



**The International Association
of Square Dance Callers**

VOLUME XXXIV NUMBER THREE, AUGUST 2007

COCOA, FLORIDA

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EMPHASIS CALLS:
Advanced: Trail Off

FUTURE CONVENTIONS:
MAR 17-19, 2008 Los Angeles, CA
APR 6-8, 2009 Kansas City, KS
MAR 29-31, 2010 East Region

FUTURE MINI-LABS:
June 10-12, 2008 Brisbane, Australia
July 13-15, 2008 Toronto, Canada

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INSURANCE QUESTIONS & CERTIFICATES
Marsh Affinity Group 1-800-503-9227

FROM THE CHAIR
Tim Marriner, Chairman

Relecting upon the events at the National Square Dance Convention in Charlotte, NC, I realized how proud I am to be a member of CALLERLAB. Our callers' organization is active and strong! Its strength emerges from dedicated members willing to sacrifice valuable time away from self interest to assist others for the betterment of square dancing and its associated dance forms. The organization has a leadership force that continues to gain respect and admiration within the activity. There is no doubt in my mind our leaders stand taller amongst the rest.

CALLERLAB badges are worn not necessarily for one's name to be seen but for others to realize the credibility of the person behind the badge. Every contributing member that continues to do well for the activity helps to make CALLERLAB the most respected callers' organization in our business. Each of us has a lot riding on the line to keep up with this reputation. As long as you take care of your own character, our reputation will take care of itself. How we treat and validate others falls under the guise of proper etiquette. Those who follow the old rule of treating others as you would like to be treated achieve far more in life than those that seek good fortune no matter what the cost or denigration. I am happy to say, giving and caring are virtues most of our CALLERLAB members abide.

With admiration and gratitude to our past CALLERLAB leaders, wearing the CALLERLAB badge does provide one with instant credibility. However, this heritage can be quickly overshadowed by individual actions that do not respect the activity. Respect amongst our peers is earned

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through continuous hard work and dedication. Our members unselfishly build tools necessary for continual education and improvement for square dancing. Many forward this wisdom to others and provide necessary leadership to assist growth of the activity. I have said in the past, our organization can provide its members all the tools necessary to do great work but it is up to each individual member to work these tools as they see fit. A true leader sets the example and takes the extra step to teach others how to utilize these tools for the best interest of the activity.

What exactly are the activity's best interests? Many have different and sometimes opposing views regarding this issue. Yet, no matter how rebellious or radical your opinions, if you are working towards maintaining or increasing business you are still an integral part of our activity. And, if the net result is to achieve the same objective of improving the activity, by default we are on the same team. Do not go it alone. Join a committee or start one that embraces your passion to achieve bigger results. There is strength in numbers. Be a part of the team willing to do the work that makes a positive difference. Doing work is a part of being a member.

The CALLERLAB badge is not just a name tag. Give it the meaning it deserves. Be proud of the years of work and dedication it symbolizes. Thanks to everyone wearing the CALLERLAB badge honoring and upholding our belief of higher leadership morals.

Our leaders stand behind their actions and proudly back the badge they wear for the betterment of square dancing!

**Always forgive your enemies -
Nothing annoys them so much.**

2007 CHAIRMAN'S AWARD

Tim Marriner, Chairman

Over the years our organization's marketing efforts have been seemingly any which way the wind blows. We hired a marketing expert that had great vision, asked our committees to halt projects and prepare to come about. We hoisted top sails and were preparing for big change. From the crow's nest things were looking in the right direction. Yet still our sails seemed to luff. It was very difficult to get a compass reading as to our exact location and direction. Sometimes we would get a breeze but often we were struggling with a dead calm. Some would suggest we were three sheets to the wind. However in spite of all our redirection and efforts that exposed the long journey one mate continued to tack port and starboard pushing forward with committee goals.

A Foundation was established, and money raised to support its efforts. The Phoenix plan rose from the ash and the ARTS was formed. Winning ways were established, Multi-Cycle Teaching methods were developed and objectives were being met almost taking the wind out of our own sails. But one leader pushed forward.

An Add-A-Buck project was started as well as other potential marketing tools. Realizing our own limitations the program was offered to the ARTS, approved, implemented, and is raising both money and awareness for our activity. Yet more work was to follow. A total re-imaging tool has been developed, approved and is in the working stages of implementation.

It takes big shoulders, strong leadership, endless resolve and stamina to put up with all of the changes that have occurred. That is why this years Chairman's Award is being presented to **Mr. Tom Rudebock**.

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: 1-321-639-0039; Email: 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.

SUMMARY OF 2007 BOARD OF GOVERNORS MEETING

The CALLERLAB Board Of Governors (BOG) has established a policy which requires that actions taken during a BOG meeting be reported to the Membership. The 2007 BOG meeting was held April 1 and 4, 2007 at the Sheraton Hotel, Colorado Springs, Colorado. The meeting was called to order by Chairman **Tim Marriner**. The following Board members were present: **Clark Baker, Skip Brown, Calvin Campbell, Deborah Carroll-Jones, Larry Cole, Tim Crawford, Larry Davenport, Betsy Gotta, Patty Greene, Bill Harrison, Robert Hurst, Mike Jacobs, Chuck Jaworski, Jerry Jestin, Vernon Jones, Tim Marriner, John Marshall, Jim Mayo, Doren Mc Broom, Tom Miller, Bob Poyner, Tom Rudebock, Dana Schirmer, Elmer Sheffield, Jerry Story, John Sybalsky, and Norm Wilcox.** Home Office staff **Jerry Reed and Gail Swindle** were also present. The following Board members were not present: **Nasser Shukayr** (waiver); **Lone Blume** (resigned).

