

CALLERLAB
XXXVIII
CONVENTION
Las Vegas, NV
2011
That's Entertainment!
CONVENTION FLASH



This 'FLASH' issue of *DIRECTION* is published as soon as possible after the Annual Convention in order to inform all CALLERLAB Members of significant actions taken at the Annual Meeting. This issue includes the results of any voting during the 2011 Annual Meeting of the Members, information about award presentations, and reports from certain committees. Additional committee reports are included with the minutes of the 2011 Annual Meeting.

RESULTS OF CONVENTION VOTE

The 2011 CALLERLAB Call to Convention, published in the January/February 2011 issue of *DIRECTION*, informed all members that a proposed resolution which required action by the Membership had been submitted and would be presented at the 2011 Annual Membership Meeting. The

resolution was presented to the Membership during the 2011 Annual Meeting on Wednesday, April 20, 2011. The resolution was amended and is printed below. This resolution was approved by the Membership at the meeting. The resolution will be submitted to all voting members by U. S. mail for vote.

The resolution reads as follows:

Resolution -

Whereas: The Members of CALLERLAB have the authority to specify that the Members of the Board must attend a specified number of Board meetings, AND

Whereas: The Board believes Board Members should attend all Board meetings,

Be It Resolved That: A new Subparagraph (C) be added to Article V MEETINGS OF THE BOARD, Section 2, as follows:

(C) Members of the Board Of Governors, elected in 2011 and beyond, are required to attend all Regular Meetings of the Board during their term of office. The Board will establish procedures whereby Governors may request a waiver to not attend a meeting. A Member of the Board of Governors who fails to attend a Regular Meeting of the Board AND who has not been granted a waiver, is subject to removal from the Board as specified in Article IV, Section 5 (B)(4).

And

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; E-mail: CALLERLAB@aol.com. *DIRECTION* is published and mailed first class or electronically to all Members and affiliates of CALLERLAB. *DIRECTION* is edited by Dana Schirmer, Executive Director.

The opinions expressed in articles submitted by members or affiliates do not necessarily reflect the policies of CALLERLAB.

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.

Whereas: The Members of CALLERLAB have the authority to specify the qualifications of the Members of the Board, AND

Whereas: The Members of CALLERLAB have the authority to remove any Board Member, AND

Whereas: The Board of Governors has the authority to remove a Board Member who fails to meet specific requirements for Board Membership as established by CALLERLAB Membership in the Bylaws, AND

Whereas: The Board of Governors can be authorized to remove a Board Member who has been declared of unsound mind or convicted of a felony, AND

Whereas: The Board of Governors believes it is vital for all Members of the Board to attend all Regular Meetings of the Board, AND

Whereas: The Board of Governors can be authorized to remove a Board Member who does not attend the Regular Meetings of the Board, as specified by the CALLERLAB Membership in Article V, Section 2 (C),

Be It Further Resolved That: Article IV BOARD OF GOVERNORS, Section 5, of the Bylaws be changed to read as follows:

Section 5. Removal. A Governor may be removed from office by:

- (A) A majority vote of the voting Members of the corporation, either by mail, or at a meeting of the Members, or**
- (B) A 2/3 majority vote of the currently serving Board Of Governors, either by mail (not electronic), or at a meeting of the Governors, if the Governor:**
 - (1) Fails to maintain CALLERLAB Membership, or**
 - (2) Has been declared of unsound mind by a final order of court, or**
 - (3) Has been convicted of a felony, or**
 - (4) Fails to attend a Regular Meeting of the Board as specified in Article V, Section 2, (C).**

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FUTURE CONVENTIONS:

APR 2-4, 2012 Nashville, TN
 MAR 25-27, 2013 Cary (Raleigh), NC
 APR 14-16, 2014 Reno, NV

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CHAIRMAN'S CONVENTION SPEECH

By **Tim Marriner**

<http://youtu.be/pa63IHn16mI>

A caller approached me at a dance recently asking what I was doing to fix our activity. Playing the “devil’s advocate,” I asked him what he thought was wrong. He told me that it takes too long to teach, insisting he had to teach zero through Plus in one teaching season. My reply was easy: teach less. Obviously, he thought I had the power to change anything! That led me to think what I would do if I really did have such power.

First of all, I’d create perfect callers with all the best attributes. They would have the vision of the future like **Bob Osgood**, the knowledge of choreography like **Bill Davis**, the teaching skills of **Jack Murtha**, the ethics of **Jim Mayo**, the business attributes of **Bill Heyman**, the caller training ability of **Jack Lasry**, the showmanship skills of **Dick Jones**, the people skills of **Marshall Flippo**, and the humility of **Jerry Junck**. I’m sure there are many other abilities I could add, but that should do for now, don’t you think?

Next, I’d clone successful dance groups similar to the Sage Swingers of Brunswick, Maine that have achieved growth by enhancing social benefits. Another group to emulate would be the Valley Twirlers of Northridge, California that have managed multiple programs within one core club which keeps members involved with many interactive social projects.

Ok, now that I have perfect callers with perfect clubs, it’s time to unite them with caller and dancer organizations to assist with projects that become necessary from time to time. I’d invite folks similar to the founding Members of CALLERLAB—**Bob Van Antwerp, Marshall Flippo, Ed Gilmore, Lee Helsel, Bruce Johnson, Arnie Kronenberger, Frank Lane, Joe Lewis, Bob Osgood, Bob Page, and Dave Taylor**. Everyone would work in perfect harmony for the sole purpose of maintaining and promoting the activity for future generations to enjoy. Now I know in reality people don’t work in a lock step manner with each other, but each would bring to the table their best assets and

have the willingness to compromise and abide by the majority for the good of the order.

While I’m at it, I would standardize the fundamentals and create a workable program of calls for maximum enjoyment. It might resemble our Mainstream program that we use today with only a few modifications to reduce redundancies. All the callers would follow the recommended teaching order and teach thoroughly with as much entertainment value as possible unconstrained by timetables.

I want to tell you, these are not dreams. Everything described already exists—No need to reinvent the wheel. We do have callers with all the great attributes mentioned, and clubs with the ability to overt any obstacles. We do have top quality organizations with willing volunteers passionately working on multiple projects for the betterment of the entire activity. Caller and dancer organizations are currently working on national and grass root levels to rally new interest. Our founding Members knew the activity would change and allowed the organization the flexibility to make necessary changes along the way. CALLERLAB has survived many heated debates in the past and will continue to forge ahead reshaping the activity as necessary. Sure, some will lock heads from time to time, don’t I know, but we all must keep our focus on the betterment of the activity for the fun and fellowship it provides.

I’ve said in the past, problems never go away. Leaders find ways to work around these obstacles to meet their goals. Leaders come and go but unfortunately problems seem to stick around. What we lose from time to time is the historical perspective to remind us what was done during times of past adversity. If problems persist we often seek an outside source for help. Any computer operator has relied on trouble shooting software to repair problems that may exist in real time. While I’m dreaming, wouldn’t it be great to have a trouble shooting section on our website to address problems and provide possible solutions? It would be a great resource for Members and dancers alike. Hey, it’s my dream, but if you think it, it’s possible.

What I would really love to see is our Convention theme taken to heart by all our Members. “That’s Entertainment!” is something that should be considered every time we perform. It should be in every word sung and every figure

offered for all the dancers to enjoy. It should be present when we teach, when we promote, and when we recruit new dancers. Our music should be current and relevant to make an impression upon those attending. Ignore all the labels for a minute and “Friendship set to music” can resonate through all the generational groups. Making the right connection with impressionable music can be a challenge, but it’s necessary to bridge any generation gap. The right music does enhance our product.

There is no doubt in my mind we have a terrific product. It really is flexible to meet the needs of any group. Selling it “one size fits all” is our biggest mistake. Folks not willing to adapt after getting negative results will continue to fail until they make necessary changes. No organization or list is at fault, just their inability to adapt. Non dancers are not aware of figures like Relay the Deucey, or Spin Chain and Exchange the Gears. It is only our current dance population and their callers that seem unwilling to let go of these dance actions. New dancers just need to be entertained right from the start to reduce the stress of learning. The synergy that exists among new dancers is contagious. They will tell everyone they meet the amount of fun they are having through square dancing. They can, however, be driven away if pushed too hard too fast, overwhelmed by too much material. Diminishing fun equals diminishing return from investment. Existing clubs need to be more patient or find ways to feather in new dancers with a limited vocabulary. It appears many are satisfied to create perpetual students rather than dancers. Often they remain stuck in a learning mode trying to obtain the proficiency of recruiting friends or worse yet, give up trying by telling everyone else the difficulties of learning to square dance.

