, or getting some of our past members to rejoin. CALLERLAB's incentive for this program will be earning cash rewards which can be applied to future dues or convention fees.

All CALLERLAB members receiving this announcement are eligible to participate.

Callers recruited in this membership drive must be joining CALLERLAB for the first time, or have NOT been a CALLERLAB member for at least two years prior to rejoining. Renewing Members must NOT have been a CALLERLAB Member in the 2004/2005 Membership Year nor in the 2005/2006 Membership Year. New or rejoining callers must qualify as a Member, Associate Member, or Apprentice Member.

A completed copy of the Membership Drive form identifying both the new member and the member who will receive the recruiting credit, along with their membership application must be submitted to

the Home Office. (A copy of the form was included with the Press Release sent out with the November/December 2005 issue of *DIRECTION*). Information about the drive and a form may be found on the CALLERLAB website at: [http://www.callerlab.org/documents/callerlabdocs/Mbrship_Drive_Info_\(Approved\)\(REV_A\)\(05-11-21\).pdf](http://www.callerlab.org/documents/callerlabdocs/Mbrship_Drive_Info_(Approved)(REV_A)(05-11-21).pdf).

Awards will be issued, in the form of vouchers, as follows: 1st new member - \$95.00; 2nd new member - \$50.00; 3rd new member - \$25.00. The vouchers will be good for dues and/or convention registration fees only. Music license fees, group insurance fees, and sales items are excluded.

If you have any questions regarding the membership drive please contact the Home Office at: CALLERLAB@aol.com or call or write; CALLERLAB, 467 Forrest Ave., Suite 118, Cocoa, FL 32922, 1-800-331-2577.

FRIENDS OF THE FOUNDATION

In Memory of Ernie Johnson

Tom Rudebock, Ohio

In Memory of David Krediet

Elise Kredit, California

Judi Collins, California

Sharon Kredit California

Thomas Hoek, California

Ben and Lori Goldberg, California

Alonzo and Jean Ferrell, California

Bob and Theresa Joy, Washington

Sonshine Children's Home, California

Stuart & Nancy McElwain, California

BADGES, JACKETS AND SHIRTS

Enclosed for your convenience is an order form if you wish to place an order for badges, jackets or shirts. Prices include shipping and handling. Florida residents please remember to include 6% sales tax.

THANK YOU FROM USDA

Charlie and Kitty Holley, Past President of USDA asked that we include this note to thank all of the CALLERLAB Members who attended or participated in the United Square Dancers of American (USDA) 25th Anniversary After Party during the 55th National Square Dance Convention in San Antonio. Your participation helped to make this a fun, exciting and successful dance.

VOTING RESPONSE LOG 2005/2006 BOG AND EC

The Board of Governors (BOG) has established a policy that a report of the BOG and Executive Committee (EC) Voting record in response to issues (Log's) which require a response be sent to the Membership at least once a year. The following is a report of the voting actions taken by the 2005/2006 BOG and the 2005/2006 EC.

Report as of April 12 BOG Response Log			
Name	# Logs	Tot Votes	Voting %
Clark Baker	15	15	100%
Lone Blume	15	15	100%
Cal Campbell	15	15	100%
Larry Cole	15	15	100%
Tim Crawford	15	15	100%
Larry Davenport	15	15	100%
Betsy Gotta	15	15	100%
Patty Greene	15	15	100%
Bill Harrison	15	15	100%
Robert Hurst	15	13	87%
Mike Jacobs	15	15	100%
Chuck Jaworski	15	15	100%
Jerry Jestin	15	15	100%
Vernon Jones	15	15	100%
Tim Marriner	15	15	100%
John Marshall	15	14	93%
Jim Mayo	15	15	100%
Doren Mc Broom	15	14	93%
Tom Miller	15	15	100%
Tom Rudebock	15	15	100%
Dana Schirmer	15	15	100%
Nasser Shukayr	15	15	100%
Al Stevens	15	15	100%
John Sybalsky	15	14	93%
Norm Wilcox	15	15	100%
TOTAL	375	370	99%
EC Log Response			
Report as of April 12, 2006			
Name	# Logs	Tot Votes	Voting %
Tim Crawford	20	20	100%
Tim Marriner	20	20	100%
John Marshall	20	20	100%
Larry Cole	20	20	100%
Mike Jacobs	20	20	100%
TOTAL	20	100	100%

HOME OFFICE SCHEDULE

The Home Office will be closed September 4th for the Labor Day holiday.

The staff will be back in the office on September 5th. Enjoy your holiday!



Some mistakes are too much fun to only make once. Have Fun!!

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.

YOUTH SQUARE DANCE MUSIC

Rod Shuping, Fine Tune Records

It is with great excitement that the staff of Fine Tune Records announces its Youth Square Dance Music Project, this project is called Sharpshooter Records.

In the on-going effort to recruit a younger group into our wonderful activity we have been repeatedly asked to produce music that appeals to the youth of today. Knowing that the music that the younger dancers like might not be preferred by our mature dancers we were very tentative about producing such music due to the costs involved.

With the help of many callers, our children, their friends, and active youth dancers we formatted a list of songs which we edited for language, tempo and timing and have compiled a list of songs that we feel can be used in the square dance activity. We realize that the use of these songs would be limited to school functions, party nights, community dance programs, and youth dances.

Due to the limited use of these songs Sharpshooter Records will not be pressing vinyl records nor will they be released to the general public at this time, but will be released in CD and /or MP3 format. In order to pay for the production, studio, and license costs we choose to make this a subscription co-op. Depending upon the number of callers choosing to join the co-op we will release a minimum of ten (10) songs.

I would be happy to answer any questions either by E-Mail at rodshuping@adelphia.net or phone 661-722-3071 or you can check the website at www.sharpshooterrecords.com.0



PROGRAM POLICY INITIATIVE

These reports are from callers and dancers around the world who are participating in new and innovative ways to bring square dancing to more people. These experiments are part of the PPI and are not necessarily intended to bring these people into square dancing. The purpose of the PPI is to encourage experimentation in introducing square dancing to non dancers.

In the interest of getting these first reports to the square dance community, we have published them exactly as submitted, with only minor editing. In the future, we will be working to establish a common format to assure that we get coverage of the most important aspects in each of the reports we publish. A Sub-Committee has been established to identify exactly what should be included in future PPI reports.

We invite anyone conducting an experiment to send a report to the CALLERLAB Office.

PPI Report - 06-001
MAINSTREAM 1 TO 35 CLUB SUCCESS
From - Heiner Fischle, Hanover, Germany
January 16, 2006

This PPI Report provides information about a club in Germany and their caller Heiner Fischle. The club has been successful using the first 35 calls on the CALLERLAB dance program lists.

In June 2004 I was asked to start a new SD group at Hameln/Weser (of Pied Piper fame). I promised we would attend the next Student Party (= MS 35), and we made good on this. By December 2004, we danced Basic 35 pretty well.

Then in February/March 2005, some new members dropped in, one or two every fortnight. At first I tried to combine teaching "basic Basics" with teaching Ocean Waves; but soon I dropped back to something like the ABC method. (I learned about the ABC method only some months later; however it is the strategy I used at Open Country Hannover for years.) In May, we had 18 members, and we could dance Basic 35 again. Then we dived into the Ocean Waves. November 2005 we are up to Basic 53, and down to 10 active members. 3 were left behind due to illness/rehabilitation. 2 of the new members found a job which prevented them from attending. 2 charter members said, they never intended to take square dancing that seriously. (One of them had suggested our name in September 2004.) Of the last missing one, I have no data.