The following motions were presented, reviewed, discussed, and voted on:

MOTION: Be it resolved that the meeting agenda be accepted as written. **(MSC)**

MOTION: Be it resolved that John Sybalsky be appointed as Parliamentarian for the 2007 CALLERLAB annual meeting. **(MSC)**

MOTION: Be it resolved that the election of the 2007/2008 Executive Committee conducted in Charlotte, NC, in April 2006 be confirmed as follows: Chairman **Tim Marriner**; Vice Chairman, **John Marshall**; and members **Tim Crawford, Betsy Gotta** (1st Alternate - replaced **Vernon Jones**) and **Clark Baker** and 2nd Alternate **Jerry Jestin**. **(MSC)**

MOTION: Be it resolved that the actions taken by the 2006/2007 Board Of Governors between February 2006 and February 2007 be confirmed. **(MSC)**

MOTION: Be it resolved that the actions taken by the 2006/2007 Executive Committee from January 2006 thru February 2007 be approved. **(MSC)**

MOTION: Be it resolved that the 2006 fiscal year end financial report be filed. **(MSC)**

MOTION: Be it resolved discussion of the issue of a By-Laws change to add a new Membership category called Youth Member be tabled. **(MSC)**

MOTION: Be it resolved CALLERLAB continue our association with the National Dance Association (NDA) and the American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) through April 2008 and the inherent costs of that association be no more than \$3,000. **(MSC)**

MOTION: Be it resolved that the ballots for the 2007/2008 Board Of Governors election be destroyed. **(MSC)**

MOTION: Be it resolved that **Jerry Reed** be retained as the Executive Director for the period of April 1, 2007 through April 30, 2008. **(MSC)**

MOTION: Be it resolved that **Jerry Reed** be retained as the Treasurer for the period of April 1, 2007 through April 30, 2008. **(MSC)**

MOTION: Be it resolved the Policy established in BOG LOG 06-1122-001, that Members who are serving as a Committee Chairman or Vice Chairman and are elected to the Executive Committee (EC) will step down from the committee leadership position while serving on the EC, be rescinded and that this issue be considered as guidance and not policy. **(MSC)**

MOTION: Be it resolved the ballots for the 2008/2009 EC election be destroyed. **(MSC)**

IN MEMORIAM

Hank Grote, Hawaii
Ray Lombard, Texas
Dick Weaver, Hawaii
Earl Kinsey, Missouri
Herb Conklin, New Jersey
Peter Richardson, North Carolina

2006/2007 BOG & EC Voting Response Log

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 (LOGs) 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 2006/2007 BOG and the 2006/2007 EC.

Report as of March 5, 2007			
BOG Response Log			
	# Logs	Tot Votes	Voting %
Clark Baker	9	9	100%
Lone Blume	9	7	78%
Cal Campbell	9	9	100%
Larry Cole	9	9	100%
Tim Crawford	9	9	100%
Larry Davenport	9	9	100%
Betsy Gotta	9	8	89%
Patty Greene	9	9	100%
Bill Harrison	9	9	100%
Robert Hurst	9	8	89%
Mike Jacobs	9	9	100%
Chuck Jaworski	9	8	89%
Jerry Jestin	9	9	100%
Vernon Jones	9	9	100%
Tim Marriner	9	9	100%
John Marshall	9	8	89%
Jim Mayo	9	9	100%
Doren Mc Broom	9	9	100%
Tom Miller	9	8	89%
Bob Poyner	9	9	100%
Tom Rudebock	9	9	100%
Dana Schirmer	9	9	100%
Nasser Shukayr	9	9	100%
John Sybalsky	9	9	100%
Norm Wilcox	9	9	100%

2006/2007 EC Response Log			
	Tot Logs	Tot Votes	Voting %
Tim Marriner	19	19	100%
John Marshall	19	19	100%
Tim Crawford	19	19	100%
Larry Davenport	19	19	100%
Vernon Jones	19	19	100%
TOTAL	95	95	100%

POST-CONVENTION VOTE RESULTS

Following the 2007 CALLERLAB Convention, 812 ballots were mailed to eligible voting members, asking whether or not the action taken at the 2007 CALLERLAB Convention should be rescinded (overturned). The results of the convention action were reported in the minutes of the Annual Meeting which were mailed to all members with the Flash 2007 issue of *DIRECTION*.

The Bylaws specify that a minimum of one-third of the mailed ballots (this year 271) 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 812 ballots mailed, 230 valid ballots were returned by the May 31, 2007 deadline. Therefore, the number of ballots returned is not sufficient to constitute a quorum. The vote taken at the 2007 CALLERLAB Convention to create a new category of Membership for Youth callers stands as approved at the convention. The Bylaws have been revised to incorporate this change. Copies of the revised Bylaws are available through the Home Office in either PDF or paper copy. Please contact the office if you would like a copy.

CORRECTION

On page seven of the May 2007 issue of *DIRECTION* we listed the recipients of the Half Century Awards. In that article we inadvertently listed **George Edwards** as calling 69 years, the correct information is that George has been calling 59 years. Sorry for the mistake.

CALLERLAB AT THE 56th NSDC

The 56th National Square Dance Convention (NSDC) was held in Charlotte, North Carolina June 27-30, 2007. Over 8,000 dancers from all over the world attended. CALLERLAB and the Foundation had a vendor booth in Charlotte again this year. We also participated in the Showcase Of Ideas.