So, once again I go back dreaming that I could stop this teaching push through the programs. Callers armed with better teaching techniques can thoroughly teach dancers with greater proficiency if they offered a reduced vocabulary with maximum entertainment. New dancers thoroughly taught and entertained will have a higher rate of retention and will be better recruiters. It’s time to stop the cycle that more calls makes better dancing. It’s up to each and every one of us to put on the breaks. Offer your leadership to provide alternative approaches that will guide clubs around this obstacle. Find a way to teach without time constraints. Let’s be thorough with less vocabulary but provide

more entertainment and social fun. Our jobs as callers may be more difficult but the end game is worth it if we can achieve growth with new dancers. This is difficult to balance but it can be achieved. It has to be achieved! The key ingredient is providing more entertainment. Growth will occur before you know it and the dancers will acknowledge, “Now that’s Entertainment!”



KEYNOTE 2011

Las Vegas, NV

By Mike Seastrom

“Be grateful for each new day, a new day that you have never lived before; twenty-four new, fresh, unexplored hours to expend usefully and profitably. We can squander, neglect, or use it. Life will be richer or poorer by the way we use today. Finish every day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in—forget them as soon as you can. Tomorrow is a new day. You shall begin it serenely and with too high a spirit to be encumbered with your old nonsense.”

Now this might be a little early in the day for some of you to think very deeply about these timeless words of wisdom by **Ralph Waldo Emerson**, but these words can be applied to so many different situations, so many different occasions, and also to a favorite recreation like our dance in all of its forms

It can be about something as simple as missing your corner during a patter call. That’s right. Emerson says, in so many words, “Forget about it, own it, and go on because you have another sequence to call.”

It can also be inspirational. Think of these words, as you start and finish each new day. “Be grateful,” he says. These are fresh new hours of life and we have the choice to serenely jump in, explore it, and live it to its fullest potential. When the day is done, finish and be done with it because tomorrow is a new day.

And as I said, these words can also be about this dance that so many of us have a passion for. Emerson says, “This is a new day and we have the choice to approach it with a new spirit that is not encumbered with any of the old nonsense of the past.”

I know some of you are thinking to yourself: "Are you kidding me? It's Monday morning. I'm doing well just being upright in my seat, with my eyes open."

After that thought goes by I say to all of you, "This is a new day." Every one of us is holding the reigns to potentially the most amazing social recreation in our time. Our dance is one of the healthiest, wholesome, and fun forms of entertainment that exists in society today. It has, as they say, "social capital", and very few forms of entertainment can say that.

Where can people of all walks of life and all different age groups be together in the same room and interact like we do in our type of dancing? Whether it's squares, rounds, contras, mixers, lines or any other related form of group dancing, this is what the entire world can enjoy as a form of healthy recreation and entertainment.

When you break it down to the joy of the dance itself, it's the feeling of moving to music, working together with others as a team so that you can succeed together, and just plain basking in the joy of an entertainment form that allows for a unique and incredible social interaction with people of all ages and from all walks of life. What other form of entertainment has all this?

Then I have to say, "But wait. We're stuck." We're locked into an organized form of dance that is too far a reach for the average person or family in today's society to join. Yet this is a dance throughout its history that has evolved naturally as the outside world has evolved. Not only has our dance changed since the days of Henry Ford's 1926 book, but our costumes have changed since that time too. Allow me to digress a bit.

When CALLERLAB tackled the huge issue of standardization throughout the 1970s and early 1980s, they did an incredible job of taking what existed at the time, coupled with all the new calls and material that was being created every month, added a projection of the future, and came up with some great programs for all the different dance groups that were dancing at that time. Separations already existed in clubs and dance groups at that time too, depending on how long that group danced and how many times they danced in a month.

Leaders in regional areas in the United States

and abroad were already starting to create their own dance programs. Some of you might even remember that halls in the 1976 National Convention in Anaheim were labeled A, B, C, and D according to how many calls were being called. In my opinion, CALLERLAB accomplished standardization just in the nick of time!

We tweaked and changed things over the years and even at one point tried to make our entry program shorter. Our goal was to make it easier for the new dancer to join. But those slow changes were met with big complaints from existing dancers and callers. So after years of trying to "evolve" our entry program to make it easier to learn dance, and being almost split in half in our opinions, we gave up and changed things back to where we started.

CALLERLAB has continued with its focus on caller education and as **Bill Boyd** said so well in his keynote address last year, "CALLERLAB is the only worldwide professional square dance organization that holds national and international conventions for caller improvement." Bill went on to say (and I wholeheartedly agree) and I paraphrase a bit, that as professional entertainers and CALLERLAB Members we must act like the professionals we are, and strive to improve and update our skills, talents, and capabilities to keep dancers entertained and coming back.

CALLERLAB is doing this well! Our theme this year is "That's Entertainment". It follows so many great themes of our past Conventions. The information that's been shared by moderators and panelists at our Conventions over the years to help each of us improve has been incredible. If you've listened to the sessions of our Conventions, as many of us have for years, the amount of unselfish sharing of calling, teaching, leadership, people skill, and entertainment ideas has been amazing and almost inspirational. It's no wonder many of us come back year after year when we can, to charge up our batteries.

But wait. As much of a CALLERLAB advocate as I am, I still say we're stuck. We're stuck as far as an accessible entry dance program is concerned. I believe CALLERLAB realized a while ago, that we weren't going to easily change our existing dance programs. The majority of our existing dancers and callers just can't go there. We've come up with some innovative new ways to bring new dancers into our clubs and associa-

tion based activities and we should continue to do so. We should continue to promote our current clubs and association based dance forms with as much vigor as before and support our dance leaders. That's the dance structure we all know and love and have grown up with. Yet as much as I love it, if it's going to survive, we have to come up with a plan. The future of our dance depends on it. If we want our kids, our grand kids and their kids to enjoy this amazing social recreation that we all love, we have to come up with a plan for the future now.

The CALLERLAB Board made a great decision a few years back and endorsed a change originally proposed by our Program Policy Committee. We promoted that change of policy in articles and press releases, by saying that CALLERLAB approves of callers and dancer leaders experimenting with easier learn to dance ideas and events. This could be a way of bringing new dancers into square dancing without the commitment of 20 to 40 weeks. If these new dancers wanted to learn more, we could refer them to existing clubs and their new dancer programs. If this experimental group had enough dancers and the desire to do so, you could form a club with them and move into the existing club and association based dance activity in that area. More importantly, in my opinion, the change in policy inferred that this easier learn to dance program could be a stand alone destination that people could participate in as their schedule allowed. I believe that this is the key to dancing in the future. It's the key to allowing our kids and their kids the chance to enjoy this dance without making a huge change in their already busy life.

I hear it all the time, and I was asked this question in a taped interview with **Dee Dee Dougherty-Lottie** at this hotel just this last Saturday afternoon. How can you get more young people to join you? How can you get families involved and more people to enjoy your dance?

What I said was like a politician might answer a question. I kept it short and positive. I'm sure they didn't want to hear my soapbox anyway. What I say to you is this, "We need a paradigm shift."

In 1962, Thomas Kuhn, wrote *The Structure of Scientific Revolution* and popularized the concept of "paradigm shift" which is a way to change from one way of thinking to another. It doesn't just happen or evolve on its own: it's

driven by agents of change. One of those agents of change can be us—CALLERLAB, planning for the future.

Our society has changed immensely since our dance enjoyed its most popular time period. We used to target our new dancer promotions to the "couch potato". Today we target our promotions to the "couch potato" and the "mouse potato", which is someone who spends hour after hour of leisure time in front of their computer. We've got the perfect form of entertainment and social capital. It's literally what the doctor ordered, but the first rung of the ladder is too high to reach for most people.

Another way of looking at it is to see our dance as a tree or a pyramid. But I like trees, and my favorite color is green. What can I say? I have enjoyed climbing trees as a kid, as a dad with my kids, and now as a grandpa with my seven grand kids. One thing I know for sure: if that first branch is too high, pick another tree. I think it's true of our dance today.

If that first branch in the dance program is too high or takes too much commitment, it's much easier to just plain do something else. There are so many choices in recreation out there. So I say, "Let's lower the first branch." We don't need to cut down the whole tree. We don't need to trim the branches of the existing tree. We need to just lower the first branch to make it easier to climb if they're the least bit inclined. I don't even care if they want to hang on the first branch to stretch a little.

If we embrace a paradigm shift, focus a little more attention in the next several years to an easier learn to dance program that might be completely separate from our club and association based dance form, we could open our doors to so many more adults and kids who would otherwise not be able to enjoy our dance.

Will some of them venture on to other branches? I say, "Yes, definitely." Some will get the "dance bug" that so many of us have and join our existing activity. Some might not go on for years but then maybe, when they get a little more leisure time in their life, they will. Some may never go on, and that's alright too. This idea is not new, but we need to shift more of our energy on it.