Some of the active members asked to slow down the learning rate. So we decided to stay for a while within Basic 53. It helped to reach that decision that there are some events where you can dance this program, e.g. the ECTA Student Jamboree, Pentecost Monday at Hamburg, Hall 7 at the European SD Convention. (Don't worry about the terrible fire at Hemel-Hempstead; it will not affect this event.) In February, (or at the latest in March) we will tackle the final dozen of MS Calls.

So these are my conclusions:

- You can run a Basic 35 group for years. At least I can. Open Country Hannover started in September 1986.
- Basic 53 is helpful, sometimes, for a while. But I cannot imagine it as a destination program.
- Basic 36 ... 53 is the area where attrition sets in.

On my homepage you can find 3 files with singing call figures:

<http://www.heinerfischle.de/caller/cdp-sing.htm> for the Community Dance Program

<http://www.heinerfischle.de/caller/k-sing.htm> from CDP to Basic 35

<http://www.heinerfischle.de/caller/wf-basic.htm> what I prepared for the Weser Fun Dancers in Basic 36...53

PPI Report - 06-002
“BLAST” PLUS SESSION
Spencerport, NY
(January 2006)

We received the following information from Mike Callahan, a CALLERLAB Member from Spencerport, NY. This report provides information about “BLAST Plus” Sessions. A “BLAST” Session is a very concentrated introduction of a specified set of calls, in this case calls from the CALLERLAB Plus Programs were covered.

BLAST Report -

On Saturday afternoon, January 21, 2006 myself and two other area callers, Ron Brown and Jerry Carmen, ran a "BLAST" Plus workshop. The pre-requisite for attendance was that the dancers should have been through a Plus workshop or at least familiar with some of the Plus calls. We also advertised it as a workshop for those who didn't feel confident dancing the Plus Program. The program ran from Noon to 5 P.M. and admission was \$25.00/couple. We explained to the dancers who attended that we were teaching/ walking through, work shopping, and reviewing as many Plus calls as we could from only the most common positions that they might hear the calls at an open dance. We programmed 3 tips per hour alternating the 3 callers with no singing calls. We were able to get through the entire Plus program in 5 hours and 15 minutes.

We are happy to report that we had almost 8 squares in attendance. We felt that this was a great success because we actually only advertised the workshop for about 2 months. The dancers who attended had a super time and raved about it. It was amazing to see that almost every dancer there danced almost every tip. We are actually thinking now of not only doing this again next year but also having a "Mainstream BLAST" for new graduates perhaps in early next September.

Mike Callahan, Ron Brown, Jerry Carmen

For more information, please contact: Mike Callahan - Email - User846119@aol.com

PPI Report 06-003
ALTERNATIVE OPPORTUNITIES
Carol Brown

Jan. 28, 2006 Amherst, (AL) very country setting, 1 day 1:30-9:30, break w/dinner provided
6 plus squares dancing. 22 new dancers, 11 age 15-22. One youth.
None attended MS dance following Friday
None have attended local class session (4) since.
1 a student elsewhere and at Valley Stu sq. up.

Ads and food cost have organizers re-evaluating.

Feb. 24, 25 2006 WASCA Accelerated Learning Program) (ALP) Friday 7-10 nt.. Saturday 10-10, with lunch and dinner provided. Over 9 squares dancing, 8 still at end of 12 hours, 2 day sessions. Far exceeded expectations of dancers present. Lots of food, beverages, and lot of “staff” work.

Feb. 26 2006 Valley Student Square Sunday. 4-6, 7-9. Planned for 2 halls. w/BLAST work shop in one, dance in other. 5-6 squares each 2 hour session. Dinner break. Class level dancers, probably 2. Second hall did not materialize. Participants included local class students, and BLAST/Accelerated students, and experienced dancers.

Oct. 2005 BLAST. Basic and many Mainstream (MS) calls. Minimum to run - 16 pre-registered by earlier date. 2 sessions, 2 different non local callers. Introduced more than 60 calls/moves (MS) in less than 6 hours. Success as refresher, or to spring class dancers. Future dancing opportunities, local class, BLAST to finish list in Dec. then local & festival MS dances.

Session 1 Oct. 2, 20 participated (including the caller/wife, 2 organizers.)

5 brand new dancers. 2 dancing. (One in class regularly, one at all 3 BLASTS, and other at club dance once.) Other 3 over 65, male spouse left at break, both men struggled. Couple winters in warm part of country. A caller attended and is using mini squares in teaching. The two remaining new dancers came to Plus Blast. One "refresher" at WASCA ALP, Feb. 24, 25, had not been out since BLAST.

Session 2 Oct. 30, 26 participated.

Participants included 4 refreshers, the 2 new dancers from session 1, 9 spring "grads" and 7 angels, caller/fiancée, 2 organizers. No other new dancers Dancing regularly: 15, Dance occasionally: 6, Don't know: 7.

Dec. 4, 2005 Blast 2 Plus cancelled. Lack of 16, although last minute would have had enough.

Feb. 5, 2006 Plus BLAST 4:20 hours/minutes, intensive intro. 36 participated.

2 new dancers had not had MS, 16 single Females. 22 plus calls introduced even with 1st hour review of MS basics necessary for teaching Plus. Clustered similar calls, taught most often called plus calls, taught 2 to 4 of the 6 positions for many of the calls (due to so many females-male partners.) Explanation calls can do in future WS. 7 attended Sweetheart weekend Feb. 17-19. All are dancing locally MS and/or P, although one will be questionable continuing. Remainder of calls covered in 1 hour session at Sweetheart Weekend.

Aug. 28, 2005 Unconventional PLUS BLAST, 36, 1:30-8:30, with break for dinner 4:30-6. After dinner re-start slow, and 1 couple left. Good plus, intro of some A moves. Mainly workshop style. Comment was, looking for more singers. If repeat, would make evening regular tips with singers, would keep afternoon workshop style.

Dance cost? Oct. BLAST sessions were priced equal to approx. \$3-4 dollars an hour.

Advertise cost, opps. ? BLAST 1's, local newspaper free space, some were run, some did not. (Follow up to find out why, still did not get reply from the one larger distribution area paper.) Placed flyers at local fitness and food centers. DID NOT get any new dancers from this effort. Did recruit some "former dancers". 3 of the new dancers that came were because of local paper ads. BUT they have not continued.

Target Market?

BLAST 1s. Tried to get home schoolers, scouts, empty nesters, singles and couples. Called/ emailed home school group leader, did not return messages. Scouts may be looking for "own" time. Possible 5th grade end of school year opp. I was after empty nesters, would prefer couples. PLUS Blast market current class dancers, former and current dancers. Did not advertise for angels, so very few!!! Real teach session.

Planning, space, caller, food. I started with choosing a date, based on caller already in area, conversation with caller, then letter of intent. Site was secured. Brochures/flyers/ ads produced and distributed. Emails also utilized (WASCA, local caller, local clubs, personal list). BLASTS all had pre-registration, with limit of 10 squares (space) and minimum 16 by certain date to run event. Beverage of iced tea, lemonade, soda, and water, provided. Supper not provided, we ordered pizza from Domino's, each paid into pot. Desserts requested of angels for Oct. 30.

PLUS BLAST. Food requested from attending dancers, since they were used to this type of set up. TOO much food. Beverage provided.

Learning experience. (KISS) KEEP IT SIMPLE, SMARTY

PLUS BLAST, even though singles paid more, had 2 squares of females. Provided vests to identify male partners. Very exhausting to get squares functioning. Had 2 squares of couples, singles would substitute with female spouse, and 2 squares of females still with substitutes. Had 1 female leave after 1st tip B could not handle all same gender, and would not move to other end of hall to do substitute. Thought I was going to lose another for same reason, but did move to substitute in mixed gender square, then returned and participated in single gender square.