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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. CALLERLAB hosted a reception for all CALLERLAB Members attending the convention. Nearly 200 members, partners and invited guests stopped by to say hi and to visit while taking a break from the convention. Thank you to all who were able to make it.

Thanks to the following members of CALLERLAB who volunteered to help staff the booth: **Gene Baker, Don and Patti Brown, Deborah Carroll-Jones, Tim Crawford, Ruth Edison, Patty Green, Mike and Bonnie Hall, Paul and Patty Henze, Mary Hutchinson, Jon Jones, Ron Kapnick, Francois Lamoureux, John Marshall, Dick and Laurie Mazziotti, Bear Miller, Tom Miller, Bob Poyner, Bob Rollins, Justin, Russell, Dana Schirmer, Cliff and Peggy Simpson, and Jerry Story.**

Several CALLERLAB members participated in various training seminars, panels, and discussion groups during the convention. We believe support of this national event is very important. THANK YOU to all CALLERLAB members who participated in the convention.

56TH NATIONAL SQUARE DANCE CONVENTION (NSDC) - THANK YOU

We recently received the following Open Letter to All Square Dance Callers, Cuers, Prompters, Leaders and Dancers (particularly, the dancers from North and South Carolina) who worked on the 56th NSDC from **Wayne and Janice Bowman**, General Chairman and **Lee and Sharon Bares**, Assistant General Chairman.

The 56th National Square Dance Convention held in Charlotte, North Carolina is now history but, what wonderfully positive history!! We have received virtually hundreds of verbal compliments as well as many Emails extolling the organization and conduct of essentially every aspect of the Convention. Superlatives constituted the norm for the compliments re-

ceived. Clearly, this was a magnificent National Square Dance Convention with many dancers and callers characterizing it as the best ever. If you worked in any capacity on the 56th NSDC, please accept our most fervent gratitude. Thank you for a job done extremely well. Everyone from Committee Chairmen to Vice Chairmen to Directors to Workers deserves a heartfelt THANK YOU and we herewith extend it. Thanks from the bottom of our hearts for all your hard work and efforts to make our convention an outstanding success.

We would like to add our thanks to the CALLERLAB Members who supported the 56th NSDC in Charlotte.

57th NSDC - JUNE 2008

Planning is already well underway for the 57th National Square Dance Convention (NSDC) which will be held next June in Wichita, KS. If you have never attended a National Convention we encourage you to do so. This three day event provides you, as a caller, the opportunity to showcase your talents before a very large audience. Please consider attending the 57th NSDC in Wichita. To call at this three day event, you must be registered. The 57th NSDC staff is looking forward to our participation. If you attend, we encourage you to wear your CALLERLAB badge to show your support. For more information and a caller profile, please visit the 57th NSDC web Site: <http://www.57nsdc.com>

MINI-LAB AUSTRALIA-2008

Mini-Lab Australia-2008 will be held June 10-12, 2008 in Coolangatta, Queensland at the Greenmount Beach resort. It is being sponsored by the Australian Callers Federation and will be held following the 49th Australian National Square Dance Convention.

For more information or to register for the Mini-Lab contact:

David Brown
14 Frances Browne Way
Tarneit VIC 3029
Email: dahbrown@bigpond.com

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This Mini-Lab has been planned for callers in the region, however, callers from all countries are invited to attend. Since this is an educational and training opportunity, there may be tax advantages to callers from the USA who attend.

Accredited CALLERLAB Caller-Coaches, members of the CALLERLAB Board of Governors, the Chairman of the Board and the Executive Director will be in attendance.

Mini-Lab Australia 2008 is open to all callers, new and experienced. You do not have to be a CALLERLAB member to attend. For eligible CALLERLAB members, attendance meets the requirement for convention attendance. Please consider joining us in Coolangatta in June 2008.

MINI-LAB CANADA - 2008

Mini-Lab Canada 2008 is being sponsored by the South West Ontario Square & Round Dance Association (SWOSRDA) and will be held in Ontario, Canada July 13-15, 2008. Additional information will be published later this year.

This Mini-Lab has been planned for callers in Canada, however, callers from all countries are invited to attend. Since this is an educational and training opportunity, there may be tax advantages to callers from the USA who attend.

Accredited CALLERLAB Caller-Coaches, members of the CALLERLAB Board of Governors, the Chairman of the Board and the Executive Director will be in attendance.

Mini-Lab Canada 2008 is open to all callers, new and experienced. You do not have to be a CALLERLAB member to attend. For eligible CALLERLAB members, attendance meets the requirement for convention attendance. Please consider joining us in July 2008.

CALLERLAB CONVENTION ROTATION

During the 2006 Board Of Governors 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 rotation for the convention was: 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 new rotation is as follows: West, Central, East, West, etc. 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
2009 - Central Region
2010 - East Region
2011 - West Region
2012 - Central Region
2013 - East Region
2014 - West Region
2015 - Central region
2016 - East Region

2008 CALLERLAB Convention

(Los Angeles, CA — March 16-19, 2008)

The Convention Planning Committee has chosen LIGHTS, CAMERA, ACTION as the theme for the 2008 CALLERLAB Convention in Los Angeles, CA, March 16-19, 2008. The convention theme reflects our commitment to shine a LIGHT on the concerns facing square dancing today, to picture (CAMERA) possible solutions, and take ACTION to implement those solutions. As always, there will be technical sessions to peak your interest. There will also be sessions that will challenge you to help the activity grow.