It's not that CALLERLAB has ignored an easier learn to dance program. We've had a Community Dance Program for a long time now. We've

had a Community and Traditional Committee for years. **Bob Riggs**, and **Cal and Judy Campbell** have organized fabulous Beginner Dance Leader Party Seminars before our Conventions for a long while now, as well as Sunday afternoon Community Dances prior to our Conventions. We've held many interest sessions during our Conventions on fun dances and how to entertain people that have never danced before.

These are programs that fill this need that I'm talking about, but I contend that when you promote it by itself, it's the same product in the eyes of the non-dancer. It might just be a one-time event, and they may come back to another one-time event, but that's it.

We need a new product and the ability to join it many times throughout the year, but if you call it square dancing, it's the same product in the eyes of the non-dancer.

A few years back, Jill and I did a fun night dance party as a fund raiser for a charity organization. Everyone in attendance had a great time and wanted to do it again. Jill collected lots of e-mail addresses and we found a hall that was a dance studio. This was the Debbie Allan Dance Studio in Los Angeles where kids and adults came for dance lessons all the time. It was expensive, but a nice place to dance. We decided we'd go out on a limb, pay the \$190 rent, bring in some nice food, canned and bottled beverages as well as coffee and tea, and charge enough at the door to cover it. It was our risk and we thought it would be a good experiment too.

We created a flyer and contacted all of those folks by e-mail to come to our square dance party. When the RSVPs came in, most couldn't make it and some said that they really didn't want to square dance. Jill and I scratched our heads. They just danced with us and although we did squares, mixers, and line dancing and used music aimed at their generation, when we mentioned the word square dancing, they respectfully declined.

I know we've struggled for years with this image people have about square dancing. We all know what people say and have said for years when you mention square dancing. So with a little money on the line, we decided to put our heads together and get creative. We sent the same e-mail back with the attached flyer about a week later and changed the type of event to a Team

Dance. Almost 60 people came to the event.

The other thing of note is that because it was a nice dance hall and we served some quality deli salads and sandwiches, bottled and canned beverages with the coffee and tea, we charged \$15 per person. We put that information out on the flyer too, and it was never an issue. People don't mind paying a little more than they would for a movie ticket, if they get to attend a nice party, learn to dance, and have quality snacks too.

We held another event there a while later and had the same success, but when the hall was sold and more grandkids came along, our spare time to organize these dances was lost. It's not lost forever, but at least for now.

My contention is that if we embrace a paradigm shift in CALLERLAB, and possibly consider developing a new product so there are no stumbling blocks like the image issue we struggle with in square dancing, we could open up a whole new door to this dance we love.

We might have to charge a little more to dance in a nice hall, in a nice part of town, with quality food, instead of cookies from "the 99 cent store". With a name like Team Dancing, any caller could use the dances and music he or she is comfortable with and the success will depend on the caller's ability to entertain those attending to keep them coming back. Dance parties could be held weekly, monthly, quarterly, or whenever possible.

Callers could run these events by themselves with whatever material is needed to teach and entertain those attending that night. It's even possible for existing square dance clubs to run these events periodically. This would allow these clubs to develop a list of potential new dancer contacts with people that they now know socially, before asking them to join their new dancer program.

These events could also be done with existing social groups, at YMCAs, health clubs, country clubs, town halls, as fundraisers, and even timed when soccer clubs come into town to play for the weekend. Planning an early evening dance event would allow those families to have a fun dance night together while they're in town. The possibilities are endless, but the potential, that potential of embracing this "paradigm shift" and spreading this dance we love to more people by

making the first limb of the tree lower—that potential is huge!

Is this type of dance event for every caller? I say, "No." Many callers are so busy right now that they couldn't or wouldn't want to take on another commitment. For some callers, it isn't their cup of tea, or some just don't have the desire, the patience, or the skill set to entertain like this. It takes a very talented special caller to successfully do this. Whatever reason a caller may have to pass on these new dancer events, I understand. In life, there is only so much time.

On the other hand, if we elevate the status of a caller who can really do this successfully as they deserve, if we can teach more of these skills in caller's schools, and emphasize the value of entertaining in caller education as we are doing at this Convention, we could bring in a whole new breed of callers that could more successfully become proficient in party dance events. I think it's much easier for an outgoing individual with good people skills to learn and become proficient at this skill set, than it is in becoming a good sight caller with a battery of memorized get-ins, get-outs, and resolution capabilities.

I say again, this "paradigm shift" has great potential to bring our dance form to future generations in our rapidly changing society.

I loved **Ed Foote's** speech at the Opening Session a couple of years ago. If you've never read it, or haven't read it recently, I encourage you to go back and read it again. I believe it's still on the CALLERLAB website. I read it periodically because it renews my enthusiasm for this unique calling thing we do. Ed points out what a privilege it is to be a caller, to have an impact on and provide fun to so many people. He defines a successful caller as one who makes people happy not only from the stage, but by individual contact as well. He taught us the word "synchronicity". Read his speech. I know you'll be inspired.

Last year, **Bill Boyd** gave a great speech at the Opening Session too. I paraphrase Bill for brevity but he said, "In square dancing there are always going to be differences in opinions. There's too much diversity in all of us, but we can all agree as callers, team members, and leaders that we can work together for one common cause. That common cause is to foster the

recreational enjoyment of our dancers in such a way that they have a strong desire to remain in our activity and encourage others to join."

Bill went on to say that in CALLERLAB, by working together, we create synergy and generate this combined energy as a team. This team can better work together to deal with change, deal with conflict, and accomplish far more than we could as individuals. He then says, "It is interesting to note that the needs of the CALLERLAB team are best met when they meet the needs of each individual caller". If you have not read that speech, get the 2010 CALLERLAB Yearbook. It's in there and is well worth your time. Great stuff Bill!

I close this morning by again adding an "S" word. Let's make a "shift" in our thinking. Let's make a "shift" and accept all callers no matter where their time and energy takes them in this activity. We all have our niche and we're all on the same team.

Most important of all, let's make a "shift" and put more of our energy in the future into opening up our doors to more people. If it means developing a new product, possibly with a different name to meet the needs of a rapidly changing society, then so be it.

Let's "shift" our opinion of what we do, and realize that people enjoy our dance as a form of entertainment. Let's become better at what we do by improving our skills as entertainers. Enjoy and have fun at this Convention because "That's Entertainment"!

 	CONVENTION YEARBOOKS AVAILABLE
2010 <i>Convention Yearbook</i>	2010 Yearbooks are still available for sale. There is a limited supply and they will not be reordered. Order yours now while they last.
	The 2009 Yearbooks are available in very limited numbers. If you have not gotten one of these exquisite publications, order now.

U.S. HANDICAPABLE SQUARE DANCE CONVENTION FOR 2012 will be held at the EMBASSY SUITES in Charleston, South Carolina, July 26-28. We are looking for more handicapable clubs to join us in Charleston.
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BILL HEYMAN RECEIVES THE GOLD CARD

By Jim Mayo

http://youtu.be/78ZgO_u5HBw

The Gold Card (life membership) is given in recognition of and appreciation for long and important service to CALLERLAB. The list of recipients is very short, particularly for an organization that is 36 years old. This is not because there have been few who have worked hard for the organization, but rather because the standard of service for which this recognition is given is so high.

Tonight I am honored and pleased to make this presentation to one who surely meets the standard. Although he is not able to be with us this year, I want to let you all know that he has given generously and steadily throughout the 28 years since he first joined. Most of his service to CALLERLAB has been out of the public eye. Yes, he has served on the Board of Governors and has Chaired important Committees and led panels at many Conventions, but much of what he has given has been shared wisdom and experience.

As one example, about 15 years ago we advertised for a new Assistant Executive Director. We had many applications and narrowed the field to just a few. The final interviews for which the selection of **Jerry Reed** was made were held at the home of our newest Gold Card Member. He had been an active part of the selection committee over the several month process and his guidance was invaluable. He is a man with perhaps the largest business interest in the world of square dancing. He has been generous in many ways, both financial and in sharing business knowledge. He has given freely of his judgment and experience during difficult negotiations and interactions both within CALLERLAB and with other organizations.

Nearly everyone in this room has done business with **Bill Heyman** (or Peggy) over the years and I ask you to join me in this recognition of his contributions and service to CALLERLAB.

Get *DIRECTION* electronically and click on the links: In this case see the video of the award as it was given.