Repeat?!

Eval of BLAST (3 done at Lake Monticello) versus ALP (Accelerated Learning Program) and AL. All the BLAST sessions have been workshop/teaching situations. They were a learning/teaching sessions. They did not simulate a dance which is the way classes we have attended have been taught - we took class in the 70's, refreshed in 80's, and again in 90's and angel now 00's. ALP had a singer at the end of each tip. As did the

AL. Singers cut down on learning reps, BUT gives a dance feel to the experience - promenade, allemande, swing, etc. BASIC moves. Since I am at a teach/learning session, my preference is teach. If I ran morning, afternoon, and evening, 10-1, 2-5, and 7-9:30, then the evening session would run as a dance.

Results?

Follow up on the two "Introduction to square dance "BLAST" held in Oct. 2005. Of the 50 participants, all except 3 are dancing occasionally or regularly. 2 new dancers, the rest were former dancers, spring class grads, and angels. These sessions were well received as refreshers, but did not attract the hoped for new dancers.

I came off the PLUS BLAST, and questioned if I would ever do another. BUT, find I am already encouraging others and planning another Plus Blast.

PPI Report -06-004 THE A-B-C MARKETING ENGINE Rio Grande Valley Callers Association April 2005

What if we sold square dancing instead of square dance lessons? What if new people could start any time they choose, instead of waiting for the next class to begin?

Square dancing is mostly hidden from new customers. We start a class once a year. By the 3rd or 4th week of class, it's too late to accept new people. They must wait until next year. At any given time we usually have no product to sell.

In the good old days, it was easy to start a beginner class. Just print a few flyers and announce the class at your dances. Somehow you'd have a nice-sized class every year. Times have changed. Nowadays it's hard to get enough people for a class and it's becoming harder each year.

Market research shows people have a positive attitude towards square dancing. But today's reality is that people won't commit to long classes. Today's people are much more receptive to classes lasting just three or four weeks.

Let's drastically expand our selling opportunities with the new "A-B-C" Marketing Engine. You already know what a "one-nighter" or "square dance party" is. One-nighters are well suited for new dancers. It's easy to convince people to try square dancing in the form of a one-nighter. The "ABC" method is a series of three different one-nighters. Call the "A" one-nighter this week. Call the "B" one-nighter next week. Call the "C" one-nighter the third week. Start over with "A" the fourth week. Keep it running for several weeks, perhaps even forever.

For returning dancers, each night is exciting and different. For new dancers, no experience is required. People can take the three one-nighters in any order. That's a HUGE advantage! New dancers are welcome to join your group at any time. Your product is available all the time!

After taking all three one-nighters (in any order), people have had fun three separate times but they have also learned 22 square dance calls. They can then dance at your easy "ABC" dance, consisting of 22 calls. You can run an "ABC" dance forever, or you can use "ABC" to build up a nice-sized group of people for your next class. New people can join each week. Your group grows bigger and bigger. After several weeks, you have grown a nice-sized group. You can then start a regular class (for example, to teach the 50-call Experimental Entry Program). After you have taught a class, start all over again with a new "ABC" series to generate interest in your next class.

Our focus group will collect and publish a booklet about "How to build your own ABC program". We need each experimenter to try things and report what works. We will collect and publish good "ABC" choreography. Two square dance record companies have already pledged to produce singing calls featuring "ABC" figures. We will publish a directory of clubs and callers worldwide who offer "ABC" dancing. We'll set up a website with publicity, hints, techniques, resources, and links. Working and sharing together, we will help each other bring new people into square dancing through "ABC".

"ABC" let's you create a group of square dancers out of thin air! New people can join your group at any time, they can bring their friends at any time, and the three ABC lessons can be taken in any order. You're selling dancing instead of lessons. Experienced and inexperienced are all welcome! ABC means Fun, Fitness and Friends!

"ABC" can be used as a stand-alone program where new dancers are welcome all the time. The program can also serve to gather people for a class to learn the proposed 50-call Experimental Entry Program. Because the dancers already know 22 "ABC" calls, it is very easy to teach the experimental 50-call Club Level, standard application, in just 8 more weeks. We can also explore several other variations, such as teaching "ABC" in one weekend, using "ABC" in schools or city recreation departments, etc. With just three easy dances which new people can take in any order, "ABC" offers much flexibility.

"ABC" fits today's lifestyles. People today can easily handle three lessons. Each of the three lessons is a fun and different square dance. Brand-new people can join at any time, and they can take the three lessons in any order. "ABC" can be a stand-alone program, and it can also be used to gather a nice-sized beginner class.

If you have any questions or comments, send them in! Chances are good that someone else has the same question. We'll compile all the information into an "ABC" booklet and webpage. Working together, we'll make this project as easy as A-B-C!

It's time to rethink the old ways. We live in an "instant gratification" society. Market research shows square dancing has a strong positive image. Let's use new methods to package and deliver square dancing to today's people in a form they can readily accept.

Subject: The ABC List at <http://www.squaredanceabc.com>

A, B, and C dances share these calls in common:

Allemande Left
Circle Left / Circle Right
Courtesy Turn
Dancer naming:
 Partner / Corner
 Heads / Sides
 Couple #1,#2,#3,#4
 Boys / Girls
Dosado
Forward & Back
Pass Thru
Promenade (Full, 1/2)
Right and Left Grand
Stars (Right-hand / Left-hand)
Swing
Weave the Ring

Individual A, B, and C dances include these calls:

(A)
Arm Turns (Right / Left)
Bend the Line
Couples Circulate
Lead Right
Veer Left / Right

(B)
California Twirl
Right and Left Thru
Rollaway
Star Thru

(C)
Grand Square
Ladies Chain family:
 Two Ladies Chain
 Four Ladies Chain
Separate around 1
Split Two

PPI Report—06-005
Simon & Susie Kelly
Milton Keynes, England
February 26, 2006

In response to the PPI/Winning ways initiative, Susie sent the following about a group she has been calling to for some years.

In the UK we have an organization call the University of the Third Age (U3A). It consists of older, retired people who want to use their days learning new things.

In my local town our U3A has about 400 members and there are about 36 different day time activities to choose from. They range through Science, Philosophy, languages, gardening, crafts, painting, creative writing etc. Each activity group is run by a member who may or may not be skilled or qualified in the subject and the leaders are encouraged to change from time to time.

Fortunately I heard about the formation of our local U3A in its first year so established Square Dancing at the start - about 7 years ago. In the first year I struggled to get a regular square and often had to resort to 2 couple stuff or making up the square myself and calling as I danced. I even found a system of calling to 3 couples just to keep people coming, keeping them interested and making it fun. After 7 years I have 5 squares worth of dancers who come fairly regularly. We dance 4 squares each time now. It is the only group out of all that I call for which is growing. I accept new dancers at any time which is why I have to restrict the programme but the experienced dancers accept this with the greatest good humour. I help this along by varying the initial moves that I teach so that I'm not always churning out the same teaching modules. This has helped to keep the loyalty of the original group as they never know what I'm going to teach first. I avoid dancer anticipation this way !

I also make sure that we have 2-3 tips for the experienced dancers too. I can get through the above programme in 10 - 12 weeks with good attendance and bright minds. I use the occasional Contra and write my own if I cannot find anything suitable by research. I use dances from American Square Dance Magazine and from the CDP newsletter, as well as "researching" from other callers. I like to use mostly Square dance moves rather than traditional ones - it saves confusion and makes the dances easier to teach.