Southern California offers vast vacation opportunities including Disneyland, Universal Studios, the beach, numerous museums, and a wealth of other possible vacation destinations. If you have visited here before, you are well aware of the many opportunities available. If you have never been to Southern California, a treasure of vacation wonders await your discovery. We have selected the LAX Marriott Hotel, within sight of LAX International Airport, as our host hotel. We have negotiated a very good room rate and the hotel is excited

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about our convention.

Among the SPECIAL features this year will be an exciting Karaoke experience on Sunday night and possibly free caricature drawing by our very own **Cory Geis**. Cory showed his special talent in Colorado Springs at the 2007 CALLERLAB Convention and we hope to have him at the 2008 Convention to provide you with a free caricature drawing of yourself. We are also looking into again offering One-On-One sessions with an Accredited Caller-Coach. These sessions proved to be VERY popular in Colorado Springs. This will be your opportunity to sit down face to face with an experienced coach to answer the questions or concerns you may have. We hope you are making plans to join us in Los Angeles.

PROGRESSIVE VOICE SEMINAR - ENDING

The Progressive Voice Seminar (PVS), was developed by our voice coach, Professor **Arden Hopkin**, and **Jon Jones**. The seminar consisted of three phases, Basic Level, Intermediate level, and Advanced Level. Each phase provided increasingly detailed information and exercises relating to the voice and how we use our voice while calling. The seminars were first conducted at the 2004 CALLERLAB Convention in Reno, NV where the Basic Level was presented. The PVS program has been conducted at the annual CALLERLAB convention each year since then. Each year the number of callers attending the PVS has declined. We have decided this program has served the purpose for which it was designed and, therefore, will be ended at the 2008 CALLERLAB Convention in Los Angeles. At the 2008 CALLERLAB Convention we will offer the Intermediate Level and the Advanced Level of the PVS only. In subsequent years we will continue to offer voice sessions, however, these will not be part of the PVS program. Please contact the Home Office for more information.

HANDICAPABLE INFORMATION

Michelle McCarty, Chairman of the Handicapable Committee is proud to announce that a new document titled

HANDICAPABLE DIRECTORY & HELPFUL HINTS is now available at a nominal charge for shipping and handling through the CALLERLAB office. This document is a collection of valuable information designed specifically for callers and others teaching and calling for Handicapable Dancers. Our thanks go to the Handicapable Committee Members and others who contributed to this document. Our special thanks go to **Stew & Kathy Shacklette** and the Kentucky Dance Foundation for their outstanding support of this project by publishing and printing the documents. For more information or to request a copy of the document, please contact John at: JOHNCALLERLAB@aol.com or call the CALLERLAB office at 1-800-331-2577.

Don't Forget to Vote

ADVANCED EMPHASIS CALL SELECTED

Bill Harrison, Advanced Committee Chairman, is pleased to announce that TRAIL OFF has been selected as the Advanced Emphasis Call for the period starting August 1, 2007. Please see the attached Press Release for details and choreography.

DVD SALES

We are pleased to announce the availability of several informative, educational, and entertaining DVDs. These DVDs feature several areas of interest: 1) The Colorado Dancers during an impressive dance demonstration at the 2007 CALLERLAB Convention, 2) An informative interest session of the History & Heritage of square dancing, 3) A series of DVDs featuring presentations at the Beginner Dance Party Leaders Seminar (BDPLS); 4) A unique look at the history of dancing in America in HOEDOWN, produced by **Jerry & Becky Cope**; 5) A DVD and report of the Focus Group Survey conducted by the Foundation in support of our marketing efforts.

The DVDs are available for sale through the CALLERLAB office. Please see the attached information for complete descriptions, prices, and information about these DVDs.

SPECIAL

BADGE SPECIAL!!! In an effort to have all CALLERLAB members and their partners wear the CALLERLAB badge we are offering a discount price. If you order a badge for yourself and your partner between now and the end of the year we will give you a discount of \$1.00 per badge. So show your pride in CALLERLAB, order and wear your badge.

CALLERLAB Belt Buckles - An effort is being made to keep track of the numbered CALLERLAB belt buckles and who has what number. If you purchased a buckle at the CALLERLAB Convention in Colorado Springs, CO, please write John at JOHNCALLERLAB@aol.com with the number on the buckle you purchased.

FRIENDS OF THE FOUNDATION

Elmer Garrett, California
Frank Lescrinier, California
Susquehanna Swingers, Maryland

CALLERLAB SCHOLARSHIPS AWARDED

The following George White Scholarship was recently approved by the Executive Committee: **Chuck Moore**. The following scholarships from the Grand Square, Inc. Education Fund were approved by the CALLERLAB Foundation Executive Directors: **Guido Haas** and **Maret Zach**. The following **David Krediet** Scholarship were also approved by the CALLERLAB Foundation Executive Directors: **Adam Edson**, **Wayne Huggins**, **Candy Hughes** and **Ronald McMurdy**. Our congratulations to each of these deserving callers and we wish them the best of luck in their calling career.

WHEN RETURNING YOUR BALLOT

When ballots are returned to the office, the outer envelope return address is verified and checked off on the vot-

ing mailing lists. Once this is done, the outer envelopes are then opened and the ballot envelope date stamped. We do not open the ballot envelope until a minimum of 100 ballots are received. Those are counted and tallied and we wait for more! So if you have been one of "those people" who do not put their name and address on the outer envelope you just wasted your vote. If you put only an address on the outer envelope and it is not the address we have on file we still can't verify a valid ballot. "You lose again."

