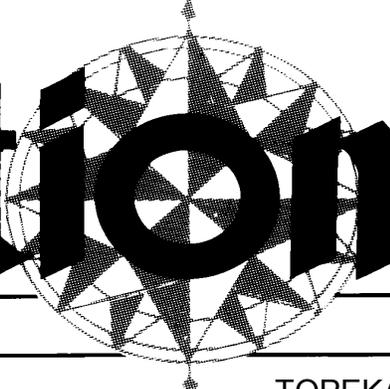


direction



The International Association
of Square Dance Callers

VOLUME XXXVII NUMBER ONE, JANUARY/FEBRUARY 2010

TOPEKA, KANSAS

TABLE OF CONTENTS

GLORIA RIOS ROTH	1
CALL TO CONVENTION.....	3
CHAIRMAN'S ARTICLE	3
IN MEMORIAM	3
PAST CHAIRMAN'S ARTICLE	4
TRIENNIAL REVIEW COMPLETE	5
2010 CONVENTION UPDATE	5
WHY ATTEND THE CONVENTION?.....	6
OFFICE CLOSING	6
DANCES AT CONVENTION	7
2010 EXHIBITORS	7
INDIVIDUAL VOICE	8
25 AND 50 YEAR CERTIFICATES	8
BEGINNER DANCE PARTY LEADERS SEMINAR ..	8
HOTEL RESERVATIONS	8
HOTEL COST SHARING	9
GROUND TRANSPORTATION	9
MEMBERSHIP RENEWAL	10
MEMBERSHIP ROSTER	10
2010 CALLER SCHOOLS.....	10
WHAT DOES CALLERLAB DO?.....	11
AFFILIATE CALLER ASSOCIATIONS	11
COMMITTEE MEMBERSHIP	12
CALLERLAB TRAINING MATERIALS.....	12
NEW INITIATIVES COMMITTEE.....	12
SCHOLARSHIP APPLICATIONS	13
FROM OUR MEMBERS.....	13
WHO WAS MIKE JACOBS?	
FRIENDS OF THE FOUNDATION.....	14



GLORIA RIOS ROTH
1929-2010

Gloria Rios Roth passed away peacefully on January 23, 2010, at the North Hills Nursing Home, Nova Scotia. Her daughter Gwen was with her. She was assured that her friends and family loved her and she was grateful for all your calls, notes and prayers. The family plans a memorial service in the spring or early summer, hopefully at her house in Clementsport.

Gloria leaves behind a great legacy for all callers, not just "Lady Callers". Gloria personified all there could be of a "Lady Caller". She leaves many friends who will miss her quick wit and humor. She exemplified grace and dignity in all she undertook.

The following is the Milestone speech that Jon

(Continued on page 2)

MAINSTREAM EMPHASIS CALL: Split/Box Circulate
ADVANCED EMPHASIS CALL: Turn and Deal

FUTURE CONVENTIONS:

MAR 29 - 31, 2010 Niagara Falls, NY
APR 18 - 20, 2011 Las Vegas, NV
APR 1 - 3, 2012 Nashville, TN

CALLERLAB OFFICE HOURS:

8:00 am to 4:30 pm Central Time, Monday - Friday
Phone: 1-785-783-3665
1-800-331-2577 (business only)
FAX: 1-785-783-3696
Email: CALLERLAB@aol.com.
Website: www.callerlab.org

INSURANCE QUESTIONS and CERTIFICATES

Marsh Affinity Group 1-800-503-9227

(Continued from page 1)

Jones, Gloria's life-long friend, spoke when presenting her with the Milestone Award in Dallas in 1999.

"In 1947, Gloria Roth graduated high school. Activities included cheerleading, gymnastics, basketball, and the Leaders Club.

She taught the football team and the cheerleaders to square dance in the coach house attached to her home in 1946, using Ed Deulacher's records. She began teaching and calling at age 17. She graduated from Westfield College in Massachusetts in 1952 with a Bachelor of Science degree in education. She started calling with a band in her early years. She was married while in college, and she and her husband could not find the type facility they desired to conduct evening and weekend square dances. So they bought some land and built a place called "The Woodlands".

It was a youth camp during the day and was used for square dancing during the evenings and on weekends for many years in the Springfield, MA area. Many different callers were involved with conducting square dances at this facility, including the Brundage brothers, Al and Bob. From 1951 through 1964, she bore five children. She never missed a birthday.

Gloria is the first female in the world to have called for 50 years. It's almost 52 now. That in itself is a milestone. She was instrumental in organizing the Springfield, MA Area Callers' Association. She was involved in the forming of the New England Council Callers Association. She organized the Maritime Callers' Association 26 years ago in

"The House of Roth". She conducted caller training schools for more than 40 years. She became an Accredited Caller-Coach the very next year, after Board approval of the initial 9, and she was the first female Caller-Coach.

Gloria is the only female Accredited Caller-Coach in Canada, and she is one of only 3 in the world. She has been active in CALLERLAB since 1975 and has served on several committees. Having been a caller for more than 50 years, it is estimated that she has taught more than 1,600 people to square dance. That's an average of 4 squares per year.

She has made numerous presentations at CALLERLAB Conventions, including her invention of the Kaleidoscope Squares. The Kaleidoscope was used in the Calgary, Alberta Olympics opening ceremonies. Gloria is the first woman to travel world-wide calling dances and conducting callers' clinics and schools. She is the only caller to have owned a square dance center for her entire career. She has recorded on Top, Blue Ribbon, and the Sets-In-Order LPs.

Over the years, she has been heavily involved in aquatics, directing and choreographing full length shows with swimmers. She coached the 1st place Synchronized Swim Team in the Canada Games. She has had a calling experience that involved some Lippizan Stallions.

The "House of Roth" began operating in about 1970 and is still very active today promoting square, round, contra, country western, and line dancing. Gloria believes that square dance callers give of themselves much more than highly paid entertainers. Doing what we do night after night to entertain the dancers and to see the joy and fun that is generated. She thoroughly enjoys bringing joy into others' lives.

There are many more accolades that could be mentioned, however, it would take another hour to do so. When you have the chance, you should sit down and talk with her about her many experiences.

(Continued on page 3)

DIRECTION is the official newsletter of *CALLERLAB*, The International Association of Square Dance Callers, with offices located at 200 SW 30th St., Suite 104, Topeka, Kansas, 66611, Phone: 1-785-783-3665; Email: CALLERLAB@aol.com. *DIRECTION* is published and mailed first class or electronically to all members and affiliates of *CALLERLAB*. *DIRECTION* is edited by Dana Schirmer, Executive Director.

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

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

(Continued from page 2)

I was in New Orleans calling at Chuck Goodman's Bar-None. All callers' pictures are on the wall. Gloria was "slim, trim and full of vim". She is still full of vim."

IN MEMORIAM

Jack Bishop, Kansas 2009

Dick Burns, Indiana 2009

Michael Hughes, Florida, 2009

Mike Jacobs, New Jersey, 2009

Gloria Rios Roth, Nova Scotia, 2010

CALL TO CONVENTION

In accordance with the by-laws, notice is hereby given of the Call to Convention. The Convention will be held at the Niagara Falls Conference and Convention Center in Niagara Falls, New York, March 29 - 31, 2010. All Active Members, Associate Members, Apprentice Members, Life Members (Gold Card Holders), and Youth Members are cordially invited to attend. Convention invitations and registration packets were sent in November of 2009. If you did not receive a packet and wish to attend the convention, please contact the Home Office at 1-800-331-2577 or Email: WadeCALLERLAB@aol.com.

The by-laws provide the following concerning matters to be voted on at the annual meeting: Section 4. Quorum. The quorum for any meeting of the members shall be a majority of the Voting Members present at such meeting. However, if less than one-third of the corporation's Voting Members actually attend the meeting, then the only matters that may be voted upon are those which were described generally in the notice of the meeting. The Voting Members present at a duly held meeting at which a quorum is present may continue to do business until adjournment, notwithstanding the withdrawal of enough members to leave less than a quorum.

Three resolutions will be presented, discussed and voted on during the 2010 Annual business meeting on Wednesday, March 31, 2010. These resolutions are: 1) By-laws change to correct the address of the CALLERLAB office; 2) By-laws change to correct a discrepancy in

the section dealing with the Privileges of Apprentice Members; and 3) Change to Article V. MEETINGS OF THE BOARD. Section 2 to clarify the actions by the Board of Governors during the annual Board Of Governors meeting.

Convention attendees will receive a copy of proposed changes in their convention registration package. Voting on the proposed changes will take place at the annual business meeting on Wednesday, March 31, 2010. This will allow adequate time for all Members to review the changes and get answers to any questions prior to the vote.