I know that one of the reasons this group works is because it is under the umbrella of another larger organization. The word goes around the other groups that we have a lot of fun

I have run a dance annually for them to which all square dancers are invited. It is run as a charity fund raiser for the local Hospice and this year we attracted 70 dancers and made over a thousand pounds.

My husband Simon has now retired and joined the U3A and he has been impressed with the level of fun and friendship existing in our group. He is an enthusiastic Challenge dancer but he often extols the merits of our group to these dancer friends and other callers.

Simon and I call regularly for 6 groups ranging from the U3A up to A2. We also run practice sessions for local callers who want to improve their skills. We are also active in the Square Dance Callers Club of Great Britain of which we are now proud to be Honorary Members.

Incidentally one of the other groups I call to was started by public advertising. New dancers don't appear very often. After three years I have two squares and we are slowly getting all through the whole Mainstream programme. Again I keep it slow and fun. I can see that there is panic in the eyes if I include too many moves in one evening so I have of necessity to keep the pace slow and try to cover what we have learned over a two - three week period rather than trying to cover it all each week.

I hear that Tony Oxendine is running a similar group with a teaching list of about 40 moves which he can cover in 10 - 12 weeks. Sounds similar !! I hope my experience is of use to you.

The moves that I leave out initially I will use on a one off basis once the group has mastered the rest. I know that some of those I leave out are quite simple moves but I keep the new names to a minimum. The group has occasional bursts of new members then I can go for 4-5 months with a settled number, and it is then that I can use the other moves as a spice for one week.

I have found that this mix of moves gives me the greatest variety of formations and scope to change formations from waves, to lines, to columns etc. Because I keep them on their toes they will accept the other moves later on a one off basis quite happily. It sure keeps me on my toes too. I have to work hard to find ways to work in - for instance, a spin the top with an easy get in and out.

TEACHING PROGRAM

10 - 12 WEEKS

1. Dancer naming
2. Circle left / right
3. Fwd & back
4. Do sa do + do sa do to a wave later
5. Swing
6. Promenades
7. Allemande Left
8. Arm Turns (taught before No.7)
9. Right and left grand
10. Rt / left hand star
11. Star Promenade
12. Pass Thru
13. Split two (round one to line)
14. Half sashay family
15. Turn back family
16. Separate family. (I leave out "come into the middle")
17. Courtesy Turn
18. Ladies chain family
19. (I leave out do pa so - can call it directionally)
20. Lead right
21. (leave out RLT.- lots of equivalents)
22. Grand square
23. Star thru (teach quite early, about 10. adds early interest and possible formation variety)
24. (leave out circle to line)
25. Bend line
26. (leave out all around and see saw - can call it directionally)
- 27.
28. Square thru (leave out left square thru)
29. California Twirl
30. Dive thru
31. (leave out wheel around)
32. (leave out Thar Family)
33. (leave out shoot star)
34. (leave out slip clutch)
35. (leave out Box gnat)
36. Ocean wave family
37. Alamo family
38. (leave out pass the ocean)
39. Extend (1/4 tag)
40. Swing thru / left
41. Run (leave out cross run)
42. Trade Family (leave out side by side partner trade)
43. Wheel and deal (Two face line only)
44. Double pass thru
45. (leave out 1st left next rt. etc)
46. (leave out Zoom)
47. Flutter Wheel / Reverse
48. Sweep 1/4
49. Veer left / right
50. (leave out trade by)
51. Touch 1/4 (teach as touch and hinge 1/4)
52. Circulates (leave out all 8 circ.)
53. (leave out Ferris wheel)
54. Clover leaf
- 55 - 59 (leave out)
60. Cast off 3/4 - waves only
- 61 - 66 (leave out)
67. Single hinge / couples hinge (teach with No 51)
68. (leave out)
- (41 numbered moves)

PPI Report - 06-006
FAST TRACK MAINSTREAM CLASSES - A CASE HISTORY
Bill Cunningham, PSARDA Teaching Council

Bottom line:

- **Fast track Mainstream classes work.**
- **They attract new dancers who would not consider standard 30-week programs.**
- **Continuous Mainstream dancing or workshop venue is vital, regardless of program length.**
- **Graduate quality equals or exceeds 30-week counterpart.**
- **Prospective and new dancers, not the clubs or angels, are the customers.**

The Peninsula Square and Round Dance Association (PSARDA) is a federation on the Virginia Peninsula with a very broad charter, but focused on providing common purchase of required insurance and coordinating use of Newport News schools. Only 3 member clubs matter in terms of recruiting new square dancers. These clubs all use Newport News school buildings and compete for students from the same population of about 400,000 in the market area. The clubs are interdependent financially, but jealously guard their sovereignty and presumed ownership of any students recruited.

Five years ago, there were about 10 squares of active dancers in the 3 clubs. There are now at most 8 squares. Mustering 3 squares from a single club is a significant accomplishment. Break-even for dance attendance is roughly 5 squares so that, even with a major turnout from the host club, 50% of the attendance must come from other clubs. The dropout rate of all three clubs has been horrendous. The total number of new graduates *retained* by the three clubs has averaged about 1 square each year for last 5 years. The few "A" students seem to thrive, but the "B" and "C" students struggle with the lockstep progression to Plus-level club dancing and then drop out quickly after graduation.

All three clubs have been in denial with respect to long-term progressive failure. PSARDA leadership sought to improve things. Initial response from clubs was that they managed own business -- PSARDA was for insurance and should butt out of club business. PSARDA did a lot of exploration prior to the 2004-2005 school year and came up with a proposal to use Newport News Parks & Rec active sponsorship to teach Mainstream in two 10-week sessions, as a pilot program that would include advertising into 100,000 homes starting in January 2005. The response from club boards was so hostile that it was clear an independent teaching organization would be required. It would not be possible to get agreement on every detail from three different club boards. This led to formation of the PSARDA Teaching Council (TC) that functions as a committee of PSARDA with independent finances. TC membership consists of interested parties within the 3 clubs, but not reporting to the boards of those clubs. In late 2004, the TC took over administration of a failed Mainstream workshop series and began building that as a remedial venue for existing weak dancers and eventually as a target venue for Mainstream graduates.

The MS workshop found a hidden constituency of about 10 Plus-level dancers on the Peninsula and consistently drew a square from Middle Peninsula and Northern Neck, the country cousins of the Peninsula and Norfolk/VA Beach clubs. Various new dancers and interested parties filled out a dance with 3-4 squares (breaking even because no rounds). One of our early achievements with the workshops was revitalizing some who were ready to drop out. This workshop eventually provided a small profit to support experimental lessons below the break-even level of enrollment.

The TC launched MS lesson attempts in January and April 2005, attracting a single interested student. Recognizing a marketing failure, the TC engaged in a lot of market research over the summer and arrived at the concept of 10 lessons in 5 weeks, going twice a week, to reach Mainstream. **This was based on strong advice from two Parks & Rec departments that any beginner class on any subject would not sell if it lasted longer than 5-6 week.**

The TC also spent a lot of time talking to non-dancers whenever possible, guided by an extensive Internet search for potential issues. This was not a scientific survey, but an attempt to identify barriers to taking Square Dance lessons. There are four major findings.