MARSHALL FLIPPO RECEIVES THE GOLD CARD

By Melton Luttrell

<http://youtu.be/ms4fb3PnQkg>

It is normally the goal of the presenter of a Gold Card to not divulge the name of the recipient until the latter part of the presentation. In this case, I will attempt to save all the suspense, because if I would try to tell you about the person, there would be no suspense. I would ask you individually, or in this case, as a group, to think of one person in the square dance calling field who is the most recognizable person in square dancing both by physical appearance and by name recognition. We already know who the recipient is, don't we? **Marshall Flippo** and Neeca, whom he married in 1949, took up square dancing in 1951 and he started calling in 1952. In 1958 the Flippos joined with three other couples in Abilene, Texas, and built the Wagon Wheel Square Dance Hall. In 1961 Marshall was signed on as the resident caller at Kirkwood Lodge and in 1973 the Flippos became co-owners of the enterprise.

"Flip" received the CALLERLAB Milestone award in 1981. As a "Founding Member" of CALLERLAB, Flippo has contributed to the success of CALLERLAB in many ways. He has served on CALLERLAB's Board of Governors and has been an icon, as well as an ambassador of CALLERLAB since its inception. His presence alone makes CALLERLAB a better organization.

Ladies and gentlemen it is with great pleasure that I present the CALLERLAB Gold Card to **Marshall Flippo**.

"It may be hard for an egg to turn into a bird: it would be a jolly sight harder for it to learn to fly while remaining an egg. We are like eggs at present. And you cannot go on indefinitely being just an ordinary, decent egg. We must be hatched or go bad."

C. S. Lewis



CHAIRMAN'S AWARD TO CLARK BAKER

By Tim Marriner

CALLERLAB is blessed to have so many leaders that volunteer their time to support the organization. The sum truly is greater than its parts. Without these dedicated Members, much would get left undone. One will be recognized by honoring him with the Chairman's Award.

It has been said if you wish to get something done, give it to someone that is already busy. Our award recipient certainly fits this bill. It will be extremely difficult to disguise the honoree, so I'll start out this time by announcing that the Chairman's Award is to be presented to **Mr. Clark Baker**.

One of our more difficult positions within our organization is that of Chairman for an active Committee. The Definitions Committee is no ordinary Committee. Since 1996 Clark took on the task of standardizing the format and descriptions for the call definitions. The vocabulary used needed modification to be understood by everyone in a progressive manner spanning all programs from Basic and beyond. While reviewing the definitions, ambiguities and misinterpretations needed to be clarified. Many have volunteered to assist with this project and many have had different ideas on how each call should be written. The task, kin to herding cats, is not an easy chore. He has kept track of all input provided along the way, and when the time was right, meticulously followed up on each comment or suggestion, clarified and summarized the information, followed by a vote of the Committee Members. Some outside the Committee have not been receptive of this process, but none has been able to match the output of work that has been accomplished.

The task has proved to be more time consuming than originally thought because the scope of their work affects so many other Committees. The work is ongoing and will no doubt be subject to much more debate.

As if this alone is not enough work, Clark has volunteered his time to assist with editing many other procedures and policy documents. He was part of a task group that re-evaluated our Basic and Mainstream teaching order and as a result compiled a valuable document called the

"Teaching Order Design Principles". Based upon that document, the CALLERLAB Basic and Mainstream teaching order was modified and approved by the membership. Again, not an easy task.

He has also helped with editing *DIRECTION* for many years and assisted the Home Office with converting document formats from WordPerfect to Word, all while using a Mac.

Clark is also involved with many other Committees and serves on various ad hoc groups including work for the Application Review Committee. Clark has been elected to the CALLERLAB Board of Governors since 1999, elected to serve on the Executive Committee for the last three years (soon to start a fourth term) which handles some of the day-to-day operations, and acts as part of the Planning Committee for the Annual Conventions.

Clark still maintains a home and traveling program, calling everything from Zesty Contras to beginner dance parties through C4. In his spare time Clark is involved with various on-line forums, constantly surveys the internet for pertinent information, is an active member of area callers and dancer associations, assists with Tech Squares, enjoys dancing, playing numerous board games, does host weekends, and raised a family with his very supportive wife, Miriam.

He has proven to be a great asset to myself, the EC, and this organization. And so, it is with great honor that I present this Chairman's Award to one of our activity's most outstanding contributors, **Mr. Clark Baker**.

BOARD OF GOVERNORS SERVICE AWARD

Presented by
Chairman Tim Marriner

"The Board of Governors Service Award" is presented to retiring Board Members in recognition of their commitment to CALLERLAB as demonstrated by the selfless sharing of their time, talent, and leadership skills.

This year we have one retiring Board Member. This recipient began calling in 1971. He joined CALLERLAB in 1989 and attended the CALLERLAB Convention that same year. He has attended 16 CALLERLAB Conventions. He has

served on the Board since 1998 and has served on many CALLERLAB Committees. He is currently the Chairman of the Callers' Association Liaison Committee. I'm pleased to present the Board of Governors' Service Award to retiring Board member, **Tim Crawford**.

BOARD OF GOVERNORS ELECTION

If you would like to be a candidate for the Board of Governors, petitions can be obtained from the Home Office. Your valid petition, a brief biographic sketch and a current photo must be in the Home Office no later than JULY 1, 2011!

Candidates must have been a full Member for no less than three years and must obtain the signatures of 25 Active (Voting) Members. Nine positions will be elected to three-year terms on the Board, beginning with the Board of Governors meeting immediately following the 2012 Annual Meeting.

ATTENTION!! EXPIRED MEMBERSHIP

The 2010/2011 CALLERLAB membership year ended on March 31, 2011. If you have not yet renewed for the 2011/2012 membership year your membership has expired and this will be the last issue of *DIRECTION* you will receive until you renew. If you live in the U.S.A., your BMI/ASCAP licenses and liability insurance have also expired. If you have not yet received your renewal package, please contact the Home Office at CALLERLAB@AOL.com or telephone 1-800-331-2577.

AWARD OF EXCELLENCE TO DR. ARDEN HOPKIN

By **Jon Jones**

In 1980, I was serving my second year as Chairman of the Board of Governors. I thought I was some kind of a big-shot. It does not take long to be put in your place by someone who does not know you and knows nothing about what you do. Our local North Texas Callers Association had invited a voice teacher from Texas Christian University to speak at and do a two-hour seminar on voice control and usage. Our President at the time, **Eddie Fulps**, had provided the instructor a large stack of records for him to listen

to and critique. This professor's name was **Arden Hopkin** and he chose **Frank Lane's** recording of "Get Me to the Church on Time" as the very best of the lot. He said it showed more excitement and clarity than any of the others. Can you imagine that he chose one of Frank's recordings over one of mine or **Melton Luttrell's**?

Anyway, at a break, Eddie asked me if I would call live and let Arden critique me. I begged off, not wanting to hog the program or leave that impression. Eddie proceeded to get one of my records ("I Want To See You In My Eyes") and played it for Arden to hear. I thought this was one of my very best recordings. After the record finished, Arden said, "That sounds like a caller who is in love with his own voice." We had about 40 callers in attendance along with several partners and they all knew whose record it was. They all laughed very loudly at the comment. I was put in my place very quickly.

I was sitting on an aisle and when Arden looked up, he was looking right at me. I, of course, was giving him my best **Jon Jones** stare and he said "Is this one of your records?" I nodded my head "yes" and he then began to find some kind words to say. The seminar turned out to be very informative and interesting. Arden did apologize to me after the meeting and said he did not mean to insult me. Little did he know that he had insulted the Chairman of the Board!

A short time later we had one of our bi-annual Executive Committee meetings and I convinced the EC to hire Arden to come to our Convention and do a seminar on voice. I told them I could see in this man the knowledge and ability to really help a lot of callers, although he knew nothing about what we do except listening to a few records and the short seminar he had done. I knew in my heart he would be a big hit and successful in doing what we needed. His first Convention was in Kansas City in 1981. Arden thought we would have about 50 callers for him to work with. He was very surprised to find about 500 callers along with many partners there for his first session which was presented to everyone. I had selected some callers to call and be critiqued and the session was a hit with the callers and Arden handled it very well. **Dr. Hopkin** has been at almost every Convention since.

I asked Arden's wife, Loraine, to supply me with

some funny or interesting things about Arden that I could share with all of you. I also told Arden that he could not put a gag order on her. The following is some of what Loraine sent me.

“Arden is a man of many words and the vocabulary of a scholar, so it’s quite the event when he is caught speechless of using the wrong words.”

As their five sons grew up, Arden was always using words that people couldn’t believe were even in the dictionary. One day Loraine was giving Arden a hard time about something and he informed her that she was being obstreperous. She said, “OK buddy, I’m calling you on this one. I don’t think there’s any such word.” He promptly brought the dictionary and showed the word and read the definition which is, “resisting control or restraint especially in relation to authority figures.” This would have been well and fine for Arden and only a joke on her except that the next day their five year old kindergarten student was reprimanded by his teacher because he told her how things should really be and that she was being obstreperous. When he was able to define the usage of his word and she inquired where he had learned this, he merely said, “Oh, my dad knows all those good words and said we should always be ready to use our good words!”