CHAIRMAN'S ARTICLE

John Marshall, Chairman

Happy New Year Everyone!! Welcome to 2010, or will we say Two Thousand and Ten? Whatever way you say it, it is still the start of a new decade. My personal long-term goal is to work to see that by 2020 square dancing will have enjoyed a serious resurgence. How will we do that? First, we must believe we can; second, we must remain open to new ideas; third, we need to experiment with our own ideas; fourth, we need to share everything - ideas, dancers, dance halls etc.; fifth, we need to work hard; and finally, we must cooperate with each other. These six factors are key to the growth of our wonderful activity.

For quite a while we, here, in North America have been lamenting the loss of dancers and the reduction in class sizes. I am happy to advise we are beginning to see some improvements in various areas around the country. square dancing in many countries seems to be holding its own as well, and in Japan, they are in a growth mode. Our friends in Japan have employed the six ideas listed above, especially the concepts of cooperation and hard work. Japan's dancer numbers are growing. That's very exciting news indeed! Japan has enjoyed square dancing for over 50 years, and, instead of declining numbers they have increasing numbers of dancers. That proves square dance growth can be done.

(Continued on page 4)

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In a recent interview I was asked what I thought about the ABC approach for involving new people in square dancing? My response was that I would be happy with just the A part". If only 2% of the people who attend a party dance, first nighters', or ABC evening choose to get more involved in the activity, and if there are 100 of those events per year with 24 people in attendance that is 48 new dancers. So... if 1,000 callers hold two of those events each year, this yields 960 dancers who become more involved, X 10 years = 9,600 dancers at a minimum. Doesn't sound like a lot? Remember, that number does not include those that choose to continue to participate in ABC or other types of dances along the way, and without a doubt, those people are square dancing and enjoying this activity too! We "know" it is not that simple, or is it? If the dances are friendly, easy, not intimidating, and most of all, fun, it can work.

Another important and valuable way to contribute to a bright square dance future is to attend the annual CALLERLAB convention whenever possible. The Convention is an ideal place to exchange ideas, make a difference, and *to have a good time*. Admit it, the convention is fun and you deserve it. It is great to give back to the activity but it's also proper to reward yourself on occasion. You should have received your convention packet for the 2010 convention in Niagara Falls, New York in the mail in December; take a few minutes now to send in your registration and make your travel plans. You will not regret it!



PAST CHAIRMAN'S ARTICLE

MEMORIAM TO
MIKE JACOBS
1951-2009
CHAIRMAN SPEECH
2003 CALLERLAB
CONVENTION

The following article is the text of a speech made by **Mike Jacobs**, Chairman of the Board of CALLERLAB, at the 30th Annual CALLERLAB Convention in San Antonio in April 2003. The convention theme was "Winning Ways." We are providing this article in Mike's memory.

Unlike a lot of you, I am a second generation American. My grandfather came here from Armenia, escaping the massacres of the Turkish pogroms in the early 1900's. He made his way through a number of countries finally crossing into the United States, and like many other destitute immigrants of that time, he settled into a ghetto.

We have an image of that word, of someplace sordid and destitute, but it really had a different origin. It is an Italian word from the 1200's and it was used to describe an area in which the Jews were allowed to live with their own laws and customs intact. It was not a place of horror to escape from, but a place of comfort to seek out. The outside world was unpredictable; inside the ghetto was safety and predictability.

All of square dancing is in a ghetto. We have a set program of calls and definitions, pre-set routines of pre-rounds and star tips, a rigid expectation of who will attend, what they will wear, how much they will pay, and even what time the refreshments will be. In our ghetto, we are protected from dealing with the scary real world that might make different demands of us, especially those of us who are entertainers. They might only want an hour, or once a month, or different clothes, or different music. A few of our colleagues even dare to venture out of the ghetto and, despite their tales of good money, rewarding work, and large numbers, very few of our callers are willing to risk the predictability of staying with our ghetto.

My grandfather died in his ghetto. My father escaped only because of the army and World War II. My daughter sits in the audience tonight, attending her first CALLERLAB Convention as a caller. Her choice is like her great grandfather's, to leave or stay in her ghetto.

In the hit musical, *The Producers*, there is a song called, "We Can Do It", where a reluctant character is asked, "Don't you want to stop being a caterpillar and become a butterfly and flap your wings to glory?"

We can save square dancing.

We Can Do It, because we have no option for failure. It is unacceptable.

We Can Do It, because it is the right thing to do.

(Continued on page 5)

(Continued from page 4)

We have been the right activity for millions across the years. Being the world's best kept secret is not the right approach to something that has so much to give.

We Can Do It, because we have example after example of "Winning Ways" that show where effort is given, results occur.

We Can Do It. We can stop hiding behind definitions and become the entertainers we can be.

We Can Do It, as the song says and make our dreams come true. Let's leave the ghetto and take square dancing to the world.

TRIENNIAL REVIEW IS COMPLETE

The CALLERLAB Program Policy requires a review of all CALLERLAB dance programs at least once every three years. This review is conducted by each applicable dance program committee and is known as the "Triennial Program Review". This review is conducted as follows: first the Mainstream Committee completes its review of the Basic and Mainstream Programs, then the Plus Committee conducts its review of the Plus Program, then the Advanced Committee conducts its review, and finally the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are required. Changes can include additions or removal of calls from the program.

Bill Harrison, Chairman of the Advanced Committee, has announced the Advanced Committee has completed the 2009 Triennial review with the committee approving :

A-1 List

add "Any Hand Concept" to the A-1 Program List.

No other calls were added or removed from the Advanced Program.

Barry Clasper, Chairman of the Challenge Committee has also announced the Challenge Committee has completed the review of the Challenge Programs in accordance with the review. The committee has approved the following changes:

C-1 List

Added - "With the Flow" (transferred from C-2)

Removed - "Interlocked Triangles" (moved to C-2)

Remove Restrictions on "Press Ahead" (at C-1)

Remove Restrictions on "Stretch" (at C-1)

C-2 List

Added-"Interlocked Triangles" (transferred from C-1)

Removed - "With the Flow" (moved to C-1 above)

C-3 List

Added - "Scoot and Rally"

Removed - No calls were removed from the C-3 Program

The Home Office would like to acknowledge and thank **Bill Harrison**, Chairman, of the Advanced Committee, **Skip Cleland**, Vice Chairman of the Advanced Committee, **Barry Clasper**, Chairman of the Challenge Committee, **Kris Jensen**, Vice Chairman of the Challenge Committee and the entire Advanced and Challenge Committees for their work on this review.

CALLERLAB members are reminded that Program documents are available on the web site at <http://www.callerlab.org/DancePrograms/AllProgramDocuments/tabid/610/Default.aspx>.

2010 CALLERLAB CONVENTION UPDATE "EXPLORE THE ROAR"

As of this writing, 74 callers and 43 partners have registered for the 2010 convention in Niagara Falls, NY. You must register for the convention before March 23, 2010 to avoid the \$30 per person late fee. If you plan to attend, we encourage you to register NOW. The liberal cancellation policy will allow full refund in most cases. Please register with the hotel before March 15, 2010 to ensure you get the special convention hotel room rate of \$95.00.

The Niagara Falls Conference and Convention Center is a state of the art convention center. Access this link to view all the amenities the Conference Center offers:

<http://www.conferencecenterniagarafalls.com>

The conference center has permanently

(Continued on page 6)

(Continued from page 5)

installed audio visual in the following meeting rooms: Governor's, Chairman's, Schoellkopf, and Red Jacket. Each of these rooms has LCD projector and screen, video playback (DVD and or VHS), input for computer, stereo speakers for video or computer playback. The Governors room has a motorized lectern with microphone and wireless lavalier OR handheld microphone. Most of the interest sessions for 2010 will have use of this equipment. If you would like to make Power Point presentations, this is your opportunity to take advantage of this great facility. We have made every effort to schedule sessions we think may best utilize the equipment available.

Convention invitations were mailed at the end of November. If you did not receive an invitation, or have misplaced it, and wish to attend the convention, please contact the Home Office at 1-785-783-3665.

While the convention does not officially begin until 9:00 a.m. Monday, March 29, 2010, several activities have been planned for Saturday, March 27 and Sunday, March 28, for those callers and partners arriving early for the convention. These activities include:

Saturday - March 27, 2010

9:00AM-6:00PM Beginner Dance Party
Leaders Seminar

Sunday March 28, 2010

9:00AM-Noon Beginner Dance Party Leaders
Seminar

3-5:00PM Community Dance Program
Dance

6-7:00PM Board of Governors Reception and
Social Hour

8-9:00PM Orientation Session

9-10:30PM Recording Artists Dance

Convention registration will be open on Saturday afternoon from 1:00PM to 5:00PM and on Sunday from 10:00AM to 5:00PM for early-bird arrivals.