So, please remember when you submit your ballot, be sure to put the ballot envelope inside another envelope and address the outer envelope, including your name and return address (the address where you received the ballot). *If your name and mailing address are not on the outer envelope, your ballot will not be counted.*

LOST MEMBERS

Mail sent to the following member has been returned to the Home Office. If you know the whereabouts of this member, or know of someone that might have a current address, please contact the Home Office at 1-800-331-2577 or Email; Gail-CALLERLAB@aol.com. Thank you.

Eberhard Walz, last known address, Braunsbach, Germany



OFFICE CLOSING

The Home Office will be closed August 10 - 17, 2007 for staff vacations. The office will reopen, Monday, August 20, 2007.

The office will also be closed September 3, for the Labor Day Holiday. We will reopen on Tuesday, September 4, 2007.

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.

NEW MUSIC PRODUCTION

(The Problems And The Facts)

Paul Bristow, Owner and Producer,
Sting & Snow Records.

Hopefully, most of you will already know of me as the owner of Sting and Snow Records, a fact that I mention purely to qualify my understanding of the problems affecting the production of new square dance music. My main reason for writing this article is to underline the problems facing all producers and to put everyone in the picture and - hopefully - provide a clear statement of those problems.

What worries me most is the possibility that, in a very few years, callers and dancers may be asking: *why is there no new music, what-ever happened to all the record labels?* and - when they discover that they all went bankrupt - these same people may then be asking: *why didn't they say anything? If I had known things were that bad I would have bought more.* Of course, by then, it will be too late! This is a drastic prediction, which needs to be explained and qualified and I will endeavour to do that to ensure that callers are aware of the full scale of the problem.

First let me provide a little historic information:

In the 1970s the major Record Producers pressed (and sold) from 6,000 to 8,000 copies of a new record; this was the boom time and those days are long gone. In 1986 (when Sting began producing) the number to press had fallen to 1,000 to 2,000 (Sting never had an initial press greater than 1,000). By 1999 - when I took over - Sting and Snow were pressing 600 to 800 copies; I cut this to 500 (in 2000), then to 400 (in 2003), to 300 (in 2004) and I now only press 200.

A few more facts: At present new music is available in three media and sales by media type are: Vinyl - 85%, CDs 10%, and MP3 (Internet downloads) 5%. Counting the total

sales of all media a No. 1 record (on the Hanhurst's Best Seller list) will only sell 150 units, this may rise to 250 units, over time. This is simply not enough to cover the costs of production. Unfortunately, most callers and perhaps even some producers do not realise the magnitude of this problem.

There could be many reasons for the recent decline in new music sales, in my opinion, the primary reasons comprise:

- 1) Fewer callers - as a consequence of the down-turn in Square Dancing there are less callers out there to buy the music.
- 2) Cost cutting by callers - callers are trying to cut their costs; one easy cost to cut is the cost of buying new records.
- 3) Fewer new callers - New callers buy a lot more records than the experienced caller does; I would suggest that up until about ten years ago, new callers (perhaps 10% of the total number of people calling) were buying 50% of the records sold.
- 4) Illegal copying - As you can see the decline started before the introduction of Digital Media, so - whilst illegal copying does happen and is a major problem (especially in today's much smaller market) it does not rate as the major factor.

How can we solve this problem? There is a potential solution and again it is probably best to quantify it. By simple analysis it can be shown that there are an estimated 3,400 active callers in the world. Sales of 150 - 250 units mean that only four to seven percent of these callers are buying the most popular new music, we need to increase this purchase factor.

One simple solution would be, for all the callers in the world to commit to buy at least one new record per month; if this were to happen, sales would increase significantly, hopefully to the point where new production could be maintained. Obviously, callers would choose the new tunes that they like best and thus commercial forces would determine which producers benefited the most, on the basis of the quality of their music and the popularity of the tune chosen.

If callers would accept this commitment and -

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assuming that the pattern of the spread of purchases, by different title, remains the same - a number one best seller, in a slow month, could sell 600 - 800 copies; this would cover costs. It would provide a real motivation for producers to continue!

Assuming that you perceive the present situation as a problem (and I hope that you do), my earnest hope is that you will wish to help save new music production and will make a commitment to buy, at least, one-record-per-month. If you will do that, I - and probably all the other producers - will be able to stay in business and will be able to continue with the production of good quality, well recorded, new tunes - in the format that you are able to use.

(Editors Note: We recognize how serious a problem the reduction in sales and illegal copying of music has become. Please carefully consider what Paul has written. We all need new music and if current trends continue the music industry could die.)

SIDEKICKS HELP NEW DANCERS

We believe that the transition from non-dancer to club dancer can be a difficult journey and that anything we can do to assist with this journey will help retain new dancers and help the activity grow. The following idea was submitted for consideration and we are passing it on to you.

It seems that new dancers at a club dance tend to square up together. We believe this is partly due to the comfortable feeling new dancers get from dancing with others they have danced with before. While it is recognized that this will result in a good feeling it also may result in new dancers dancing with other new dancers which may result in less success with the choreography. The idea behind SIDEKICK dancers is that the SIDEKICKS will be more experienced and therefore help increase the success and enjoyment of the dancing.