It seems Arden’s calamities with words began even earlier. When he served a two-year mission for his church, he and his companion were often asked to the bedside of those who were ill. After being in South America for only a short time, Arden began to feel he had a pretty good command of the Spanish tongue. When the two missionary companions were asked over to have a prayer and blessing for a beautiful single Spanish mother and her gorgeous daughter, he promptly entered the bedroom and meaning to ask the two ladies if they were ready to receive a prayer and blessing, instead blurted out his best Spanish of what he thought was that phrase only to have the two women turn bright red and then burst out laughing. He quickly realized he had said the wrong thing. He had asked these two women if they are “willing.” Who knows what would have happened if this mistake had not been corrected?

When they were first married and Arden had to perform various recitals and memorize lyrics for musicals and operas, Loraine would often be awakened at night to a serenade sung in

convincing Italian or French only to find out that this romantic singing was coming from her dear husband who was sitting straight up in bed and totally asleep. The best and most painful offering was performed when Arden had a lead role in a play involving the American Western Indians. She was startled awake as he convincingly sang his Indian chant while using her stomach as his tom-tom. That might have been one of his shortest performances!

One of their sons reminded her of the time they were visiting Disneyland with their children and grandchildren. Arden, who always wants to remain cool, calm and above it all, started to jump up and down and use words that weren’t allowed in their home, or anywhere else. Grabbing his pants in the crotch and running as fast as possible towards the nearest restroom, which was quite some distance, “We heard louder and louder sounds of distress.” They were all just standing bewildered wondering if Arden had just lost the use of all his mental and physical faculties when Loraine finally sent one of their sons in to find out if Dad had lost it or was truly ill. They both came out smiling to say there was a bee, or “something,” in his bottom. Acting as if nothing had happened and with the whole crowd around us still staring, we all ambled off into the distance hoping to never see that crowd again. Arden said it was fire ants that had gotten into his underwear.

Now if any of you have ever imagined or even questioned that Arden’s musical beginnings were of the highest and noblest of starts, let me remind you that the first singing group he was in was named, none the less than, the “B-O TRIO” and the beginning lyrics to their theme song was, “UMPH, BODY ODOR, UMPH, BODY ODOR!” Only to be outdone by the fact that his stage name was the famous and glorious, “HOPPY TOAD HOPKIN.”

Many callers have told me that **Arden Hopkin** is the *BEST* thing that CALLERLAB has *EVER* done to help callers.

On behalf of CALLERLAB, it gives me great pleasure to pay tribute to and honor **Dr. Arden Hopkin** and his wife Loraine for their many years of service.

DID YOU KNOW?

Over 150 people are already registered for the 2012 Convention in Nashville, TN.

CALLERLAB AWARD OF EXCELLENCE

By Dana Schirmer

Tim Crawford stood before the Convention attendees as Chairman a few years ago and said, "CALLERLAB is nothing but for it's Committees." In part, I totally agree. CALLERLAB has accrued an amazing amount of history over the last 38 years. Our Committees continue to modify, update and create informational tools, and this is what makes CALLERLAB so special. Most of this information is readily available on our website.

Tonight, it is my honor to present an award to a person who has contributed her skills, talents, time, dedication, and finances to the work, not only of CALLERLAB, but also to the CALLERLAB Foundation. The work this person has provided has allowed us to gather and present our message, our documents, and our programs to Members, to dancers and to the general public. Our website is our history as well as our future.

Ladies and gentlemen, it gives me great pleasure to present the CALLERLAB Award of Excellence to our Webmaster, **Patty Greene**.

CALLERLAB AWARD OF EXCELLENCE

By Jerry Reed

As most of you know, the CALLERLAB office moved from Cocoa, Florida to Topeka, Kansas in 2009. The office had been in Florida since January 2000 when we moved from Rochester, Minnesota after I assumed the position of Executive Director.

When the office opened in Florida, we needed a staff to handle the day to day operations and to keep things running smoothly. I had advertised in the local square dance publications for help. I was fortunate to receive a resume from an outstanding and well qualified applicant.

She was very familiar with office operating procedures, computer systems, and software. An added bonus was the fact that she was also the wife of an experienced and outstanding caller.

Gail Swindle joined the Florida CALLERLAB

staff in January 2000 and John joined the staff soon after. None of us had any idea of the challenges which lay ahead, but we were prepared to meet them head on.

Even though there was a lot of hard work, there was also much satisfaction and fun to go along with the job. We met all the challenges as they arose and provided the service in the best interest of CALLERLAB Members. We met dozens of *very* nice people and made many new friends as we helped the organization meet its obligation to you, the CALLERLAB Members.

In the limited time I have tonight, it is impossible for me to list even a small portion of the contributions and services this pair has provided to CALLERLAB, its Members, the Board Of Governors, the Executive Committee, and to me as Executive Director. Their professionalism and expertise spanned a very wide range of skills. They worked long and hard for the organization, many times on their own time and sometimes without the recognition they deserved. It seemed their moto during their service in the Florida office was "NO LABOR TOO LONG - NO TASK TOO TOUGH."

As many of you remember, Del and I presented John & Gail a special recognition plaque as a token our very deep appreciation for the support they provided to me while I served as Executive Director. That recognition was a personal recognition from Del and me and not from CALLERLAB.

Tonight, it is my personal pleasure, on behalf of you and the Board of Governors, to present Awards of Excellence to both John and Gail to show CALLERLAB's appreciation for their dedication to the organization and for their outstanding service for over ten years.

John and Gail, please accept these tokens of CALLERLAB's appreciation for your dedication to CALLERLAB and to square dancing.

CONVENTION VOLUNTEERS

We wish to take this opportunity to thank everyone who assisted in whatever capacity at this year's Convention! This includes all of those who served as moderators or panelists, Partner's Committee Members, our registration staff, those that served as emcees, presenters

(invocation and award presentations), Committee Chairman and Vice Chairman, our exhibitors, the Members of the Executive Committee and the Board of Governors, and especially, all of our attendees. **Ned Newberg** generously provided and helped set up most of the sound equipment. In addition, he procured many of the items for silent auction and raffle, for which we are most grateful. Thanks also to **Jerry Reed**, our Convention Parliamentarian.

To all of you who attended and helped out in any way, please accept our sincere thanks for your contributions to a great Convention!

THANKS TO OUR EXHIBITORS

We wish to thank those who exhibited their products and services at this year's Convention. They were:

Hilton Audio Products
Mondiki, Square Dance Clothing
Palomino Records
Cruise One
Reinhold Roedig

APPRECIATION AWARDS

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

CALLERLAB and the Foundation had a vendor booth at the 59th National Square Dance Convention in Long Beach, California. The Home Office manned the booth with the help of the following, who gave unselfishly of their time: **Scot and Erin Byars, Patty and Steve Greene, Robert and Joanna Hurst, Lawrence Johnstone, Ken Ritucci, Vernon Jones, Wade and Laura Morrow, Bear Miller, Tom Rudebock, Lanny Weaklend, Ed and Marilyn Foote, Betsy and Roy Gotta, Paul Henze, and Tim and Donna Marriner.**

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

New Initiatives Committee; Hunter Keller, Chair, Youth Activities Committee; Arnold Gladson, Vice Chair, Lesson Systems Committee; Vernon Jones, Chair, Lesson Systems Committee; Dennis Young, Vice Chair, Caller Association Liaison Committee; Bear Miller, Chair, Caller Association Liaison Committee; Pat Zeeman, Vice Chair, International Advisory Committee; Justin Russell, Vice Chair, Youth Activities Committee; Gerry Hardy, Vice Chair, Women in Calling Committee; Tomas Hedberg, Vice Chair, International Advisory Committee; and Tony Oxendine, Vice Chair, Record Producers Committee.

CALLERLAB Accredited Caller-Coaches **Jerry Junck; Betsy Gotta; Ed Foote; Ken Ritucci; Paul Henze; Tim Marriner;** and **Tony Oxendine** participated in the caller training sessions at the 59th NSDC in Louisville, KY.

HALF CENTURY CERTIFICATES

Prior to 2011, a total of 148 CALLERLAB Members have received the Half Century Certificate. Of the 79 current CALLERLAB Members who have previously received this award, 19 attended the 2011 CALLERLAB Convention in Las Vegas, NV.

This year four callers attended the Convention and were recognized for their Half Century Award certificate. They were: **Gene Arnold, California; Ken Bower, California; Dick Parrish, New Mexico; and Ted Vaile, Arizona.**

In addition, there were seven Active CALLERLAB Members who earned their Half Century Award this year but were unable to attend the Convention. They are: **Ray Crowley, Wayne Easton, Bruce McCue, Chuck Meyer, Mal Minshall, Jack O'Leary, and Masaru Wada.** If you know any of these callers, please congratulate them the next time you see them.