Apprentices are invited to attend the CALLERLAB Convention, even though they are unable to become active members until they meet all of the requisite qualifications for membership. CALLERLAB members come from all 50 states, seven Canadian provinces, and from fifteen overseas coun-

tries. Delegates who attend the conventions have an opportunity to sit down and discuss mutual concerns with others from all over the world. Many callers frequently find that what they thought was a unique problem is, indeed, shared by others. While the serious side of square dancing takes up most of the convention time, there is still time to prove the square dancing slogan, "Friendship is square dancing's greatest reward".

Niagara Falls is a great vacation destination with many historical sites, landmarks, and outdoor activities. There is much to do in around the Falls area. We are looking forward to an entertaining, interesting, informative, and satisfying convention.

**COME JOIN US IN NIAGARA FALLS,
NY, March 27-31, 2010**

OFFICE CLOSING

The Home Office will be closed for the CALLERLAB Convention beginning March 24 - April 4, 2010. The office will reopen Monday, April 5, 2010.

If you send your membership renewal during this time please understand, it will not be processed for several days. We will make every effort to process your application and mail your 2010/2011 Membership card as soon as is possible following our return.

WHY ATTEND?

We have thought about this question several times over the past few years and would like to share our thoughts with you. Here are just some of the reasons we have attended conventions: 1) Renew friendships, or build new ones 2) Find out, first hand, what is going on in the square dance world 3) Experience places, sights, and sounds you might not otherwise visit 4) Take a tax deduction for at least part of your visit 5) Observe the inner workings of the CALLERLAB committees 6) Meet the Board of Governors and the Executive Committee

(Continued on page 7)

(Continued from page 6)

7) Take an active part in discussing CALLERLAB policy 8) Take the opportunity to voice your opinion 9) Participate in interesting and informative interest sessions 10) Discuss square dancing with other callers from all over the world and 11) Meet the New Home Office staff.

Now take a look at who has registered for the 37th CALLERLAB Convention. The time is getting closer and you don't want to miss out on this event! The following people have already registered for the CALLERLAB Convention in Niagara Falls.

Butch Adams, Ruth Clark, Art and Pat Anthony, Bo and Pat Bierley, Bill and JoAnn Boyd, Ulrich and Anne Brandt*, Mike and Wanda Callahan, Calvin and Judy Campbell*, Vic and Debbie Ceder, Geoff Clarke, Barry and Pam Clasper, Larry and Paula Cole*, Stephen Cole, Royce Dent, Randy Dougherty, Darlene Voosen, Wade Driver*, Joe Dungan, Larry Dunn, Arlene Nowak, Joseph Dye, Virgia Chappell, Ed and Marilyn Foote*, Kent Forrester, Louis and Nancy Friedlander*, Bud and Betty Garrett, Bob Gaunt, Cal and Marian Golden*, Betsy and Roy Gotta*, Jay and Pat Haines, Terry Hebert, Eric and Jennifer Henerlau, Paul and Pattie Henze, Chuck and Chris Hicks, Loren and Audrey Hildebrand, Masaharu Hiraga*, Doug and Heather Holmes, Arden Hopkin*, Bob Howell*, Ted Hughes, Robert and Joanna Hurst*, Brian Jarvis, Lawrence Johnstone, Jon and Deborah Carroll-Jones*, Ron Kapnick, Ruth Edison, Ernie and Lani Kinney*, Barbara MacDonald, Michael Maltenfort, Ron Markus, Jerry and Donna Maurice, Charlie and Betty McClure, Kathy Mears, Wade and Laura Morrow, Shozo and Miyoko Nisimura*, Mike and Janet Olivieri, Tac Ozaki*, Bill and Lory Ponton, Bob and Ann Poyner, Pat Push, Jerry and Del Reed, Spike and Betty Reid, Helen Richardson, Bob Riggs, Ken Ritucci, Tom Rudebock, Jim Schell, Dana and Donna Schirmer, Ron and Cindy Schoen*, Mike Seastrom*, Jeannette Staeuble*, John and Gail Swindle,

Masaru Wada*, Johnny and Barbara Wedge, Don and Karen Yosten,

(*) denote special guests/overseas attendees/Past Chairman/Milestone award recipients. Make your plans to join in with these folks to have a great time!

DANCES AT 2010 CONVENTION

CALLERLAB has programmed several dances for the convention. Sunday evening CALLERLAB will present a dance programmed with the recording artist in our midst. Buddy Weaver will be the emcee on Sunday. Monday evening there will be a dance called by our Canadian members attending the convention. Tuesday evening the Contra Traditional Dance will be hosted and emceed by Calvin Campbell, followed by Zesty Contra with Clark Baker as emcee.

Come be a part of the convention, visit with "old friends", make new friends and enjoy all that CALLERLAB has to offer.

CALLERLAB Convention
Niagara Falls, NY
March 29-31, 2010

2010 CONVENTION EXHIBITORS

CALLERLAB convention exhibitor and vendor applications and information were sent to all exhibitors/vendors whose names we have on file. If you wish to participate as an exhibitor/vendor at the convention in Niagara Falls and have not received an information/application package, please contact the Home Office at:

CALLERLAB@aol.com or call 785-783-3665.

To participate as an exhibitor/vendor at the convention, you must be registered at the convention hotel. If you are a CALLERLAB member you may display and sell products or services of any kind. Non-members may participate at the convention only if your product or service is primarily for square dance callers. If you have any questions, please contact the Home Office.

INDIVIDUAL VOICE SESSIONS IN NIAGARA FALLS

Doctor Arden Hopkin, from Brigham Young University, Provo, Utah has attended numerous CALLERLAB conventions to provide interesting, entertaining, and informative sessions on the function, care, and use of the voice. His experience with past CALLERLAB conventions has provided him a unique expertise to help square dance callers. There will be limited number of individual sessions available (20 minutes) due to his other convention commitments, but he will make as much time available as is practical.

The fee for these individual sessions will be \$30.00 for a 20 minute session. If you would like to schedule a session with Doctor Hopkin, please call the office (1-800-331-2577) and speak with Wade or Email Wade at:

WadeCALLERLAB@AOL.COM. Payment MUST be made PRIOR the convention (check or credit card) to guarantee your session. Individual sessions will be on a first come first served basis. There are a limited number of individual sessions, so if you are interested, please contact Wade immediately. Session times and locations will be provided in your convention package.

25 AND 50 YEAR CERTIFICATES

Will you be eligible for a 25 or 50 Year Certificate in 2010? We would like to let all members know the policy and procedure in place regarding this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 and 50 Year Certificates: 1) During the CALLERLAB convention the certificates will be presented to each member who becomes eligible during that year and is attending the convention; 2) Certificates will be mailed to the members who become eligible in that year but do not attend the convention; and 3) Members who became eligible in previous years and are attending the convention will be acknowledged. If you believe you will be eligible in 2010 (started calling in 1985 for 25 years or 1960 for 50 years) please contact the Home Office to verify your information in our files.

"The older I get the less I listen to what people say and the more I look at what they do."
Andrew Carnegie

BEGINNER DANCE PARTY LEADER'S SEMINAR

A Beginner Dance Party Leader's Seminar is planned for Saturday, March 27—28, 2010 prior to the start of the CALLERLAB Convention in Niagara Falls. The seminar will begin at 9:00AM on Saturday, March 27 and end at 1:00PM on Sunday, March 28. The location will be in the Niagara Falls Conference and Convention Center adjacent to the Crowne Plaza Hotel. Cost will be \$50 per leader. Spouses and/or partners will be admitted free. Topics will include many of the items important to a successful dance party. Checks should be made payable to CALLERLAB, and sent to the Home Office at 200 SW 30th St., Suite 104, Topeka, KS 66611. To charge by Discover, MasterCard or Visa please call 1-800-331-2577 or Email:

CALLERLAB@aol.com. For more information contact Bob Riggs: Bob@squareDanceEtc.com or the CALLERLAB Office.

HOTEL RESERVATIONS

The 2010 CALLERLAB convention will be held at the Niagara Falls Conference and Convention Center adjacent to the Crowne Plaza Hotel in Niagara Falls, NY. The dates are March 29-31, 2010. You may contact the hotel either at 1-888-233-9527 or via the link in the CALLERLAB web site. **Please do not call the hotel directly. Reservation must be made through the number provided above.** Room rates are \$95.00 plus tax, single or double. **You must register with the hotel no later than March 15, 2010** and you must identify yourself as part of CALLERLAB, The International Association of Square Dance Callers. The convention rate is only good until our room block is filled and is available three days prior to and three days following the convention.

Please make your reservations NOW to secure your room at the convention rate. Once the room block is gone, the hotel may not honor

(Continued from page 8)

additional requests for rooms at this low rate. Your credit card will hold your room until your arrival. In the event you need to cancel your reservation there will be no charge or penalty placed on your credit card.