This is how this idea would work: The club would assign another couple to be SIDEKICKS to a new couple for the duration of the class at class sessions whenever possible and when the new dancers attend a club dance or visit another class or club. When the new

dancers get up to dance, their SIDEKICK couple would be dancing with them. When two new couples get in a square there would automatically be two SIDEKICK couples to fill in the square. If new single dancers do not have a square angel with them a SIDEKICK would be assigned to them. Please think about this idea as a way to help with the transition of new dancers to club dancers.

GARAGE GANG Jack & Zonie Taylor

The Garage Gang will celebrate 25 years in October. How it started? My wife Zonie and I returned to square dancing in September of 1982. We had been working in Iran and when the Shah left in January of 1979 and The Ayatollah Komeni arrived in February of 1979 we were soon sent back to the good old United States. We had been out of dancing since 1972 and returned to lessons with **Dale McClary** and the Sundancers in Tittusville, FL. This was in September of 1982. We thought that this would be a great way to gain new friends. We did not know how much of a change in life this would be for us. Again thankfully.

We had been away from square dancing for a long time and realized that if we were going to be proficient we needed practice. With Dale's permission I taped his lessons and we got a square to dance on our back porch. This was OK but we decided that the space was not sufficient, so we moved to our garage the next week. Of that group of dancers, only Zonie and I are presently dancing. At first about every six months I would use a disk sander to rough up the floor, but decided it was not necessary.. Our garage floor is so smooth and shiny that it is unbelievable. And, it is not slippery.

Well after several months of dancing to Dale's lessons and practicing, I thought if he could do the calling I could too. So I rigged up an amplifier and cheap microphone. I made a cassette tape of "Alpine Hoedown". I told the gang that I was going to call. Well as you can imagine, **I Dunked!** After about 30 seconds I told them that I could not call. They encouraged me to try some more so here I am 25 years and still trying. I attended a callers school with **Al Brundage** at Jensen Beach in 1984, which helped my calling. We currently

(Continued on page 11)

(Continued from page 10)

have a group of Plus dancers and an Advanced group going.

The one thing that we regret is that we did not keep a roster of the people that have come and gone during the years. We estimate that well over a hundred people have come to our home and danced in our garage.

Each year we have a Christmas dinner in our garage. Zonie makes and passes out some item for them to remember us by. One year about ten years ago we decided that we would have badges made. We had been calling them our garage gang. So the name of the Garage Gang was appropriate. So when you see the badge with Garage Gang, you will know where they dance.

We have been blessed with having the Garage Gang in our lives. And we have been blessed to have been in square dancing these past 25 years, We have made many friends and enjoyed the part we played in the activity.

(Editors Note - Jack & Zonie Taylor dance with us at our Advanced Club on Wednesday nights with the Dixie Diamonds. They also dance regularly with a Contra dance group in addition to their own Garage Gang. They dance all of the CALLERLAB programs from Basic thru Advanced. In the past they also danced thru C-2. They are true supporters of the activity and have recruited and helped many dozens of new dancers over the years.)

FROM THE EDITOR

Jerry Reed

I do not often take the opportunity to speak directly to you, however, I would like to take a few moments of your time to express some of my thoughts.

I would like to personally thank each of you for your support of CALLERLAB and the Goals and Purpose we have established. A thank you also to the many CALLERLAB Members who attended the 56th National Square Dance Convention (NSDC) in Charlotte, NC this past June. We had the opportunity to meet and visit with several of you. We enjoy these visits no matter how short they may be.

We had several new members join while we were in Charlotte and several others rejoined. We thank each of you for your support.

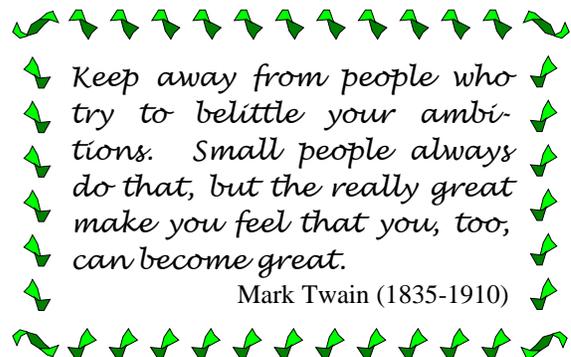
We also had the opportunity to speak to a few callers who are not CALLERLAB Members. We discussed some of the reasons why they are not members. Eventually the discussion turned to the dance programs. Every caller I spoke with said they are using the CALLERLAB dance programs. I pointed out that the materials created to support the dance programs (lists, definitions, styling, check lists, etc.) need to be maintained by the CALLERLAB Office Staff. These callers admit they use the materials and some also admit they realize they are not helping to pay for the materials they use.

It is frustrating to me when I realize there are callers who do not seem to care that someone else is paying for the materials they are using.

I believe CALLERLAB is very fortunate to have the outstanding support you receive from the Home Office Staff. **John and Gail Swindle** are truly outstanding and go above and beyond in their support of the organization. We are truly fortunate to have them on the staff. Thanks to John and Gail!

Now to the 2008 CALLERLAB Convention which will be held March 16-19, 2008 in the LAX Marriott Hotel near the LAX International Airport in Los Angeles, CA. The hotel is an excellent choice and southern California is a mecca of vacation opportunities. We hope you are planning to attend the convention. Invitations and information about the program and the hotel will be provided in the next issue of DIRECTION.

Once again, THANK YOU! To each and everyone.


Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.
 Mark Twain (1835-1910)

RETURNED Email

Electronic mail to several members has been returned as “undeliverable”. We believe most of the returned Email is due to an incorrect Email address in our files. Attached is a list of members whose Email has been returned.