2011 Convention Photos on FaceBook

<http://www.facebook.com/callerlab?sk=photos>

QUARTER CENTURY CERTIFICATES

Quarter Century Certificates are awarded to CALLERLAB Members who have been calling for 25 or more years. The first awards were made in Baltimore in 1986 and have been awarded annually since then.

Since 1986 a total of 1,365 CALLERLAB Members have received the Quarter Century Certificate. Of those, 577 are still active Members and 111 were at the 2011 CALLERLAB Convention in Las Vegas, NV.

This year, three callers attended the Las Vegas CALLERLAB Convention and received their Quarter Century Awards. They were: **Skip Cleland, Barry Hendricks, and Bob Jones.**

Additionally, 22 Members who will celebrate their 25th anniversary of calling this year were unable to attend the 2011 CALLERLAB Convention. They are: **Errol Atkinson, Tom Charlton, Jim Davis, Jim Durham, Dieter Gorgner, Edeltraud Haas, Patrice Hartung, Myron Hollatz, Ken Jordan, Joachim Kolshorn, Wayne Lorenzen, Mike Magnant, Richard Mauer, Ken Miller, Estil Owens, Les Seeley, Lorne Smith, Jerry Sossamon, Keith Stretch, William Sullenger, Les Tulloch, and Rick Utter.** If you know any of these callers, please congratulate them the next time you see them.

SMALL WORLD AWARDS

Presented by **Jeff Priest**

The Small World award is presented to Members residing outside Continental North America and Hawaii, who are attending a CALLERLAB Convention for the first time. Attending their first Convention this year were **Michael and Elvira Strauss**, from Germany.

Previous Small World Award recipients attending the Convention were **Paul and Hazel Bristow**, England; **Walt and Juli Burr**, Germany; **Trevor and Chris Day**, England; **Masaharu and Keiko Hiraga**, Japan; **Robert Hurst**, England; **Nev and Bev McLachlan**, Australia; **Shozo and Miyoko Nishimura**, Japan; **Jeannette Staeuble**, Switzerland; **Heinz & Rosemarie Zbinden**, Switzerland; and **Francois Lamoureux**

SPECIAL RECOGNITION AWARD

Presented by **Tim Marriner**, Chairman

Several years ago the CALLERLAB Executive Committee (EC) designed the Special Recognition Award as a way to recognize those people who have demonstrated outstanding support of square dancing. This year the EC approved a Special Recognition Award to honor the work of **Michelle Mabie** for her work over the last several years during which she has provided outstanding leadership and dedication to working with handicapable dancers. As the Chairman of the Handicapable Committee, she has been extremely involved with accumulating information regarding Handicapable clubs and coordinating the publishing of a Handicapable handbook and newsletter.

WANT TO MAKE A DIFFERENCE?

CALLERLAB is an association of Members helping Members. Most of CALLERLAB's work is conducted by our Committees and is reliant on the work of the Committee Chairman, Vice Chairman and the Members of each Committee. Members' opinions and Committee decisions are the life-blood of CALLERLAB.

The Executive Committee and the Board of Governors are always looking for responsible leaders to help our organization successfully meet its goals. A list of current Committees, their Chairman and Vice Chairman is found at tinyurl.com/CALLERLAB-Committee. If you are interested in joining any of these Committees, please contact Wade at the Home Office. If you are interested in serving as a Chairman or Vice Chairman of a Committee, or if you want to offer more assistance with a special task, please give that information when you contact the Home Office. If you have an idea for a project or task you think it would be valuable for a Committee to undertake, again, contact the Home Office, and they will forward your thoughts to the appropriate Committee.

CALLERLAB is also interested in finding individuals who feel they possess the ability to be a moderator or panelist at an upcoming Annual Convention. If you would like to serve in this capacity, please contact Wade at the Home Office. Remember — YOU are CALLERLAB!

NEW INSURANCE AGENCY

CALLERLAB has negotiated a new general liability insurance policy with Northwest Insurance Brokers. The new policy will provide CALLERLAB with a \$1,000,000 per incident general liability policy with a maximum of \$3,000,000 and includes an umbrella policy that adds an additional \$1,000,000 of coverage.

We believe this new agency and insurance underwriter will provide our Membership better protection and better service while maintaining the same cost. If you need an insurance certificate, please contact **Heather Dykema**, Agent/Office Manager and she will process your request. She asks that you make your request by e-mail to: heather@northwestbrokers.com. Please identify those parties needing the certificates and provide their addresses. Heather's phone number is 208-287-8803 if you should need to call her.

CALLER TRAINING COMMITTEE

Betsy Gotta, Chair
Ron Markus, Vice-Chair

Members of the Committee had previously received a copy of the draft of the Caller Mentoring Project and the revision of that draft before the Convention. Hard copies and copies on flash drive were available for Committee Members or interested callers so that they could read the document.

The Caller Mentoring Project is a series of articles designed to help callers to work with (mentor) new callers. Most new callers start with a singing call either at an amateur night or for fun at their club, but are not sure how to expand their calling skills. Often they ask their friend to help, but the more experienced caller is not sure how to explain what he/she does as a caller. The Caller Mentoring Project will provide steps to help the experienced caller know what skills to teach and how to teach them.

During the meeting, there was lively discussion with many giving opinions that the document was well done, but too complicated for many callers. The Ad Hoc Committee will be working on a revision that will keep the important information, but will be shorter. Caller Training Committee Members are still contributing ideas for revision.

THE NEW INITIATIVES

Mike Olivieri, Chair

Would you like to know about our winning ways? Have you or your club had a really great success with an idea that drew a big crowd for a dance, new lessons, or other event? Did you as a caller change the teaching order of the calls or did the club try a new way to get new students or dancers to lessons and then keep them dancing? Share your ideas or stories for others to try. Send your winning way stories to the New Initiatives Committee for possible publication on the CALLERLAB website. E-mail articles to: SquareDanceWinningWays@earthlink.net.

WOMEN IN CALLING

Deborah Carroll-Jones, Chair
Patty Greene, Vice Chair

Women In Calling (WIC) had a productive meeting in Las Vegas. It was great! We discussed the rough draft of the WIC brochure. **Patty Greene**, our new Vice Chair, will be making the suggested changes and the brochure will be sent to everyone for your approval soon.

As of Convention, the Committee has decided to have all women callers automatically added to WIC! That way, we can see that all CALLERLAB women callers will be made aware of the resources WIC has to offer. We will be sending a letter of welcome to each newly added woman caller, and our entire Committee will be receiving a survey asking for preferred music choices, equipment and microphones, as well as bios and photos for the "American Square Dance Magazine."

When you get a request for your input, please take the time to respond. We all grow as we share and learn from each other!

COMING SOON

2011 Yearbook - Order yours today!

Resolution Ballot - Be sure to VOTE!

The CALLERLAB office will be CLOSED from June 22-24, 2011 while the staff is at the 60th National Square Dance Convention.

INTERNATIONAL CALLERS ADVISORY COMMITTEE

Jeff Priest, Chair

The International Callers Advisory Committee represents all callers outside the U.S.A. This covers *all* other countries in the world. As you may imagine, there are a number of issues that this Committee will deal with over the next few years. The first issue is to ensure that our communications are such that every nation has a voice and feels the ability to be part of CALLERLAB regardless of their native tongue.

The main item on the agenda was to discuss the results of the questionnaire that had been sent out to all members. The questionnaire didn't receive as many responses as we had hoped. Of the 167 Members, only 54 replied. It was determined that one of the possible reasons for this was a language issue. The questionnaire was sent in English and this may have caused problems for some of our Members.

The first question on the questionnaire was, "In what language do you teach?" Although, as we all know, we truly have an international activity, it seems to be limited to the call names. Most callers teach in their own country's language. Although our calls are English words, the definitions are given in the native tongue. English key words or hint words are often associated with calls, but not always.

It was decided that we will look at having our correspondence translated into two or possibly three other languages. This will take some time to set up and we will require approval from the BOG & EC to move forward with this initiative. I am pleased to say we have some folks who have volunteered to help us achieve this.

It is our plan to have the results of our questionnaire translated into Japanese and German, the two largest member sets after English. Once the translations have been completed, we will then send them out to all 167 members.

I would like to thank those that attended our meeting in Las Vegas and look forward to seeing all our international callers who will be attending Nashville in 2012.

MARKETING COMMITTEE

Mike Hogan, Chair
Jerry Junck, Vice Chair

The Recruit, Promote and Maintain (RPM) Committee's name has changed to the Marketing Committee, and with the name change comes many new initiatives. Marketing is much more than just advertising. It includes product development and distribution, pricing and sales strategies, public relations, promotions, brand management, and more.