HOTEL COST SHARING

If you are interested in sharing a room with another caller attending the 2010 CALLERLAB Convention in Niagara Falls, please take note of the following. Please be aware that CALLERLAB takes no responsibility for those who choose to share. We offer this information only to help those who would like to share the expense of a room. All arrangements must be made between individuals who will be sharing. If you are attending the convention in Niagara Falls, without an attending partner, why not share expenses? If you are willing to share a room with another convention attendee why not do so. The only consideration would be whether or not you snore or are a restless sleeper. You may consider sharing a room, provided neither of you has a problem with those aspects of your sleeping habits. Give it some thought and contact the Home Office. The Home Office will advise you if there are others who are looking to share and provide you Email or telephone numbers for contact.

GROUND TRANSPORTATION IN NIAGARA FALLS



The 2010 CALLERLAB Convention will be held at the Niagara Conference and Convention Center and the Crowe Plaza Hotel March 29-31, 2010. If you are flying into Buffalo for the convention in March 2010, you will have several options for ground transportation. One company is ACES Limousine and the other Zoladz Limousine Service. You should pre-arrange pickup with your company choice at the Buffalo Airport to obtain a lower rate.

You may visit their websites: ACES Limousine at: <http://www.ACESLimousine.com> or 716-204-4863 and Zoladz Limo at:

<http://www.zoladzlimo.com> or 716 685-4410 for rates and information.

http://www.niagara-usa.com/niagara-falls-transportation_12_buses.html

http://www.niagara-usa.com/niagara-falls-transportation_5_airport_shuttles.html

Also available is the Metro Bus service from the Buffalo Niagara International Airport and is quick, inexpensive and easy to use. Routes actively serve downtown Buffalo and Niagara Falls, offering connections to points throughout the region. The **Airport-Niagara Falls Express** shuttle runs non-stop service between the Buffalo Niagara International Airport and Niagara Falls. One-way fare (in most cases) is \$2.35. Consult the schedule—General information 716-855-7300

<http://www.nfta.com/metro/airport.asp>

Both ACES and Zoladz presented a positive approach to our specific needs and are willing to coordinate pickup times to assist in lowering the cost per person. They will work with all individuals to meet specific needs.

The Zoladz Limousine Service shuttle will run continuously from the Buffalo Airport to the Crowne Plaza leaving the airport about every hour. Attendees should call their office (716-685-4410) between the hrs of 9am- 5pm eastern standard time to reserve their transportation. The cost for round trip service is \$49.00 per person. Information such as flight times, airlines, originating cities for arrivals and departure will be needed at time of booking. All reservations must be paid in full at time of booking. Receipts are mailed, faxed or emailed and must be signed and returned to Zoladz Limousine Service prior to flight arrival. Contact phone #'s for attendees while in the Buffalo area are required for contact if weather or traffic interferes with scheduled returns. Pick up times for return trips to the Buffalo Airport will be 3 hrs prior to your flights departure. Please be in lobby 15 minutes prior to your scheduled pick up time. When attendees arrive at the buffalo airport , their chauffeur and vehicle will be parked and waiting in the limousine lot with an arrival sign for CALLERLAB. After the arriving flight has cleared into the baggage area, they will claim their luggage and exit thru the double

(Continued on page 10)

(Continued from page 9)

doors across from the baggage claim area, turn right and look over head for the limousine parking signs. Your chauffeur will be standing in a visible spot to greet you. Depending on flight days and times some attendees may be picked up with black car sedans or limousines.

If would like to share a limousine service with another person or persons from the airport to the hotel please contact the Home Office. The Home Office will advise you if there are others who are looking to share and provide you Email or telephone numbers for contact.

MEMBERSHIP RENEWAL

Membership renewal packages were mailed December 30, 2009 for the membership year 2010/2011. Your current membership expires March 31, 2010. If you reside in the USA, your BMI/ASCAP music performance license and group liability insurance coverage also expire that day. Your membership renewal dues and fees must be received at the Home Office by March 31, 2010 to prevent an interruption in your membership. CALLERLAB membership dues for the 2010/2011 membership year are \$105.00. If you live in the USA, you will also need to pay your insurance and BMI/ASCAP fees. Be sure to mail your membership renewals to reach the office by March 31, 2010. The office will be closed March 24 - April 5, 2010. If you have not received your new membership card prior to March 31, your application will be processed as soon as possible after the convention. **If you mail your renewal on or after March 31, 2010, please add the \$10.00 late fee for a total of membership renewal \$115.00. Don't forget the additional fees of applicable insurance and license fees.**

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility, are reminded that the necessary certificates must be obtained directly from the insurance company. The certificates are only available by calling Marsh Affinity Group Services at 1-800-503-9227. Identify yourself as a member of CALLERLAB and they will issue the certificate after verifying

your membership. Certificates are mailed no later than the next business day.

Questions regarding insurance coverage or information regarding the filing of claims should also be directed to the insurance company, 1-800-900-9772 Extension 258. This insurance program is only available to U.S. members.

MEMBERSHIP ROSTER

Membership rosters will not be automatically distributed to all members. The cost of printing and mailing a roster to our entire membership is well over \$5,000.

If you have moved in the past year, or have any changes to the information in the roster, please notify the Home Office immediately. We plan to print the roster for the 2010/2011 membership year in June 2010.

New members who have not yet received a roster or members requiring an updated roster should contact the Home Office at 1-800-331-2577 or Email: CALLERLAB@aol.com. Rosters will be available in either pdf electronic file or in hard copy (paper). Please specify which version you prefer. **FOR ORDERS AFTER MAY 30TH THERE WILL BE A CHARGE OF \$10.00 FOR PAPER COPIES OF THE ROSTER.** **Orders will be accepted via phone, U.S. Mail, Email, or fax.** The Home Office will print enough rosters to fill those orders plus a small supply for occasional requests.

2010 CALLER SCHOOLS



In the November/December 2005 issue of *DIRECTION* we announced a new service to CALLERLAB Members. Any Member sponsoring a caller school that meets the criteria listed below could submit the information for that school to the Home Office and it will be listed in *DIRECTION*. This is tremendous opportunity to publicize these schools to help spread the word about caller training opportunities. The following are the guidelines and criteria: 1) Any CALLERLAB Member in good standing may ask that a school be listed; 2) The school must meet the

(Continued on page 11)

(Continued from page 10)

following: a) Must use the CALLERLAB caller school curriculum, b) Must be at least 40 hours of class time, and c) School staff MUST include at least one CALLERLAB Member in good standing at the time the listing is made; and 3) must be sponsored by a CALLERLAB Affiliated associations or organizations. If you are conducting a Caller School which meets the above criteria, please send your information to the Home Office and it will publish your schools in future issues of *DIRECTION*.

WHAT DOES CALLERLAB DO?

YOU are CALLERLAB! You can be very proud of the many major projects CALLERLAB has completed over the past 37 years, including the standardization of program lists and call definitions which allows a square dancer to travel anywhere in the world and dance the same calls he learned at home. CALLERLAB Members continue to identify and investigate concerns within the square dance activity. Your standing committees address these concerns and propose solutions for consideration by the entire Membership.

When BMI and ASCAP forced the issue of music performance licensing, CALLERLAB took the lead in discussions with both organizations. CALLERLAB was the first to negotiate a graduated licensing structure based on calling activity. CALLERLAB's leadership in this area is but one example of its role in the evolution of square dancing.

There have been questions about what is CALLERLAB doing for ME? While we cannot answer what CALLERLAB is doing for you specifically, we would like to let you know what CALLERLAB is doing for square dancing. We do not just talk about a dance program, we are proactive in seeking out and responding to the many varied concerns facing the activity. Please take a look at the attached Press Release for information about just some of the things CALLERLAB and The Foundation are doing for square dancing.



AFFILIATED CALLER ASSOCIATIONS

Any recognized caller association may join CALLERLAB as an Affiliated Association in order to secure benefits for the association and its members.

Affiliated associations receive the CALLERLAB newsletter, *DIRECTION*, along with press releases and other announcements sent to all CALLERLAB members. They may also purchase all the same booklets, and materials available to CALLERLAB members.

Affiliated associations are eligible for an Education Grant of up to \$150 per day (to a maximum of \$450) to help them contract an Accredited Caller-Coach to conduct a clinic or seminar for local callers. The association may also purchase liability insurance to protect the association and its officers during association sponsored events. The annual rate for this insurance is only \$25.00.

Once an association has purchased the liability insurance, any association member (caller) who is not a CALLERLAB member, may also enroll under the CALLERLAB group liability and accident insurance policy for \$15 per year.

Affiliated organizations are expected to subscribe to the CALLERLAB Code of Ethics and otherwise support CALLERLAB policies and recommendations.

Is your association a member? Why not? The low cost of membership and the \$25 insurance package is one of the best bargains in square dancing. For complete details, contact the Home Office.

The following callers' association are currently affiliated with CALLERLAB:

Alberta Sq and Rd Dance Instructors
Assn of Nova Scotia Sq and Rd Dnc Tch.
Australian Callers Federation
Calgary Callers Assn.
Callers Association of Modesto Area
Callers Clinic (SW Ontario Sand R Dance)
Callers' Society of Denmark
Central Ohio Callers Assn.