1. **The requirement for 30 weeks of entry-level lessons is a total turnoff.** Those who already knew of the requirement had hostile feelings about Square Dancing. Those who learned about it during interview were shocked and said that was a stupid way to attract beginners.
2. There is a widespread perception that Square Dancers can have fun only if they “play dress-up in their uniforms.”
3. There is a widespread perception that all Square Dancing is done to “corny hillbilly music.”
4. Square Dancers are regarded as elitists by neutral professional observers who point to entry at Plus level for all clubs as evidence. **The nonprofessional interpretation is that Square Dancers are a bunch of snobs who only care for those who endure their 30-week indoctrination.**

The perception of snobbery is not universal, but is strongly held where present. This was shocking news, but there is a serious justification for the perception when clubs treat new and prospective dancers as cannon fodder for their adopted life style. Prospective dancers are looking for an activity and clubs tend to sell a total immersion lifestyle according to the seller's preferred schedule. There is a total disconnect between seller and a large majority of prospective buyers.

With this in mind, it is not surprising that two clubs lost \$800-\$1000 each to produce a total of 3 retained dancers in the 2004-2005 school year. The third club proudly graduated 10 students, a few of whom seem to have been retained over the summer. Any improvement over this record is a big deal.

In the summer of 2005, the TC approached all 3 clubs with proposal to partner for the 5-week class. The TC also took on central advertising for all of PSARDA, something that had never been done. PSARDA set up a website to carry a more substantial message than flyers or brief ads could convey. One club recognized their previous expensive failure and signed up as a partner. A second club agreed to join if they could not achieve a minimum of 1 square of their own students. The 5-week class was scheduled to start in October to give them time to muster a class. This left PSARDA in the position of trying to do no harm to any of the clubs with the advertising, which was presented as giving the customer a wide range of choice on style of classes. This treatment resonated with the public and reinforced the principle that **prospective and new dancers, not the clubs or angels, are the customers.** Part of the website content provides the usual club schedule and links, but the real purpose is to communicate to non-dancers. **The language used on the website was tested with non-dancers.**

All flyers and newspaper announcements point to the website where there is plenty of room and the TC can control the editorial content.

Advertising consists of flyers, 3-page "mini-flyers" and free announcements in *Daily Press*. The result was marginal last fall, but has paid off this February. A reporter even called for information! A radio DJ saw announcements and called about plugging -- too late this time, but wants to plug next time.

All flyers and mini-flyers are designed to attack the negative perceptions encountered. Note avoidance of standard Square Dance artwork in figure 1. The figure in upper right is more about young people having fun than about traditional dress. Even the couple at bottom is more modern than is usually shown.

Figure 1. Mini-flyer for second fast track class.

With their backs against the wall, the partnered club did a good job of recruiting on a personal basis. Two of the summer MS workshops were converted into combined events with the local Contra dancers, stimulated to some extent by professional advice from the Parks and Rec contacts who saw need for an easy entry mechanism. This opened some doors, drawing a few truly interested new square dancers and shut off a source of negative advertising.

The fall 5-weeker was a huge success with 20 initial students, mostly from personal recruiting. . The caller provided **makeup/remedial sessions 30 minutes before the regular class hour**, adding slack to a very tight schedule. **It's not a matter of adding 30 minutes instruction; it's a matter of guaranteeing the regular class keeps on schedule.** Students and angels had fun and the resulting product was the strongest class seen in years. Table 1 shows the yield of continuing dancers is pretty close to the annual total for 3 clubs previously.

Table 1. Makeup and outcome of 5-week Mainstream Class, Fall 2005

	Name	Sex	Age	New/Returning	How referred	Status
1	B C	F	49	New	Newspaper	Grad MS, Taking Plus Lessons, now angeling
2	K N	M	50+	New	MM Friend	Grad MS, Taking Plus Lessons
3	S N	F	50+	New	MM Friend	Grad MS, taking Plus Lessons
4	P D1	F	50+	New	husband, schedule	Grad MS, Taking Plus lessons with husband
5	J D2	M	50+	New/contra	Contra	Grad MS, taking Plus Lessons, now angeling
6	T D3	F	40+	Returning	Flyer, other club	Grad MS. Taking Plus Lessons, aggressive learner
	CI L	F	60+	New	MM Friend	Grad MS, some dances in 2006, now angeling
8	P G	F	50+	New	Newspaper	7
9	C D4	M	50+	New	MM Friend	Grad MS, dropped out
10	C D4	F	50+	New	MM Friend	Grad MS, dropped out
11	B H	F	70++	New	husband	Grad MS, took 3-Day, dropped out
12	H H	M	70++	Returning	Newspaper	Grad MS, took 3-Day, dropped out
13	C W1	F	40+	New	MM Friend	Grad MS, took 3-Day dropped out
14	J W2	M	40+	New	MM Friend	Grad MS, dropped out
15	F D4	M	60+	Returning	club	Grad MS, perpetual MS lesson takers, p/t angeling
16	F D4	F	60+	Returning	club	Grad MS, perpetual MS lesson takers, p/t angeling
17	D S1	M	40+	Returning	club	Grad MS, took 3-Day, dropped out
18	N S1	F	40+	Returning	club	Grad MS, took 3-Day, dropped out
19	K S2	F	40+	New	Newspaper	Nongrad. Dropped out early
20	U/I Female	F	??	New	Newspaper	Nongrad. Dropped out early

The TC followed the 5-weeker with a 3-day weekend on the advice of Parks & Rec contacts. The intent was to draw those individuals who were not able to commit to weeknight classes. The large military population was the intended target and we blanketed all the MWR offices and base newspapers with announcements. Not even a single enquiry resulted. However, enough others signed up to hold a class that turned out to serve "special interest" clients and to provide important understanding of the mechanics. This will not be a major tool for PSARDA, but it's in the toolkit for any special class. Morale was high and attendees seemed satisfied. Table 2 shows the makeup and outcome of class.

Table 2. Makeup and outcome of 3-Day Weekend, Nov 2005

Name	Sex	Age	New/Returning	How referred	Status
B A1	M	<50	New/Contra	Contra	Grad MS, some workshops
J A1	F	<50	New/Contra	Contra	Grad MS, some workshops
J D2	M	50+	New/Contra	5-week class	Grad MS. Taking Plus Lessons, very active
B T1	M	50+	New	Announcement	In 30-week program, took for added lessons.
C T1	F	50+	New	Announcement	In 30- week program, took for added lessons.
M L	F	50+	Continuing	Husband	Existing dancer, took for added confidence
D S1	M	40+	Returning MM	club	Grad MS, took 3-Day, dropped out
N S1	F	40+	Returning MM	club	Grad MS, took 3-Day, dropped out
B H	F	70++	New	Friend	Grad MS, took 3-Day dropped out

Given success in fall, the TC went for a class starting in February, partnered with the same club. A sixth week was added to provide two reinforcing dances. The original caller was deployed to Iraq, but left lesson plan with the next caller-instructor. The partner club farmed their MS members out to other clubs for Plus lessons, itself a new concept. Advertising a single set of lessons was easier. A paid ad for a major target audience drew zero students, but some interest in our web site. The great advertising success was free announcements in the *Daily Press*, published the 3 Thursdays before lessons started. All flyers and announcements pointed to the web site, resulting in about 50 visits to the site. That's an important success. A handful of responders have been late too take the class and been placed on a call list for next time.