The Marketing Committee will be stepping up our efforts to provide callers, dancers and dance organizations with marketing tools, material, and education with the goal of enhancing the public image of square dancing and increasing dancer population. We will launch a campaign this year to market CALLERLAB to callers and dancers with the goal of enhancing CALLERLAB's image and increasing membership. We will reach out to other CALLERLAB Committees to offer marketing support to educate the dance community about the work our Committees are doing, with the goal of increasing awareness, participation in Committee work, and use of the tools we provide for the greater good of square dancing. I encourage you to go to the CALLERLAB website and read the Marketing Committee brief. You'll see that the scope of our Committee work goes far beyond "advertising". With all these goals, it's obvious that we will need your help. Committee Chairman, take a look at all your Committees have done and the projects you have underway, then contact the Marketing Committee through the Home Office. We want to hear more about your successes and how we can help you. Also, take a look at our Committee brief and think about how your Committee can help us. Callers, we'll need your help in writing and publishing articles and news releases about CALLERLAB. We'll reach out to many of you to help with that, but don't wait for us, if you have a great marketing idea, a great success story, or a topic you're an expert in, contact us through the Home Office and let's see how we can help each other. Finally, we need experts on our Committee. If you have fundraising experience, internet or social media expertise, product distribution expertise, copywriting experience, marketing experience of any type, or just have the desire to help, please join the Marketing Committee. You can do that by contacting the Home Office.

DEFINITIONS COMMITTEE

Clark Baker, Chair

Michael Maltenfort, Vice Chair

Our Las Vegas meeting was extremely well attended, with over 40 participants. The meeting focused almost entirely on Definitions Committee open issues which were not part of the Mainstream rewrite effort. There are about 40 such issues, some recent and others going back as far as 2003. We took many straw polls to determine which issues were important and which were low priority. These polls covered roughly the first 20 of the 40 open issues.

Many participants at the meeting volunteered to work on specific open issues: **Joe Dehn, Robert Hurst, Patty Greene, Pam Clasper, Keith Ferguson, Bill Ackerman, Jim Wass, Dottie Welch, Eric Henerlau, and Lynn Webster.** Thanks to all of those people and also to all others who attend.

Call definitions which may be addressed in the next year based on our meeting are as follows.

Basic: Stars

Plus: Spin Chain and Exchange the Gears, (Anything) and Spread

Advanced: Cast a Shadow, Quarter In/Out, All 4 Couples/All 8

C1: Little, Counter Rotate, Concentric, Flip the Line,

C2: Cross Concentric

C3a: Jay Concept, Bias Circulate, Cross Counter

With all these issues, the intention of the Definitions Committee is not to change any dance action. Such changes are implemented by the Mainstream Committee, Advanced Committee, etc. Rather, we change definitions so that the definition matches the way a call is currently danced.

If you have an interest in maintaining the existing definitions or helping with the Mainstream rewrite, please join our Committee. While some people (such as those above) take on specific tasks, you can participate simply by discussing current issues and reviewing definition drafts. More voices are always welcome.

“Time changes everything except something within us which is always surprised by change.”
Thomas Hardy

CHALLENGE COMMITTEE

Barry Clasper, Chair

Kris Jensen, Vice Chair

The highlights were:

- An on-going effort to reconcile inconsistencies between lists and definitions and to render the documents for all three Challenge programs into a consistent style and organization. Work on the C-1 and C-2 lists is mostly complete. The C-3A definitions, which will require extensive rework and a number of definition votes, will be tackled this year.

- Since all Members are on e-mail, we used an email-only process for discussions and votes, which allowed us to cut our elapsed time for these activities in half. We will continue this in the future.

- Three separate vote activities affecting seven calls were completed.

- An emphasis call paper for With The Flow, newly added to the C-1 list, was published.

- The mentoring program was successfully launched in December 2010. We currently have 10 Committee Members signed up as mentors. The first announcement in *DIRECTION* resulted in 3 applications, all of which are now paired with a mentor. Since the program is open to all callers and tape group leaders, a public announcement in *ZipCoder Magazine* will appear in June which we expect to generate more applications.

- We have an ongoing project to document calls with parts. Our goal is to eventually have all Challenge definitions explicitly state parts information where appropriate, and to include a preamble in the C-1 definitions that deals with all other calls with parts.

Between the C-3A revision and the Parts project, we anticipate a year of heavy activity for the Challenge Committee. We had a very productive discussion on ways to revise our discussion and voting process to make it both more streamlined and more effective. A note will be going out to Committee Members explaining the revisions.

Ways and Means Items

Long Sleeve Shirt with Logo

CALLERLAB Badge

Tee Shirt - Logo Front and Back

Brass Belt Buckle

Baseball Cap with Logo

Polo Shirts with Logo

PLUS COMMITTEE

Skip Brown, Chair
Paul Bristow, Vice Chair

The prime focus of this year's meeting was Committee Membership Requirements. We discussed various numbers of dances to call or classes to teach, then checked our current Committee Brief, which reads:

"Calling or teaching a minimum of 30 Plus dances a year and be an Active Member, Associate Member, Active Youth Member, or Life Member."

It was noted that the word "dances" was prevalent. One caller said he did not call 30 Plus Dances annually, but he did call a combination of dances and lessons exceeding 30. A suggestion was made and adopted to change the word "Dances" to "Events" – to include regular dances as well as classes and workshops. In discussing what number of events a caller must conduct to become (or remain) a Member of the Committee, the number 20 was proposed. It was then noted that CALLERLAB itself only requires a caller to call 12 dances annually for membership. **Robert Hurst** then moved, and **Kenny Farris** seconded, that the Plus Committee Brief concerning pre-requisites for Membership be changed to read:

Calling or teaching a minimum of 12 Plus Events (a Dance, a Class or a Workshop) a year, and, be an Active Member, Associate Member, Active Youth Member, or Life Member. Of the 29 callers present, 23 voted in favor, none voted against, and there was one abstention.

A question was raised concerning the Plus Teaching Order. **Rod Shuping** volunteered to review the teaching order and report his results and any recommendations to the Committee.

PARTNERS' COMMITTEE

Janet Olivieri, Chair
Erin Byars, Vice Chair

Over the past year, the Partners' Committee designed a brochure titled "Something for Everyone". The brochure was designed to stimulate interest in attending CALLERLAB not only by callers, but also their partners and anyone else that would be invited to the Convention. It was included with the invitations to the CALLERLAB Convention. The Committee

reviewed the brochure and determined that no changes needed to be made at this time. Also, we are requesting that the brochure continue to be included in all future invitations to CALLERLAB.

Our next project is to expand our previously proposed Host Program by creating a group of volunteers who will be attending the next CALLERLAB Convention to act as greeters and information hosts. These volunteers would assist CALLERLAB attendees as they arrive and throughout the Convention by directing them to the CALLERLAB registration desk, hotel registration kiosks if available, any room changes, and/or any other information as needed. Our purpose would be to ease the confusion and frustration experienced by attendees, especially during check in. Partners, look for more information in the months to come.

During the meeting the Committee also brainstormed a list of topics for programs at future CALLERLAB Conventions. We will create an evergreen document so that ideas can continue to be added to the list. If you have any ideas, be sure to submit them to either **Erin Byars** or **Janet Olivieri**.

We also had a very productive Partners Only Q & A Session. This was a continuation of last year's Partner's Informal. There were 37 Partners in attendance. Those attending had an opportunity to ask questions of others in the session, tapping into their experience. Generic answers were noted with plans to create a document for publication to Partners in the future. If you have any questions you would like included in the next Q & A Session, please send them to Erin or Janet.

Lastly, I will be creating a group e-mail list of Partners for communication purposes. If you would like to be on the list, please send me an e-mail with your information and I will make sure you are included in any future communications.

Erin and I are always looking for your input. Suggestions, comments, and questions may be submitted by e-mail to: **Janet Olivieri**, Partners' Committee Chairman at: callerswife@earthlink.net or **Erin Byars**, Partners' Committee Vice-chairman at: byars@surewest.net.

RECORD PRODUCERS

Wade Driver Chair
Buddy Weaver, Vice Chair

On Saturday, April 16th, the very first International Square Dance Music Awards Event was held at the Riviera Hotel in Las Vegas. It was attended by 115 CALLERLAB Members and guests.

A video of the event was streamed live around the world making this the first square dance event to have achieved this status. A follow-up video was sent to those who had purchased the live broadcast to be saved and viewed at their leisure.