(Continued on page 12)

(Continued from page 11)

Country Dance and Song Society
Czechoslovak Callers and Teachers Assn.
Denver Area Callers and Cuers Assn.
East Texas Callers Assn.
European Callers' and Teachers Assoc.
Florida Callers Association
Gay Callers Association
Illinois Callers Association
Indiana Square Dance Callers Assn. Inc.
Japan Callers Association
Ka Mo Callers and Partners
Kentucky Callers Assn.
Lloyd Shaw Foundation (Ins)
Metrolina Callers Assn.
Miami Valley Callers Assn.
North Alabama Callers Association
Nagoya Callers Assn.
Narragansett Callers Association
National Capitol Area S/D Leadrs Assoc.
New Zealand Callers and Cuers Assn. Inc.
North Alabama SD Callers Assn.
North Carolina Callers Association
North Texas Callers Assn.
Northeast Colorado Callers and Cuers Assn.
Northeast Kansas Sq Dance Callers Assn.
Old Colony Callers Association
Omaha Area Callers and Cuers Association
Orange County Callers Association
San Diego County SD Callers Assn.
Square Dance Callers Assn. Of Northern California
Santa Clara Valley S/D Callers Assn.
Square Dance Callers of Great Britain
South Carolina Callers Association
Swedish Assn of Callers and Teachers
Texas State Callers Assn.
Tokyo Callers Association
Toledo Area Western Dance Leaders Assn.
Tri-State Callers Assn.
Tulsa Area Callers and Teachers Assn. (TACT)
Upper Vancouver Island Callers and Teachers Assn.
Victoria and District Caller Teacher Assn.
Wolf River Area Callers Assn.

COMMITTEE MEMBERSHIP

Many CALLERLAB committees need your help! Here's your chance to

become involved with the internal workings of CALLERLAB. Use your knowledge and expertise to help a committee make the right decision. Make your opinions count by taking an active part in committee actions. Remember, under the bylaws, **ALL** members, except Apprentice Members, may serve on committees and vote on committee business. This means that Associate Members may join a committee and vote on committee business. Please call the Home Office for information or to join.

CALLERLAB TRAINING MATERIALS

CALLERLAB has produced some of the finest Caller Training materials available today. This material includes training manuals and guidelines, timing charts, formation and arrangement pictograms and various handouts for caller training. If you are involved with caller training or wish to increase your reference library with some of this very valuable information, contact the Home Office and talk to Dana to discuss your particular needs. A partial list of the material available includes: Starter Kit For New Callers, Choreographic Guidelines, Curriculum Guidelines, Standard Applications Books (Mainstream and Plus), and the Advanced Dancing Handbook.

THE NEW INITIATIVES COMMITTEE

Stephen Cole, Chairman

The New Initiatives Committee is looking for members!

If you always do things the same way, you'll always get what you've always got. The New Initiatives Committee (NIC) has been created to find out what people have been doing differently and what has (and hasn't) worked in Square Dance Land. We're going to do this by maintaining the "Winning Ways" document and revisiting its successes and failures over time, and we're also going to start a new type of discussion called "Square Dancing in 50 Years." In many ways square dancing hasn't changed much over the past 50 years and in other ways, it has gone through some radical upheavals. (78 RPM records, anyone?)

(Continued on page 13)

(Continued from page 12)

Today, we're looking for members to join in the discussions, be willing to track down some success stories, do some editing (for those that are grammar-challenged), and enjoy some brainstorming. Contact the Home Office if you'd like to be part of the NIC. All Active, Associate, Active Youth, Associate Youth, and Life Members and their Partners are eligible.

CALLERLAB AND FOUNDATION SCHOLARSHIPS AVAILABLE

Could you use some financial assistance in furthering your square dance calling career? Why not apply for a scholarship administered by CALLERLAB? Applications are available from the CALLERLAB website or you may contact the office at 785-783-3665.

The following scholarships are available for callers who wish to attend a callers' college: the Dave Krediet Memorial Scholarship Fund, Paul Place Scholarship and Grand Square, Inc.. Other scholarships may be available through other enterprises such as ASD Magazine, Palomino Records and many local callers associations.

Applications for the 2010 scholarships must be received by the Home Office no later than May 1, 2010, in order to be considered by the Executive Committee at their Spring 2010 meeting.

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.

WHO WAS MIKE JACOBS?

Betsy Gotta

Editors note: Mike Jacobs passed away in December, 2009 from complications arising from his diabetes. The paragraph below is the short bio Mike used to tell the square dance world about himself. In the following article Betsy reveals Mike as a "real person", not just a square dance caller, a person most people did not know.

Mike Jacobs of Hamilton, NJ, has been square dancing for 47 years and calling for 38 years (full-time since 1979). Originally from Louisville, KY, he relocated to the Washington, DC area in 1987 to be near his daughter Kristy, and now lives in Hamilton, NJ. Mike travels extensively (40 - 50 weekends per year) throughout the United States, Canada, Europe Japan, and Scandinavia, doing dances and callers' schools. His home program includes clubs from Basic through C3. Mike calls all programs from Mainstream through C-4 and is a CALLERLAB Accredited Caller Coach.

Mike has been a member of CALLERLAB since 1976, is a past Chairman of the Board, and is currently on its Board of Governors.

Presented by Betsy Gotta

Beyond an official biography, Mike was a complex person. He had a very sharp mind and an amazing memory. When playing Trivial Pursuit, you wanted to be on Mike's team. In college, Mike was on the debating team and played catcher on the baseball team. He maintained those interests throughout his life. When we called for Labor Day Weekend in Ohio and Virginia, no dancing was scheduled on Sunday afternoon so we could play softball - staff and friends against the dancers. Mike caught and I pitched (poorly). Mike's experience on the debating team allowed him to argue strongly without taking the discussion personally. He loved old movies and musical theater, including performing in his college production of the Fantastic's. In the 90's there was a gay piano bar in New York called 88's. After dances Mike liked to go there mostly for the entertainment. On weekends, **Rochelle Seldin** (former Times Square member) and her friend **Karen Miller** led singing of show tunes. Karen played piano and often sang the bass part up an octave. Many aspiring performers (all Tenors) came out to sing along. One night, they started on tunes from the Fantastic's and Mike sang the bass part very strongly. Several heads, including Karen's, turned quickly to see who was singing. Roy and I laughed to see Karen's expression which said "I've got help!!"

(Continued on page 14)

(Continued from page 13)

Mike loved reading and always had a book with which to relax. He enjoyed cooking and was excellent at it.

Mike had a good sense of humor which would pop out unexpectedly. My friends have a picture from Labor Day weekend in PA of Mike and Tom Miller round dancing together. One dancer had made a sign "Sumo Round Dancing". Mike really enjoyed the humor.

Although Mike traveled most weekends and could not make many meetings, he was a member of CCNJ and active in the recent series of classes for new callers. He enjoyed teaching and mentoring callers, and would keep in touch with callers he had mentored. If he had suggestions which he thought would help a caller to a better performance he would not hesitate to share them.

Mike was dedicated to square dancing and tried always to do his best for the activity. Mike learned to dance when he was 10 and square dancing became a major part of his life. Mike joined CALLERLAB in 1976 and was strong advocate of the ideals of the organization. Mike was Chairman of the Board of Governors of CALLERLAB from 2002 through 2004. During that time he formulated the idea of the major organizations meeting and pooling their resources to help promote and preserve the square dance activity. The organization that grew from that idea is called The ARTS-Dance which stands for The Alliance of Square Round and Traditional Folk Dancing. The ARTS was incorporated in Nov, 2003 and Mike served as the second Chairman of the Board.

Mike was a very private person about some areas of his life. He was a very proud person and found it difficult to ask for help.

Mike has a small immediate family, his mom (92) his daughter Kristy, her son Jamie, and step daughter Brittany. Many friends and square dancers in general will miss him.

**COME EXPLORE THE ROAR IN
NIAGARA FALLS, NEW YORK!**

**DON'T MISS THE
EXCITEMENT!**

FRIENDS OF THE FOUNDATION

Donations to the Foundation

Mike and Janet Olivieri

In Memory of **Jack Bishop**

Dana and Donna Schirmer

Kansas Callers Association

In Memory of **Michael Hughes**

John and Gail Swindle

In Memory of **Mike Jacobs**

Jon Jones and Deborah Carroll-Jones

In Memory of **Gloria Roth**

Jon Jones and Deborah Carroll-Jones

Kansas Callers Association

In Memory of **John Sybalsky**

Jon Jones and Deborah Carroll-Jones

Donations to Foundation Scholarships

The following members have made donations to the Foundation and Foundation Scholarships when renewing their CALLERLAB membership. Thank you to everyone for your generosity.