Table 3. Class beginning 20 Feb 06 -- 10 lessons in 5 weeks + 2 dances in 6th week

	Name	Sex	Age	New/Returning	Source	Predicted Outcome as of Lesson 10 (much 24 hr flu)
1	N J	F	<50	New/Contra	Contra/ flyer	Rock solid and having a ball.
2	L P	F	<50	New	Newspaper	Having a ball - poster child with big grin
3	W M	M	50+	New	non MM Friend	Solid, quietly having fun. Will be great asset. Sick lesson 10.
4	J G	F	50+	New	Newspaper	Rock solid and excited.
5	T L	F	<50	New	Friend	At risk. Sick lesson 9. Enthusiastic, but struggling.
6	H L	M	<50	New	Friend	At risk. Sick lesson 9. Struggling. Key to couple retention.
7	H B	F	50+	New	Newspaper	At risk. Catching on, but needs to be more aggressive.
8	L S	F	50+	New	Newspaper	Skipped lessons 7, 8, 10. Not motivated.
9	G H	M	80+	Returning	Walk in	Elderly, quickly tires and becomes confused.
10	B F	M	<50	New/Contra	Contra/ flyer	Eager, dropped because of employment issue

So what about results? At this point, one can only estimate the success of the spring class. However --

- **The total yield from these fast track classes will exceed last year's 3-club total for *retained* new dancers.**
- **All but one of the dancers has flatly rejected the standard 30-week approach.**
- **The skill level of the fast track graduates equals or exceeds their counterparts in 30-week programs.**

Why is this so?

- **Twice-weekly lessons reduce the review requirement at each lesson.**
- **Finishing the Mainstream program without holiday disruption seems very important.**
- **Morale and motivation of angels in the fast track program is a definite factor.**
- **The TC and partner club are focused on teaching the customer and the nonparticipating clubs are their own customers.**

In addition, a **continuous Mainstream dancing/workshop venue is vital**, regardless of program length. New dancers who do attend workshops now lead their classes, yet one of the clubs refuses to announce existence of workshops and discourages their students from attending.

What next? Introduction of a fast track Plus class next September is planned. The intent here is twofold. (1) The spring class should be ready for Plus if they keep dancing and (2) The "B" level students from the 30 week programs may be enticed to taking remedial lessons rather than drop out. If successful, the result will be twice-yearly start points and twice-yearly advancement options. This is clearly more responsive to customer interest than the 30-week lockstep programs. A word about finances and partnering. **It is necessary to offer lessons at a price below break-even.** Defining minimum class size to break even on costs would require enrollment larger than reasonably expected. A single square seems to be the minimum feasible class size, regardless of cost. **The difference between minimum and break-even defines the amount at risk - - and should be a distinct budget item.** Partnering between TC and a club shares the risk, bringing it down to an acceptable level for both. The club also provides recruiting and angel manpower the TC cannot muster. The TC provides single-minded focus on marketing and instruction, while the club conducts normal operations.

This paper is written from perspective of the lessons sponsor, but it would not be possible without tremendous caller support. Three different callers have taught these classes, each convinced that major change is required and willing to experiment. Nearly all local callers tell us (privately) not to give up -- regardless of what attitude their clubs take.

PPI Report - 06-007
“Fast Tracking thru Mainstream”
Parkhill Ontario, Canada
March 2006
By Les & Shirley Greenwood

The following report was submitted to the CALLERLAB office in March 2006 by Les & Shirley Greenwood. The report concerns introduction of square dancing through the use of an accelerated class schedule.

The following report is reported in their words:

My wife and I were in attendance at the CALLERLAB Convention held in Louisville, Kentucky, and at one of the sessions that we attended was the concept called ‘Fast Tracking’.

We learned from our attendance at this session that we could try this method on our newer dancers, or any level for that matter, to take a portion of a level and spend 5 hours of intensive instruction. We came home excited with this idea and couldn’t wait to share it. We chose the Mainstream segment for our first attempt.

Our Callers Clinic Association is comprised of callers and cuers in our SWOSDA area. (Square and Round Dancers of South Western Ontario Inc.) Upon hearing of the fast tracking method some decided to give it a whirl. Dan and Rhetha Roy, Round Dance Leaders, have already held 3 Rumba Clinics that have been very successful, 20 to 25 couples at each session.

The Strathroy Swinging Duos, a very active club in our association offered to sponsor our first attempt at “Mainstream Fast Tracking”. They obtained a terrific hall at a reasonable fee, supplied tea, coffee, water and fruit and vegetable trays (note, no cookies or cakes as this type of sugar treats make us lethargic).

The Strathroy Swinging Duos also supplied angels from their club. Three callers from our Callers Association did the instructing of the moves alternating each move. We tried instructing one move and the next caller reviewing the move and adding another call. This soon proved to be cumbersome for the dancers so we abandoned this about halfway through the list.

We started at 10:00 a.m. and taught till 12:00 noon, broke for a brown bag lunch and started at 1:00 p.m., finishing at 4:00 p.m. We exposed these dancers to the whole list with the exception of “hinges”.

We had 5 squares and one person paying for the instructions and they came from different clubs in the area.

We charged \$15.00 per couple and paid the rent and offered to pay the sponsoring club for their expenses which they declined, and the 3 callers divided the rest.

The day was intense, the minds of the dancers full to the brim, but they were very enthusiastic about their day. The callers were also very tired, but elated with the first attempt at “fast tracking”.

We used only one singing call for the last tip, the other tips ere all patter and instruction. The callers were Tom Charlton, Dan Weatherby and myself.

This is not a day to try to lure dancers to your home club, but to send the dancers back to their own clubs with at least some knowledge of the moves they will be experiencing, or have been buoyed up on what they may have already taken.

We requested that the dancers comment both pro and con and the following are their comments:

- _ Have at least one pair of angels in each set.
- _ Have it in March so that they can have practises before season closes.
- _ Very profitable
- _ It is great fun, lots of work but very profitable and thank you very much.
- _ I think each caller explained each new call very well.
- _ A dance again in the fall would be good.

- _ A great day - super callers. Thanks.
- _ A great teach and learning experience, loads of fun!
- _ Mix couples from partners.
- _ Perfect. Suggest we start the season with this method.
- _ Had a great day, learned a lot.
- _ Tell new dancers to keep squares compact.
- _ Great day! Lets do one in the fall. Thanks.
- _ Thanks so much. It was fun. Fall is a good idea too.

For More information Contact: Les & Shirley Greenwood, Parkhill, Ontario, Canada N0M 2K0
CALLERLAB Members.

PPI Report 06-008
ACCELERATED INTRODUCTORY SQUARE DANCE CLASS
Amherst, Virginia
January, 2006
Becky Stewart

The following report was submitted to the CALLERLAB office January 17, 2006 by Becky Stewart. The report concerns introduction of square dancing through the use of an accelerated class schedule.

The following report is reported in Becky's words:

Since we have moved to Amherst we have started a square dance club and have begun our second square dance class. Chuck Chesteen has come out of retirement and is our instructor and club caller. We have a group that wanted to start our class in September, but could not and we are trying this accelerated class to get them up to speed to bring them into our current class -- or hold another accelerated class in the next month to six weeks and advance them forward again. (I don't think this concept will work unless we have either a class that the participants can join, or a club that is dancing their level. It seems that they would lose their skills very quickly, unless reinforced.)

We are also including dinner as a part of the class. (we thought that if we don't let them leave, we can't lose them, at least not for the evening. we also don't have to worry about stragglers.)

We know that variations of these classes are being tried across the country and any information that you have would be greatly appreciated. Thanks for any information or help that you may be able to give. We will let you know how it goes. thanks, For More information Please Contact: Becky Stewart at - becky.hoyt@adelphia.net

PPI Report 06-009
The ABC Program - A Report
South Texas, June 2006
Jerry Story
(July 7, 2007)

(Editor's Note: More information about the details of the ABC Program are available in CALLERLAB's PPI Report 06-004 and on the Square Dance ABC web site: <http://www.squaredanceabc.com/>)

The ABC program went very well in South, TX this past season. In this report I will cover the good points and the bad.