Please review the attached list. If your name appears on this list, please send an Email message with your correct Email address to “CALLERLAB@aol.com” so that we may update our records and mailing lists. If you DO NOT wish to receive electronic mailings, please let us know.

If you have signed up with the Home Office to receive *DIRECTION* or any other information via Email it is your responsibility to keep the Home Office notified of any changes in your address. (This also applies to your “Snail Mail” address as well). Your help in assisting the Home Office with our efforts to eliminate unnecessary expenses is greatly appreciated.

Name	Email Address	Name	Email Address
Charles Richards	charles013@sbcglobal.net	Wayne Huggins	Huggins@netcommander.net
David Smith	ctrshort@wildak.net	Jessie Oliver	jdello38@earthlink.net
Bob Huff	1bhuff2@earthlink.net	Lois Lapish	jelolap@comcast.net
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Vance McDaniel	vancemcdaniel@netzero.net		



PRESS RELEASE

FOR IMMEDIATE RELEASE
******* S T A R T *******
 (July/August 2007)
ADVANCED EMPHASIS CALL
TRAIL OFF



PRESS RELEASE

Bill Harrison, Advanced Committee Chairman, is pleased to announce TRAIL OFF has been selected as the Advanced Emphasis Call for the period of August thru December 2007.

STARTING FORMATION:

Tandem Couples, Box Circulate, or Tandem Dancers in a Z (e.g. from a wave after the Ends Fold)

DEFINITION:

Lead dancers, turning toward the center of the formation, walk in an approximate wide semicircle to become the far ends of a four-dancer line. Trailing dancers step forward as necessary and walk in a small semicircle around the center point of the starting formation to become the centers of the forming line.

For Tandem Couples each couple must begin their semicircles by crossing paths. The dancer on the right has the right-of-way so the Beau allows the Belle to cross in front (Half Sashay).

For Box Circulate and Right or Left-Hand Z formations, the semicircular path of each leader goes around the other trailer. Each trailer moves forward as necessary to the centerline then Trades with the other trailer (using the same hand as the handedness of the formation).

The four dancers in each of the given starting formations always adjust to end in the same four-dancer line. Each dancer will have turned half (180 degrees) to end facing the opposite direction from which they started. TRAIL OFF, including all necessary adjustments, is danced as one continuous motion that cannot be fractionalized.

TRAIL OFF from Tandem Couples will end in a One-Faced line.

TRAIL OFF from a Box Circulate or from a Right- or Left-Hand Z will end in a like-handed Two-Faced Line.

Notes: Everyone can Roll after a TRAIL OFF.

For the four dancers, the center of the ending formation is the same as the center of the starting formation; however, square breathing adjustments may reposition the whole line.

TRAIL OFF may be thought of as a "Cross" Peel Off. This helps motivate the Belle in front of the Beau dance action.

When the trailers start facing in the same direction, their dance action feels like a left shoulder Partner Trade.

TIMING: 6

DANCE EXAMPLES:

HEADS Pass The Ocean, Extend, Explode The Wave, Single Wheel, Dixie Style To An Ocean Wave, Boys Trade, Girls Fold, TRAIL OFF, Couples Circulate, Chain Down The Line, Pass Thru, Wheel & Deal, Centers Square Thru 3/4, Allemande Left

SIDES Wheel Thru, Slide Thru, Touch 1/4, TRAIL OFF, Cross Over Circulate, Cast A Shadow, Mix, Extend, Right & Left Grand

HEADS LEFT Wheel Thru, LEFT Touch 1/4, Split Counter Rotate 1/4, Triple Scoot, TRAIL OFF, Cast A Shadow BUT THE Center Boys Cast 3/4, Right & Left Grand

SIDES Touch 1/4 & Roll, Split Square Chain Thru, ENDS DO YOUR PART TRAIL OFF, CENTERS Swap Around, All Cast Off 3/4, Cross Over Circulate, All Hinge, Centers Trade, All Cast Off 3/4, Pass Thru, Half Tag, Right & Left Grand.

HEADS Pass Thru, Separate Around One To A Line, Touch 1/4 & Ends Roll, Centers TRAIL OFF, CENTER BOYS Single Hinge, BOYS DO YOUR PART Hourglass Circulate, CENTER DIAMOND Cut The Diamond, Spin The Windmill Outsides Go As You Are Circulate 3 Positions, All Single Hinge, Right & Left Grand

These last three sequences are difficult. Please become familiar with these by pushing your checkers through these three sequences (or use some other means to become familiar with the choreography) before you call them.

SIDES Pass The Sea, Chain Reaction, Split Counter Rotate 1/4, TRAIL OFF, Cross Over Circulate, LEFT Turn & Deal & Roll, Slip, All 8 Circulate once and one half, Right & Left Grand.

The Dancers Have To Understand About "Square Breathing" in these last two sequences.