Rod Bradish

John Burke

Bob Farwell

Lou Flego

Hans Gietl

Koichi Harada

Masaru Hiraga

Wayne Janssen

Matthew Lytthouse

Shozo Nishimura

Mike Preskitt

Tom Rudebock

Mike Seastrom

Larry Sprout

Jeannette Staeuble

Burt Summers

John Vitollo

Masaru Wada

Kendall Watts

Bob Wilson

Callers Society of Denmark

DONATIONS TO CALLERLAB

Cal & Marian Golden



FOR IMMEDIATE RELEASE(NOVEMBER 2009)

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



Basic/Mainstream Emphasis Call November 2009 to April 2010 (Revised January 1, 2010) Split / Box Circulate

SPLIT CIRCULATE DEFINITION:

Starting formation -lines, waves, columns. The formations divide into two separate boxes and dancers circulate within their own foursome. If the desired action is to divide the waves or columns into two separate groups, and have each group perform a circulate-type action, SPLIT CIRCULATE is the correct term to use

BOX CIRCULATE DEFINITION:

Starting formation - box circulate. Each dancer moves forward along the circulate path to the next position. If the desired action is to have the center 4 of waves, two-faced lines, or columns perform a circulate-type action within the center, BOX CIRCULATE is a correct term to use, but it may require naming those dancers. It is improper to simply call BOX CIRCULATE from waves, lines or columns. You must specify who is to BOX CIRCULATE.

STYLING: Arms should be held in a natural position and ready to assume appropriate position for the next call.

TIMING: From ocean waves (OW), centers, 4 steps; ends, 4 steps; all, 4 steps.

HINT: All Splits are boxes, BUT not all boxes are splits.

CODE: SS = Static Square, ZB = Zero Box, ZL = Zero line

DANCE EXAMPLES:

SS: Heads Pass the Ocean, Extend, *Split Circulate*, *Centers Box Circulate* (*), Boys Run (ZL)

SS: Heads Lead Right, Touch 1/4, *Split Circulate*, Boys Run (ZL)

SS: Heads Touch 1/4, Walk & Dodge, Touch 1/4, *Split Circulate*, Boys Run (ZL)

SS: Heads Touch 1/4, *Centers Box Circulate*, Centers Walk & Dodge, Touch 1/4, *Split Circulate*, Boys Trade, Boys Run, Bend the Line, Slide Thru (ZB)

SS: Heads Lead Left, Left Touch 1/4, *Centers Box Circulate* (*), *Split Circulate*, *Centers Box Circulate* (*), Left Swing Thru, Girls Run, Ferris Wheel, Centers Star Thru & Back Away, The Others Lead Right (ZB)

ZB: Touch 1/4, *Split Circulate*, Boys Run, Reverse Flutterwheel, Slide Thru (ZB)

ZB: Touch 1/4, *Split Circulate*, Boys Run, R & L Thru, Pass the Ocean, Recycle (ZB)

ZB: Touch 1/4, *Split Circulate*, *Centers Box Circulate* (*), Swing Thru, Boys Run (ZL)

ZB: Touch 1/4, *Split Circulate*, Single Hinge, Girls Trade, Girls Run, Half Tag, *Split Circulate*, Girls Run, Box the Gnat, Slide Thru (ZB)

ZB: Swing Thru, Single Hinge, *Split Circulate*, Centers Trade, *Split Circulate*, Recycle (ZB)

ZB: Slide thru, Reverse Flutterwheel, Dixie Style OW, *Split Circulate*, *Centers Box Circulate*(*)
Girls Run, R & L Thru (ZL)

ZL: Touch 1/4, *Centers Box Circulate*, All 8 Circulate, *Split Circulate*, Boys Run, Centers Pass
Thru, Slide Thru (ZL)

ZL: R & L Thru, Dixie Style OW, *Split Circulate*, *Centers Box Circulate* (*), Girls Run, R & L
Thru, Pass Thru, Wheel & Deal, Double Pass Thru, Leaders Trade (ZB)

ZL: R & L Thru, Dixie Style OW, *Centers Box Circulate* (*), Left Swing Thru, *Split Circulate*,
Centers Box Circulate (*), Boys Run, Slide Thru, Trade By, Touch 1/4, Girls Run, Star Thru, Pass
Thru, Allemande Left

ZL: Touch 1/4, *Split Circulate*, All 8 Circulate, Girls Run, Swing Thru, *Split Circulate*, *Centers
Box Circulate* (*), Boys Run, Star Thru, Pass Thru, Trade By, Slide Thru (ZL)

TOUGHER:

ZL: *Split Circulate 1 1/2*, Swing Thru, Boys Run, Centers Trade, Bend the
Line (ZL)

ZL: Slide Thru, *Split Circulate 1 1/2*, Girls Trade, Recycle (ZL)

ZB: Touch 1/4, *Split Circulate 1 1/2*, Girls Swing Thru, Boys Face In, Extend, *Centers Box
Circulate* (*), *Split Circulate*, Girls Trade, Boys Run, Ferris Wheel, Centers Pass Thru (ZB)

ZL: Touch 1/4, *Split Circulate*, *Centers Box Circulate* , *Split Circulate*, *Centers Box Circulate* , All
8 Circulate, Girls Run, *Centers Box Circulate* , Swing Thru, Girls Trade, Boys Run, Ferris Wheel,
Centers Pass Thru, Allemande Left

ZL: Pass the Ocean, *Split Circulate*, *Centers Box Circulate* (*), *Split Circulate*, *Centers Box
Circulate* (*), Single Hinge, *Centers Box Circulate* (*), Boys Run, Slide Thru, Square thru 3, Trade
By (ZB)

(*) *From waves and two-faced lines, Centers Circulate is acceptable*

Singing Calls:

Heads Make A Left Hand Star, With Corner Touch 1/4, *Split Circulate*, Boys Run, R & L Thru,
Pass the Ocean, Recycle, Swing Corner, Promenade.

Heads Promenade Half, Sides (Pass the Ocean, Extend, *Split Circulate*, *Split Circulate*, Boys
Run, Bend The Line, Slide Thru, Pass Thru, Allemande Left, Swing, Promenade.

You are encouraged to review all the figures with your "checkers" before using them.

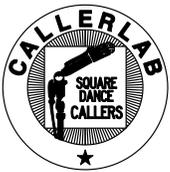
***** E N D *****

**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

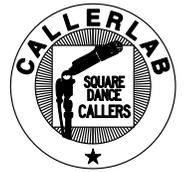
Wednesday, October 28, 2009

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PRESS RELEASE

******* FOR IMMEDIATE RELEASE *******
(Jan/Feb 2010)



PRESS RELEASE

2009 ADVANCED TRIENNIAL

The current CALLERLAB Program Policy requires a review of all CALLERLAB dance programs at least once every three years. This review is conducted by each applicable dance program committee and is known as the “Triennial Program Review.” This review is conducted as follows: first the Mainstream Committee completes its review of the Basic & Mainstream Programs, then the Plus Committee conducts its review of the Plus Program, then the Advanced Committee conducts its review, and finally the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are required. Changes can include additions or removal of calls from the program.

The Advanced Committee has completed the review of the Advanced Program. The following is the result of that review:

Added - “Any Hand Concept” added to the Advanced Program A-1 List

Removed - No calls were removed from the Advanced Program

Copies of the Advanced Program lists, definitions, and checklists are available on the CALLERLAB website at: www.CALLERLAB.org

******* 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 *****
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PRESS RELEASE

(Jan/Feb 2010)

2009 CHALLENGE TRIENNIAL

The current CALLERLAB Program Policy requires a review of all CALLERLAB dance programs at least once every three years. This review is conducted by each applicable dance program committee and is known as the "Triennial Program Review." This review is conducted as follows: first the Mainstream Committee completes its review of the Basic & Mainstream Programs, then the Plus Committee conducts its review of the Plus Program, then the Advanced Committee conducts its review, and finally the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are required. Changes can include additions or removal of calls from the program.

The Challenge Committee has completed the review of the Challenge Program. The following is the result of that review:

C-1 Program

Added - "With the Flow" (transferred from C-2)

Removed - "Interlocked Triangles" (moved to C-2)
Remove Restrictions on "Press Ahead" (at C-1)
Remove Restrictions on "Stretch" (at C-1)

C-2 Program

Added - "Interlocked Triangles" (transferred from C-1)

Removed - "With the Flow" (moved to C-1 above)

C-3 Program

Added - "Scoot and Rally"

Removed - No calls were removed from the C-3 Program

Copies of the Challenge Program lists, and definitions are available on the CALLERLAB website at: www.CALLERLAB.org

***** 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

(January 2010)

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



PRESS RELEASE

FUTURE OF SQUARE DANCING

Jim Mayo

We, Modern Western Square Dance (MWSD) callers and dancers, are pretty much in agreement that our activity is not thriving. Certainly it does not come anywhere close to the popularity it once enjoyed. There are several possible explanations for this. Summarized, they are society has changed, MWSD has changed, or some combination. We all know that society has changed. People do not have the free time they once had and they are much less willing to commit to anything which requires regular attendance. If we are honest, we will admit that MWSD has become much more complicated than it was in the heyday of its popularity. So we can agree that the way square dancing is at present does not match the needs of today's society.