Right off the bat half of those who had given their word and committed themselves to the ABC program backed out. This left the rest of us in a peculiar situation and the dancers very confused. We learned very quickly ABC works best outside of the existing Square Dance markets. Dancers just could not understand how building up a base of very basic dancers would eventually help feed the existing activity. It seemed most existing dancers were only concerned with, "when will these ABC dancers get to dance with us." Some dancers, and callers alike, did their best to ruin our ABC efforts by trying to move these new ABC dancers on thru the programs into their groups, as fast as possible. This experiment magnified the problems of the square dance activity in general. It ended up proving to both caller and dancer in South, TX that their thinking may be somewhat misguided. "If Square Dancing is to ever thrive again in America it will be because everyone FINALLY understands we must ALL help rebuild a solid BASE of Basic dancers." Without this we will continue to wander around, lost in the woods, watching our activity continue to shrink.

From reports, that are slow coming in, we find that several callers just could not deal with a limited vocabulary. Many callers are not capable of calling a dance with 25 calls. This is sad but TRUE. Some callers were pressured by the club to stop the ABC program and take these new dancers on thru Mainstream and Plus. Most all of these groups lost nearly ALL their new ABC dancers by pushing them on instead of being patient and letting those who wanted to go on move on. Because of this action both Square Dancing and the ABC program were losers.

The ABC program went GREAT for those who listened and followed our advice. It only takes a couple routines at each ABC dance to keep everyone happy for a long time. "Change the Music" not the routine. Some callers insisted on extemporaneously sight calling for these new ABC dances and, of course, the choreography became too difficult very quickly because these callers had to teach more calls so they could move the dancers around. More Caller Education seems to be a key factor for success. These simple ABC routines can be found on the SquareDanceABC web site.

What I noticed most was the number of new dancers that we normally would not have seen. 90% of those who went thru my ABC program would never think of going thru Mainstream or Plus classes. Approximately 100 couples tried my ABC program last season. About 10 couples (10%) decided (ON THEIR OWN) to move on to Mainstream. Now, this may not sound like a lot but let's stop and evaluate this situation. These 10 couples are coming in pumped up and positive and the retention rate for these 10 couples will be nearly 100%. Compare this to 10 couples going thru a conventional square dance class where 8 out of the 10 would never make it (survive) to graduation due to many unforeseen circumstances. i.e. ball games, sickness, work, etc. For some reason people miss a class then feel they can't keep up or for a whole host of other reasons new dancers just drop out. Not only do they drop out they tell many other people about a less than attractive experience with the Square Dance activity. This creates a negative market transfer to our recruitment base. This is NOT GOOD, but we continue doing this time and time again creating a mood for square dancing that is less than desirable. However, the 10 couples from ABC are happy and will stay with the program thru completion and will have very positive things to say about the Square Dance activity. This is GOOD and THE WAY IT OUGHT TO BE.

The ABC concept is not rocket science. Everyone understands that a house (the size of the square dance activity) cannot stand on the flimsy foundation we have created. Everyone knows we are TOP HEAVY and cannot sustain ourselves for any great period of time. Everyone realizes we must rebuild the "BASIC" FOUNDATION of our recreation if we are to maintain stewardship of the Square Dance activity. Everyone realizes all of these things yet only a few make any attempt to help.

We built a group by offering free dances to anyone who brought a NEW couple to the ABC program. If someone brought a new couple they danced free and so did the new couple. I had 3 guys who danced free all season. Now think of all those new dancers they brought in. It really worked well.

All in all we entertained 200 new, experienced on their terms, dancers. We provided a service for a massive number of people who enjoy a square dance but do not want to commit to a lengthy square dance class, exactly what all the CALLERLAB research indicated. Guess what? It worked GREAT! We provided a wide base with a strong foundation to support those who do decide to go on into the CALLERLAB Mainstream program. The ABC philosophy is a time tested method of creating new entertainment venues. All it takes is implementation. Everyone's invited! All aboard! Let's have some fun!

This report reflects the way the things are from my vantage point, June 2006.



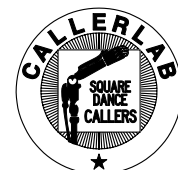
PRESS RELEASE

FOR IMMEDIATE RELEASE

July 2006

***** Start *****

CALLERLAB Progressive Voice Seminar



PRESS RELEASE

Professor **Arden Hopkin**, our Voice Coach from Provo, Utah, has conducted voice sessions at most CALLERLAB conventions over the past 20 years. He has a deep understanding of the unique vocal requirements of square dance calling and his initial presentations were aimed at the education of vocal neophytes -- proper care and use of voice, improving voice and vocal delivery. For the 2004 CALLERLAB Convention Professor Hopkin and Jon Jones, a long time caller-coach, created a Progressive Voice Seminar (PVS) with the goal of providing even more help to callers. Debuted in 2004 in Reno, the program was continued in Louisville in 2005 and Charlotte in 2006. In Charlotte presentations were made covering the Basic, Intermediate and Advanced Levels of the seminar. Many callers have attended presentations and twenty have completed all three levels.

The PVS will again be presented in Colorado Springs, CO at the 2007 CALLERLAB Convention April 1 - 4, with presentations of all three levels. Those attendees who have attended the Basic Level and wish to continue with the seminar will have the opportunity to attend the Intermediate Level presentation. Those attendees who have attended the Intermediate Level and wish to continue with the seminar will have the opportunity to attend the Advanced Level presentation. If you are interested in either of these presentations, please contact the Home Office to register.

The following are the details of the Progressive Voice Seminar:

Objectives:

1. The Progressive Voice Seminar (PVS) will train square dance callers who attend CALLERLAB in the care and use of the singing voice in relation to square dance calling
2. PVS will offer voice training on levels: basic, intermediate, and advanced; another session will be offered in the teaching of these principles to caller coaches who have completed the three levels
3. PVS will provide evidence of completion of each level
4. CALLERLAB will provide a Certificate of Completion to students who complete all three levels
5. This introductory program may eventually lead to a system of singing certification that could become part of caller schools

Basic Level:

Class participants will receive instruction covering the basics of healthy singing in the areas of

1. Sound production (flow phonation techniques)
2. Resonance enhancement (placement paradigms and jaw release)
3. Range extension of at least 1 octave
4. Voice maintenance (practice techniques; healthy care)

Intermediate Level:

Class participants will receive instruction covering intermediate skills of good singing

1. Sound production (breath suspension support techniques)
2. Resonance enhancement (vowel enunciation and consonant articulation)
3. Range extension of 1 1/2 octaves
4. Basic harmonization techniques

Advanced Level:

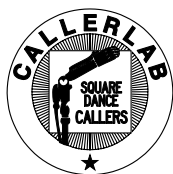
Class participants will receive instruction on advanced skills of excellent singing

1. Resonance enhancement (vibrato and other forms of vibrancy)
2. Range extension of 2 octaves
3. Enhanced expression (phrasing and dynamics)
4. Strategies for lifetime singing

***** END *****

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

THE CALLERLAB Board Of Governors



PRESS RELEASE

FOR IMMEDIATE RELEASE

(July 2006)

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



PRESS RELEASE

PERIODIC SELECTION SWING THRU ONCE AND A HALF

Doren McBroom, Chairman of the Periodic Selection Committee is pleased to announce the selection of SWING THRU ONCE AND A HALF as the next Periodic Selection.