HEADS Square Chain Thru, Pass Thru, Right Roll To A Wave, TRAIL OFF (Ends In Tidal Two Faced Lines), AS COUPLES Swing Thru & AS COUPLES Roll, Double Pass Thru, TRAIL OFF & Boys Roll, Split Square Thru 3, Everybody Zig, Triple Scoot, Transfer The Column, Right & Left Grand

SIDES Fan The Top, Scoot & Weave, Switch The Wave, Couples Circulate, TRAIL OFF (Ends In A LEFT-Hand Tidal Line), AS COUPLES Crossfire, In Roll Circulate, 3/4 Tag The Line, Right & Left Grand

SINGING CALL FIGURE:

HEADS Touch 1/4 & Roll, Centers Slide Thru, Touch 1/4, Split Counter Rotate 1/4, TRAIL OFF, Turn & Deal, Square Thru 3, Allemande Left, Swing and Promenade

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

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

THE CALLERLAB BOARD OF GOVERNORS

CALLERLAB

EDUCATIONAL AND INSTRUCTIONAL CDs AND DVDs

Prices good through December 31, 2007

Signature Series Teaching CDs (Non- Members \$40.00) US & CANADA \$30.00
Overseas (Non-members \$50.00) Members \$40.00

This 6 CD set contains audio recordings from nearly 20 CALLERLAB conventions. The audio has been reviewed, compiled, and edited by the CALLERLAB Caller Training Committee. Extensive editing was done by Betsy Gotta, who also introduces the speakers for the Teaching Series.

DVD - * BDPLS - Before The Dance (2004) \$20.00
Presenter Bob Riggs - This DVD covers the many "behind the scenes" activities and plans required before we actually call a Beginner Dance Party. This DVD illustrates how to prepare for the dance

DVD - * BDPLS - Dancing Outside the Box (2004) \$20.00
Presenter Calvin Campbell - There are many different types of dances which can add to the variety of the dance, entertainment, and fun of a Beginner Dance Party. Dancing Outside the Box includes introduction to Contras, the Sicilian Circle and Mixers.

DVD - * BDPLS - Father/Daughter Dance (2004) \$20.00
Presenter Gerry Hardy - A Father/Daughter Dance is a common type of Beginner Dance Party. Most active callers possess the basic skills needed for this type dance. This session shows how those skills can be used to teach various dance formations and dances.

DVD - * BDPLS - Handicapable Dancing (2004) \$20.00
Presenter Michelle McCarty - Calling for Handicapable Dancers requires certain skills and perceptions which can be studied and learned. This session covers those skills.

DVD - * BDPLS - Elementary School Dances (2007) \$20.00
Presenters Chuck and Becky Jaworski - Besides the usual dances, such as the Hokey Pokey, Chicken Dance, and Ding Dong Dandy (Hand Jive), Chuck and Becky present dances on this DVD that have proven to be winners with Primary/Elementary school children.

DVD - * BDPLS - Grand March Variations (2007) \$20.00
Presenter Gregg Anderson - This session of "Variations on the Grand March" describes many ways to use this geometric delight at party dances. See how the concepts that have been used for couples in a circle also may be applied to trio lines. Also, a grand march that ends with the dancers in parallel lines facing the front is only part of the story. Possible add-on variations launched from this interim formation are explored. And once the add-ons are understood see how these elements can be put together in differing order depending on your needs as relates to the size of the group, configuration of the dance hall, etc. This video even shows one of the routines included in "Lloyd Shaw's Cowboy Dances called "The Arbor".

DVD - * BDPLS - Play Parties & Easy Folk Dances (2007) \$20.00
Presenter Stew Shacklette - Play-Party games deserve a place in the social programs of young people. As mixers they are unequalled. Many serve equally well for family groups of children, young people and adults. The fun element makes them popular and rhythm is a unifying force. New games are being found in out of the way places and it is hoped that many more will be transcribed before they are lost from memory.

DVD - *BDPLS - Dancing Outside The Box (2007) \$20.00

Presenter Cal Campbell - Cal picks up where he left off at the 2004 CALLERLAB Convention. This DVD includes an introduction to the following dances: Cat's Meow, Ten Pretty Girls, Traffic Jam 1, Traffic Jam 2, Traffic Jam 3, Texas Shootout, Rebecca's Roundabout, Kingston Flyer, Clopton Bridge, OXO Contra, and NDA Contra.

Any four of the BDPLS DVDs \$70.00

Any five of the BDPLS DVDs \$80.00

DVD - The Colorado Dancers (Non-Members \$30.00) Members \$20.00

This DVD **presents** the Colorado Dancers during their show at the 2007 CALLERLAB Convention in Colorado Springs. This DVD is a "MUST HAVE" for anyone interested in the history of square dancing and in learning more about the activity.

DVD - History /Heritage/Tradition \$20.00

This Digital Video Disk is part of a series of video presentations produced by CALLERLAB. Moderator, Jim Mayo and Panelist, Herb Egender & Jon Jones are well qualified to provide information about our past and the rich heritage of square dancing and calling.

DVD - Hoedown \$25.00

Cope Video - This exciting DVD will treat the viewer to a glance into the rich heritage of square dancing. All the color, music, and magic of American folk dancing, including the wide spread popularity of the Western Square Dance Movement is now available for everyone. This video is perfect for schools, recreational groups, churches, dance clubs, and dance leaders.

DVD - CALLERLAB Foundation Focus Group \$15.00

This DVD presentation reports on focus group research which was commissioned by the CALLERLAB Foundation. Star Works, a market research company, was contracted to conduct the research for the Foundation. The research was a first step in a marketing program to promote square dancing and increase participation in the activity. The research had two goals:

1. Learn whether new dancers might be attracted to square dancing, what would attract them and what obstacles there might be to getting them involved: and
2. Understand why people who used to dance or who attended classes and dropped out, and what might draw them back into square dancing.

*Beginner Dance Party Leader Seminar

Florida residents please add 6% sales tax

Send order request to: CALLERLAB, 467 Forrest Ave., Suite 118, Cocoa, FL 32922
or phone 321-639-0039 or Email JohnCALLERLAB@aol.com