Those who love square dancing know it could be adapted to whatever society needs. At some level we also know that square dancing will have to change if it is to see a revival. This form of dance activity will need to be easier to enter. Those who are involved now are not much interested in trying some new form. We like it the way it is. We want clubs with a commitment to membership. We want people to go through a course that teaches at least the 70 calls we all know. We realize that folks can not just "walk in" and take part. They have to go through the training - and we like it that way.

What we have not been willing to acknowledge is that training is not only the class. We know, but don't really say, that after class the new dancer will still not be able to dance comfortably at most of the dances that will be available. The new dancer will have to go for another year of dances at least, before they will be comfortable dancing with folks at an open dance - no matter what the advertised program.

If we made a "new" form of square dancing what could it be like? Where could it be started? Who would come? Would they be people we wanted as our friends? Most of "us" are older and were brought up in a different kind of world. It's not surprising that we do not recruit successfully in a new group of people. Perhaps we callers should try to find or create a different form of square dancing that would serve folks who are not just like us. If we did that, we should not expect today's dancers to recruit our new customers.

If we start with a blank page and redesign square dancing to serve today's people what could it be? I would suggest that it should be easier to learn and that it should not require people to show up at every session even while they are learning. It should provide an opportunity for folks to enjoy each other as well as the dancing. After all, that was one of the most important aspects of MWSD even though we never recognized how important it was until quite recently. A new type of square dancing should also continue to provide both physical and mental exercise. These aspects are both popular with our prospective new customer base. It would be good if we could find some organization to help us reach a new customer base. Ed Gilmore said "Find some people and do what you have to do to get them."

Where could we look for people? Churches are an obvious possibility. Much of what we have to offer is the kind of thing that churches stand for. We should not expect to recruit people away from the churches. We should offer a program that provides a social experience within the church. Another possibility is to look for support from community organizations such as service clubs, recreation departments, the YMCA or YWCA. They helped us get started 50 years ago. Or we could just use a community recreation facility and run it ourselves. I know of one such example that has been going and growing for a couple of years.

Why isn't this happening? I think it's because we don't want square dancing that is different from what we have created. We cling to the old model because this is what we know and feel comfortable with. Our caller schools still focus primarily on choreographic management and sight calling. They urge new callers to learn how to "provide variety." What that really means is keep it changing, never repeat a routine, and use all the calls looking for ways to use them differently. We seem committed to keeping square dancing complicated. Callers are not taught that they have to go out and find people and then give them a good time with whatever calls they can be taught easily. Most callers are committed to the belief that repetition is "boring". I would suggest instead that we call it "dancing".

One night parties are a good way to present square dancing to the public but they are seldom a source of regular work for callers. If they repeat, it's a couple of times a year, not the weekly or twice a month that we would like. They pay well and they could help us to introduce the idea that square dancing does not have to be difficult, but they are not an alternative for regular square dancing. To find that alternative we need brave callers to set out on a new course. Our CALLERLAB Winning Ways material describes some different approaches and I know a couple of these approaches that are surviving and thriving. I don't see many other callers or dancers that are interested in following those paths. Until we find some folks willing to break out from the old patterns, I doubt that we will see a rebirth of interest in the activity we have loved. If you are a caller having success with a different approach, I'd love to hear from you. Jimcalls@aol.com



2009-2010 CALLERLAB BOARD OF GOVERNORS

December 31, 2009



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<p>Campbell, Calvin (Judy) '12 343 E. Turf Lane Castle Rock, CO 80108 (303) 790-7921 cal@eazy.net</p>	<p>Jestin, Jerry (Janice) '11 1816 Brothers Blvd., 12 Eff 8/15 College Station, TX 77845 (210) 473-0310 jerry@jerryjestin.com</p>	<p>Story, Jerry (Kristy) '10 24 River Oaks Dr., #101 EFF 3/31 Crossville, TN 38555 (956) 358-3888 JERRYSTORY@aol.com</p>
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<p>Cole, Larry (Paula) '12 3302 N 500 W Marion, IN 46952-9753 (765) 384-7089 (H) (765) 664-5092 (W) LColeSDC@aol.com</p>	<p>*Marriner, Tim (Donna)(Vice Chairman) '12 PO Box 37178 Rock Hill, SC 29732 (803)327-2805 marriner@juno.com</p>	<p>Wilcox, Norm (Wendy) '10 16763 Sideroad, R.R.4 Georgetown, ON L7G 4Z7 Canada (905) 877-0031 norm.wilcox@sympatico.ca</p>
<p>*Crawford, Tim '11 4009 Medland Dr. Burlington, ON L7M 4W7 Canada (905) 572-5080 CALLERTIM@aol.com</p>	<p>*Marshall, John (Mary)(Chairman) '12 46730 Graham Cove Square Sterling, VA 20165 (703) 444-7075 jmclab@comcast.net</p>	<p>HOME OFFICE STAFF Dana Schirmer Executive Director Jerry Reed Asst. Exec. Director</p>
<p>Gotta, Betsy (Roy) '10 2 Laurel Place North Brunswick, NJ 08902-2812 (732) 249-2086 ugottadance@optonline.net</p>	<p>Mayo, Jim (JoAnn) '12 P.O. Box 367, 79 Wash Pond Road Hampstead, NH 03841 (603) 329-5492 JMayo329@aol.com</p>	<p>CALLERLAB OFFICE CALLERLAB 200 SW 30th St., #104 Topeka, KS 66611 785-783-3665 785-783-3696 FAX (800) 331-2577 Official Business Only CALLERLAB@AOL.COM</p>
<p>Greene, Patty (Steve) '11 915 Wind Carved Lane Monroe, NC 28110 (603)327-7301 pgreene@pkgdesignworks.com</p>	<p>Miller, Bear (Sandy) '11 9603 W Tufts Ave Littleton, CO 80123-1039 (303) 973-9529 beardenver@comcast.net</p>	<p>Office Hours 9am-4:30pm Mon-Fri Central Time Zone *Indicates 2009/2010 Executive Committee</p>



2010-2011 CALLERLAB BOARD OF GOVERNORS

January 1, 2010



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<p>Clasper, Barry (Pam) '12 165 Kingslake Rd Toronto, ON M2J 3G4 Canada (416) 498-0007 barry@clasper.ca</p>	<p>*Marriner, Tim (Donna) (Chairman) '12 PO Box 37178 Rock Hill, SC 29732 (803)327-2805 marriner@juno.com</p>	<p>HOME OFFICE STAFF Dana Schirmer Executive Director Jerry Reed Asst. Exec. Director Wade Morrow Administrative Asst. Gail Swindle Office Asst. Kathy Mears Office Asst. Royce Dent Office Asst.</p>
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<p>Greene, Patty (Steve) '11 915 Wind Carved Lane Monroe, NC 28110 (603)327-7301 pgreene@pkgdesignworks.com</p>	<p>Miller Tom (Sharon) '11 PO Box 72 Chest Springs, PA 16624 (814) 674-5969 tommill@verizon.net</p>	



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WHAT DOES CALLERLAB DO?



CALLERLAB is an international association of square dance callers. We work together to support each other, help further our understanding of the complex art of square dance calling, and how we can best give the most joy to dancers through square dancing.

Our member's dues allow us to have a paid Executive Director, office, and staff. All members volunteer their time to implement and maintain the various projects that support caller education, caller training, and square dance programs.

CALLERLAB codified and maintains various dance programs -- Basic, Mainstream, Plus, Advanced, and Challenge. Reviewed every 3 years, each dance program has a list of calls, a set of definitions, and a recommended teach time. The initial dance programs also have timing, styling, recommended teach order, and teaching checklists.

CALLERLAB collected, maintains, and makes available a set of "success stories". These are examples drawn from real life of what has worked for a particular caller, dancer, or club in teaching, maintaining, or growing the square dance activity.

CALLERLAB hosts an annual convention. This allows square dance callers and other leaders in the square dance activity to get together for several days of intensive meetings, seminars, and dancing and share ideas and best practices. The audio from these sessions has been preserved and there are now over 1,000 hours of valuable information available, including great talks from callers who have since passed on.

CALLERLAB established several recognition awards that are presented annually. Including awards for callers who have called for 25 and 50 years, recognition for those who traveled to the convention from overseas, and those who have served the organization in a meritorious fashion, this is also our highest award -- the Milestone.

To be eligible for the Milestone one must have worked in an uncharted field of square dancing and effected positive change that has stood the test of time. Additionally we look for unselfish contributions, professional leadership, and that you have had broad influence in the square dance activity. Looking over the 60+ recipients, starting from 1975, one is reminded of how modern Western Square Dancing evolved to where it is today and how many great individuals have helped with this evolution.