SWING THRU ONCE AND A HALF

Starting Formation: Ocean wave or Alamo

Ending Formation: Same as starting formation

Definition: those who can, turn by the right one half, then those who can turn by the left one half, then those who can turn by the right one half

Timing: 8

Examples:

Heads Square Thru, Slide Thru, Pass The Ocean, SWING THRU ONCE AND A HALF, Recycle, Pass To The Center, Centers Square Thru Three, Allemande Left, Promenade Home

Four Ladies Chain, Allemande Left Alamo Style, SWING THRU ONCE AND A HALF, Boys Run, Circle Left

Heads Square Thru, Slide Thru, Pass The Ocean, SWING THRU ONCE AND A HALF, Girls Run, Wheel And Deal, Box The Gnat, Change Hands, Allemande Left, Promenade Home

Heads Pass The Ocean And SWING THRU ONCE AND A HALF, Extend, SWING THRU ONCE AND A HALF, All 8 Circulate, Recycle, Star Thru, Pass Thru, Wheel And Deal, Centers Square Thru Three, Pass Thru, Allemande Left, Promenade Home

Heads Star Thru and Spread, Pass the Ocean, SWING THRU ONCE AND A HALF, Boys Run, Right and Left Thru, Ladies Lead Dixie Style, (Boys start) SWING THRU ONCE AND A HALF, Girls Run, Bend The Line, Slide Thru, Pass To The Center, Centers Square Thru Three, Allemande Left, Promenade Home

Heads Square Thru, Slide Thru, Right and Left Thru, Ladies Lead Dixie Style, (boys start) SWING THRU ONCE AND A HALF, Boys Circulate, Girls Run, Bend The Line, Flutter Wheel, Star Thru And Pass Thru Allemande Left Promenade Home

Singing Examples:

Heads Square Thru, Dosado To A Wave, Girls Trade, SWING THRU ONCE AND A HALF, Girls Run, Tag The Line Right, Ferris Wheel, Centers Veer Left And Veer Right, All Veer Right, Short Promenade Home

Heads Square Thru, Dosado to a wave, Circulate, Scoot Back, SWING THRU ONCE AND A HALF, Boy Run, All 8 Circulate, Half Tag the Line, Swing Corner, Promenade

Heads promenade Half, Pass the Ocean, Extend, SWING THRU ONCE AND A HALF, Girls run, Ferris Wheel, Pass Thru, Touch Quarter, Split Circulate Twice, Swing, Promenade

***** 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

August 2006

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



PRESS RELEASE

APPLICATIONS REVIEW COMMITTEE (ARC)

In order to provide a clearinghouse for questionable choreography, CALLERLAB established the Applications Review Committee (ARC) in 1998. Initially a sub-committee of the Choreographic Applications Committee, ARC is now standing committee under the Chairmanship of **Jon Jones**, Arlington, TX.

The goal of the ARC is to help eliminate the improper use of square dance calls. It tries to accomplish this by responding to questions and publishing the results of the committee's discussions about the proper application of square dance calls. Callers and dancers may submit questions concerning the proper or improper application of a square dance call by regular mail addressed to Jon Jones, 1523 Bluebonnet Tr., Arlington, TX 76013-5009, or by e-mail to JonJonesSDC@aol.com or to the CALLERLAB office at: CALLERLAB@aol.com.

Recent committee decisions are available in a separate Press Release in this issue of DIRECTION. Past decisions can be found on the web at: www.CALLERLAB.org in the CALLERLAB Documents section or at: [http://www.CALLERLAB.org/documents/CALLERLABdocs/History_2000-2005_\(Rev_A\)\(05-09-28\).pdf](http://www.CALLERLAB.org/documents/CALLERLABdocs/History_2000-2005_(Rev_A)(05-09-28).pdf).

While members on this committee are selected by the CALLERLAB Executive Committee, its meeting at the annual CALLERLAB Convention is open to all attendees. The 25 current members of ARC have been selected from the CALLERLAB membership based on geographic diversity, choreographic knowledge, and the respect they command from their peers. All members serving on ARC have pledged to abide by the decisions of the committee in their personal calling and choreography.

Callers and/or dancers may submit questions concerning proper or improper application of calls to: Jon Jones - 1523 Bluebonnet Tr. - Arlington, TX 76013-5009 or E-mail: JonJonesSDC@aol.com, or to the CALLERLAB office or E-mail: CALLERLAB@aol.com.

Clark Baker, MA
Paul Bristow ENGLAND
Tim Crawford, CANADA
Larry Davenport, CA
Ed Foote, PA
Bill Harrison, MD
Robert Hurst, ENGLAND
Mike Jacobs, NJ
Jerry Jestin, AZ and CANADA
Deborah Carroll Jones, TX
Jon Jones, TX
Frank Lane, AZ and CO
Tom Manning, IA

Tim Marriner, SC
Nev McLachlan, AUSTRALIA
Kenny Reese, GERMANY
Gloria Rios Roth, CANADA
David Smythe, AUSTRALIA
Al Stevens, GERMANY
Alex Stevens, NEW ZEALAND
Jerry Story, TN and TX
John Sybalsky, CA
Masaru Wada, JAPAN
Norm Wilcox, CANADA
Ken Wilkinson, CANADA

***** 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

August 2006

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



PRESS RELEASE

APPLICATIONS REVIEW COMMITTEE VOTES

The CALLERLAB Application Review Committee (ARC) reviews and votes as to whether the questioned usage is Proper or Improper. (Please note we ask the square dance world to use these terms rather than "Legal or Illegal".) **Jon Jones**, Chairman of the Application Review Committee (ARC) announces that the committee has completed the re-view of questions regarding the usage/application of certain calls as follows:

The Committee has reviewed the application of eight calls. The results are below;

Question 1. The formation is 3/4 Tag; the call is Trade By.

The ARC voted this to be a proper application of the call as the Ocean Wave Rule applies.

Question 2. The formation is Double Pass Thru; the call is Centers Zoom.

The ARC voted this to be improper.

If the caller desires for everyone to Zoom, the call is simply "Zoom." If the caller wants the centers to Pass Thru the call should be simply "Pass Thru." If the caller uses Centers Zoom and expects the centers to Pass Thru, it is designed to trick the dancers and is destined for failure. The ARC strongly recommends that this call NOT be used at ANY program.

Question 3. The formation is Parallel Waves; the call is Slip The Clutch.

The ARC voted this to be improper due to the definition stating that Slip The Clutch is to be used from Thar's and Wrong Way Thar's.

Question 4. The formation is Two-Faced Lines; the call is Relay The Deucey.

The ARC voted this to be improper as the definition states that the call is to be danced by hand/arm turns and NOT a partner trade action.

Question 5. The formation is Tidal Wave; the call is Linear Cycle.

The ARC voted this to be a proper use of the call as there are two ocean waves end to end in this formation and it fits within the definition.

Question 6. The formation is 3/4 Tag; the call is Acey Deucey.

The ARC voted this to now be a proper use of the call. The new definition permits this usage as there are four centers and four outside dancers. This ruling supercedes an earlier ruling by the ARC.

Question 7. The formation is 3/4 Tag; the call is Triple Trade.

The ARC voted this to be a proper use of the call as three adjacent pairs of dancers can be identified.

Question 8. The formation is an Ocean Wave between two Mini Waves; the call is Triple Trade.

The ARC voted this to be a proper use of the call as three adjacent pairs of dancers can be identified.

Callers and/or dancers may submit questions concerning proper or improper application of calls to: Jon Jones - 1523 Bluebonnet Tr. - Arlington, TX 76013-5009 or Email: JonJonesSDC@aol.com, or to the CALLERLAB office or Email: CALLERLAB@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.

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