CALLERLAB has established a consistent set of terminology for describing the craft of square dance calling, especially in the areas of moving dancers around the square and getting them home again.

CALLERLAB has established a course of study for training new callers and written the supporting educational materials. For those who wish to train callers, CALLERLAB has an accreditation program. Over 40 callers have become accredited caller-coaches, training thousands of callers. These individuals also volunteer their time to run caller training seminars at the National Square Dance Convention.

For callers who teach square dancing, CALLERLAB also offers a Certified Square Dance Teacher (CSDT). This allows callers to prove that they are good instructors and may assist them in being able to call in schools.

CALLERLAB also provides support for those who also cater to the one-time or once a year square dance party circuit. Before each convention we have a day and a half of special instruction and presentations by the best leaders in this area. Some of these presentations have been video and are available from the home office. Anyone interested in calling for these types of events should attend these presentations.

In between the beginner party and the Basic dance program we have the Community Dance Program and Traditional Square Dancing. Each allows dancers to enjoy set pattern dances with a minimum of teaching or lessons. Newcomers are always welcome, and yet the dancing remains compelling for longtime dancers. CALLERLAB has a committee that created the Community Dance Program, offers this style of dancing at the annual convention, and publishes a journal of dances throughout the year.

An organization as large as CALLERLAB has a lot of special interest areas. Committees composed of like-minded callers cover many of these. Some include, youth (both calling for youth and youth callers), working with handicapped dancers, female callers, calling in schools, ways of teaching square dancing, teaching and calling for non-native English speakers, our history, our future, and the square dance music business.

CALLERLAB is organized as a 25-member board of governors (elected by the membership) who set policy. Most of the actual work is delegated to ~30 committees (standing and ad hoc) whose membership is generally open to all CALLERLAB members and which are run democratically.

Early on CALLERLAB created a code of professional conduct which all of our members agree to. We have a grievance procedure to resolve disputes between members or a member and an outside party. On average one such complaint is resolved each year.

CALLERLAB assists local caller associations by providing speakers and ideas for keeping your local caller meeting interesting and meaningful.

CALLERLAB offers BMI and ASCAP music licenses to its members so they can perform licensed music at their square dance events. This transfers the burden of obtaining the proper licenses from the facility or hiring club to the caller, which provides a great service to everyone. We also offer liability insurance to our members. Finally, we have been on a campaign to stop the illegal sharing of music, which has flourished with the advent of digital music (MP3's).

While CALLERLAB has always made its documents available for a nominal charge, with the advent of the Internet, our web site now makes available 250 documents for free, immediate download. An additional 35 (and growing) documents are available for our members. As you might expect, our most downloaded documents relate to the Basic and Mainstream dance programs -- the list, the checklist, and the definitions. While the English version of the definitions has been downloaded 10,000 times, the Danish translation is at 1,000 and the Japanese translation is at 600. Our overseas members and their friends create these translations and we greatly appreciate their help in making square dancing more accessible around the world.

CALLERLAB's newsletter, *DIRECTION*, is published 4 to 6 times a year for our members. It allows us to communicate with members who can't make it to our convention, report on the results of committee work, and publish member submitted information. We also send "blast" Emails to a list of those who have requested such mailings when we have something to say. Finally, we send periodic press releases to square dance publications.

The home office handles many phone calls and Emails (CALLERLAB@aol.com), each with a specific question or problem. When the office is unable to answer these, they are dispatched to the appropriate committee chairman, tracked, and then the home office sends out the final response.

WHAT DOES CALLERLAB FOUNDATION DO?

The Foundation for the Preservation and Promotion of Square Dancing was formed in 1992 as a charitable organization eligible to receive tax-deductible contributions. We use these funds to support projects that will preserve and promote square dancing.

Our first project was the publication of a brochure, *New Song and Dance Routine*, which presents square dancing in an updated light and could be used by dancers, clubs, and callers to promote square dancing in general, along with their contact information. We make these available at cost and have sold over 700,000 of them.

The Foundation was concerned about the health of square dancing and commissioned a marketing plan, known as the Phoenix Plan, in the late 1990's. As part of Phase I of this plan, the Foundation undertook a series of surveys and focus groups to determine square dancing's image with the general public. While our members generally acknowledge the findings of this work, they have been unable to make any of the changes required. CALLERLAB helped start an umbrella organization, The Alliance for Round, Traditional and Square Dance (The ARTS), and the future of the Phoenix Plan is in their hands, with CALLERLAB as a member.

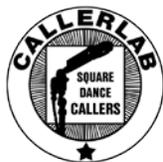
The Foundation sponsored research to learn more about our dancer population in 2004. We used an on-line panel survey of 10,275 adults over 18 who have access to the Internet. The results of this survey didn't agree with many of our members' experience so we did another survey in 2007. Our members still didn't agree with the results and were unwilling to peruse this further.

The Foundation has an ongoing program to provide educational grants of several forms -- financial support to dancers who want to learn to call, support to callers who want to improve, and support to an organization who wants to run a leadership seminar or clinic (for dancers or callers). We approve 5-10 educational grants per year.

The Foundation has occasionally offered caller-training seminars before CALLERLAB's annual convention.

The Foundation has recently instituted a grant program for those in colleges and universities who need support in offering a continuing program of square dancing in their school. Many of us learned to square dance in a college club and we would like to make that opportunity available again.

The other side of the Foundation is generating funds to support the efforts listed above and in the future. We receive contributions from individuals, organizations (e.g., Grand Square, Inc., the National Square Dance Convention), fund raising dances, and our own members, especially through fund raising efforts at our convention.



CALLERLAB COMMITTEE CHAIRMEN AND VICE CHAIRMEN

January 18, 2010

SPECIAL INTEREST - Executive Committee Liaison - Clark Baker

CALLERS PARTNERS - CH, Janet Olivieri; VC, Erin Byars
HANDICAPABLE - CH, Michelle Mabie; VC, Charlie Wheatley
COMPETITION IN SCHOOLS – AD HOC COMMITTEE - CH, Scot Byars
NDA LIAISON- Calvin Campbell
NEW INITIATIVES - CH, Stephen Cole; VC, Vacant
RECORD PRODUCERS – CH, Wade Driver; VC, Tony Oxendine
WOMEN IN CALLING - CH, Deborah Carroll-Jones; VC, Gerry Hardy
YOUTH ACTIVITIES - CH, Hunter Keller; VC, Justin Russell

PROGRAMMING AND COORDINATING-Executive Committee Liaison-Tim Marriner

ADVANCED - CH Bill Harrison; VC, Skip Cleland
APPLICATIONS REVIEW - CH, Jon Jones; VC, Jerry Story
CHALLENGE - CH, Barry Clasper; VC, Kris Jensen
CHOREOGRAPHIC REVIEW COORDINATOR - Ed Foote
COMMITTEE FOR COMMUNITY DANCE- CH, Bob Riggs; VC, Calvin Campbell
DEFINITIONS - CH, Clark Baker; VC, Michael Maltenfort
MAINSTREAM - CH, Tom Rudebock; VC, Lanny Weakland
MUSIC ETHICS – AD HOC COMMITTEE – CH, Paul Bristow; VC, Wade Driver
PLUS - CH, Skip Brown; VC, Paul Bristow

PLANNING AND RESEARCH- Executive Committee Liaison - Bill Harrison

CALLER-COACH - CH, Paul Henze; VC, Tony Oxendine
CALLER TRAINING - CH, Betsy Gotta; VC, Vacant
CHOREOGRAPHIC APPLICATIONS - CH, Dottie Welch; VC, Elmer Claycomb
CALLING IN SCHOOLS - CH, Mike Callahan; VC, Cory Geis
LESSON SYSTEMS COMMITTEE - CH, Vernon Jones; VC, Arnold Gladson
RESEARCH AND DEVELOPMENT - CH, Pam Clasper; VC, Vacant

MEMBERSHIP - Executive Committee Liaison - Tim Crawford

CALLER ASSOCIATION LIAISON - CH Bear Miller; VC, Dennis Young
CANADIAN ADVISORY - CH, Jeff Priest; VC, Pat Zeeman
OVERSEAS ADVISORY - CH, Joe Kromer
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VC, Australia and New Zealand - Graham Elliot - VC, Netherlands, Belgium, Austria
and Switzerland - Jeannette Staeuble; VC, Japan - Shozo Nishimura; VC, Czech
Republic - Tomas "Doug" Machalik; VC, Taiwan - Nancy Chen;
VC Germany - Dieter Goergner;
RECRUIT, PROMOTE, MAINTAIN - CH, Mike Hogan; VC, Jerry Junck
WAYS & MEANS - CH, Scot Byars; VC, Gary Felton

PAST CHAIRMAN COMMITTEE - CH, Tim Marriner

PROFESSIONAL CONDUCT - CH, Tim Marriner