The event was kicked off with a lively and fun square dance held in the afternoon. The callers and dancers had a ball and also raised over \$800.00 for the Foundation. Many thanks to **Buddy Weaver**, Vice Chair of the Record Producers' Committee for handling all aspects of the dance and talking the attendees out of so much of their money. It's for a great cause! At the very lively and entertaining "**Marshall Flippo Roast**" the "roasters" were **Melton Luttrell**, **Cal Golden**, **Jon Jones**, and **Frank Lane**. The stories they told were hilarious. A rebuttal was given by "Flip" at the end of the roast.

After the roast, the first OZZIE Awards were presented. Almost everyone in attendance got to participate one way or another. A list of winners follows and may also be seen on our website: www.musicforcallers.com. The culmination of the event was the presentation of the award for "Caller of the Year" which was given to (who else) **Marshall Flippo**.

A DVD will be available soon that will include all of the afternoon and evening activities as well as interviews, candid shots, and a film clip that were not shown on the live broadcast. The DVD will be offered for \$19.95 plus \$3 postage. All sales will be handled by the CALLERLAB Foundation. The entertainment value will make it more than worth the money.

By The Way—The next OZZIE Awards Event will be held on March 23, 2013, the night before the CALLERLAB Convention in Raleigh, North Carolina. Clear your calendar now so that you can attend. You don't want to miss it!

MUSIC ETHICS AD-HOC

Paul Bristow Chair
Wade Driver Vice Chair

Although we are a small Committee, several of our Members were at Las Vegas and several were able to attend the meeting (some were required in other meetings and so could not attend). We also had a very large number of non-members in attendance. The hall was full, with standing room only (for some), which indicated the interest and support for what we are doing and led to a very active and productive meeting.

A year of investigation into the nature of the problem has revealed the following:

The Problem Itself

The problem, in simple terms, is that many Callers believe that music piracy (sharing of music, without due recognition of copyright laws) is happening and that many are involved. However, the view is also held that the vast majority of Callers are not in the habit of "stealing" but are ignorant of the Laws of Copyright.

The Problem with the Law

Although an extensive range of copyright laws exist which are, for the most part, extremely similar in all the Countries of the World, are of little use to us in resolving the problem of music piracy. Essentially, there are two reasons why this is so:

- 1) To prosecute anybody who is alleged to have broken copyright laws is an extremely costly process that could never be worthwhile for any Square Dance Music Producer, especially if the proceedings were to take place in a different Country.
- 2) Many Callers have an incorrect understanding of the Law, which is another form of "ignorance" of the Law. Some people believe that many loopholes exist allowing them to hold copies of music that they have not paid for, for "evaluation" purposes. This not an acceptable situation; it is a form of constructive ignorance. Ignorance of the Law is no excuse. This is a universal precept and must be upheld.

In view of the above, it was felt that the Law does not hold the answer to the problem.

A Question of Ethics

The fact is that we need to heighten people's awareness of what is "right and wrong" and then rely upon their personal integrity to give a definite message of the standards that we need to maintain. Put differently, we need to "raise the bar" for the ethical status that we need to encourage Callers to acquire.

The "Paid-In-Full" Initiative

To achieve this higher ethical profile a special ethical status will be offered to callers. This will be the chance to be a member of the "Paid-In-Full" register—a list of names of the callers who have taken the steps required to ensure that they are 100% compliant with the CALLERLAB Code Of Ethics (item 9), have read and understand the explanatory documents that we will produce, and have taken the time to ensure that every piece of music in a digital format that they have available for use as a caller has been paid for.

This will require that every "Paid-In-Full" registrant should check through their library of music and ensure that they can prove ownership of every piece of music that exists on their Computer (or other Digital Device). NO EXCEPTIONS! This will include non square dance music that may have been "shared" with others. Too many of us have been given a tune to "try as a patter" and then just continued to use it thinking of it as a gift. We now need to buy a copy of that music, something which is now very easy to do through iTunes or Amazon etc.

Also, callers seeking this level of ethical accreditation will need to understand that you cannot make a copy of a piece of music so as to "evaluate" it and decide whether or not you like it. That is unethical and *must* stop!

The hope is that as soon as we are ready to launch the Paid-In-Full initiative, callers will be quick to join and put their names to this highest of ethical standards. We will trust every applicant to be honest and accept their word as a measure of their personal integrity. Once a caller has had their name added to the register, it will be published, hopefully on the CALLERLAB website. The caller will receive the right to use a special "Paid-In-Full" logo. Hopefully, these will be made available in the form of decals, swingers etc.

In the event that an ethics complaint is raised against a Member of the "Paid-In-Full" register,

it will be dealt with by the CALLERLAB Ethics Committee on the basis of compliance with the new standards. The possibility must exist that should anyone who has joined the "Paid-In-Full" register fail to maintain the ethical standard they will be "named and shamed", hopefully on the CALLERLAB website.

This is a very powerful recommendation. The hope is that we can encourage callers to "wear the badge with pride" so that all concerned will know of the higher moral/ethical standard that they have volunteered to keep and promote. To make this work the Ad Hoc Committee will have to produce detailed explanations of what is "right and wrong", based on examples and answers to the most commonly asked questions.

We will begin working on this immediately and, subject to approval by the BOG (and if necessary the membership), we hope to be able to implement the "Paid-In-Full" initiative as soon as possible.

COMMITTEE FOR COMMUNITY AND TRADITIONAL DANCE

Bob Riggs, Chair

Calvin Campbell, Vice Chair

More than 50 leaders and partners attended and actively participated in 10 educational sessions that included; The Beginner Dance Party Leader Seminar (BDPLS); the application of music to dance material; the application of limited basic material; presentation methods for the community environment; and a wide variety of square, contra, Sicilian circle and mixer material. The presenters included **John Cook**, **Dottie Welch**, **Susan Morris**, **Cal Campbell**, **Betsy Gotta** and **Bob Riggs**. Plans were discussed to begin promotion of the seminar scheduled for Nashville as soon as possible with a slogan like "Community Dance – The Team Dance Experience".

Publication of the *CD Journal* will continue this year with issues that include content for any Team Dance experience such as One Night Parties and Community Events. Back issues of the *CD Journal* have been digitized during the last year and all back issues are available on the CALLERLAB website.

Please contact the home office to join CCTD and to subscribe to the CD Journal.

CALLER ASSOCIATION LIAISON COMMITTEE

Tim Crawford, Chair
Jerry Reed, Vice Chair

We discussed the Committee Function, the importance of this Committee, and the Area Rep Association Visit Program. The Area Reps are Members of this Committee and provide the direct link between CALLERLAB and caller Associations, both Affiliated and Non-Affiliated.

We also discussed future work of the Committee including: 1) Sending the five approved information sheets to the Area Reps to provide them information for their visits and discussion with associations in their area; 2) A request to Area Reps to collect and report information relating to the associations in their area; 3) The Chairman and Vice Chairman will review and update the CALLERLAB information Power Point presentation; 4) After approval, the Power Point presentation will be sent to each Area Rep for presentation and discussion with the associations in their area; 5) Recommend the Home Office add a request for Affiliated Association meeting schedule to the application and renewal form; 6) Discuss with the Home Office the possibility of making the CALLERLAB Power Point presentation available on the CALLERLAB website; and 7) We had a very long discussion of music performance license issues and agreed that this issue will most likely, be of the greatest interest to associations.

Dennis Young reported that he will be working toward establishing a State Caller Association in California.

MAINSTREAM COMMITTEE

Tom Rudebock, Chair
Lanny Weaklend, Vice Chair

Discussion during the Committee meeting included call definitions which were approved by the full Mainstream Committee since the last Convention: Courtesy Turn,; Centers In; Cast Off 3/4; The Timing Section; Circle To A Line; Grand Square; and Veer Left/Veer Right. There was considerable discussion of command examples within the definitions and the desire to minimize the complexity of these examples. No votes were taken

Lanny Weaklend, Vice Chair, gave a report of

the Mainstream Ad Hoc Committee to date. At this time there are two calls pending for the Mainstream Definitions Ad Hoc Committee to review. They are Ladies Chain Family and See Saw.

The updated Mainstream Committee Brief was reviewed and the pre-requisite of needing to call and/or teach a minimum of 20 Mainstream dances a year was pointed out.

There was discussion of how to make the Basic Program more viable and used by Members. Committee Member's names were volunteered and a Basic Program Sub Committee will be formed for further discussion and determination of possible recommendations.

HISTORY COMMITTEE

Jerry Reed, Chair
Jim Mayo, Vice Chair

This recently reactivated Committee is charged with collecting and maintaining information regarding CALLERLAB history. The primary focus of the maintenance of the history data will be on the CALLERLAB website.

We discussed past Committee accomplishments including posting all the Milestone Award Recipients, all copies of *DIRECTION*, all past issues of the *CD Journal*. Special thanks to the Home Office volunteers.

We also discussed future work including: 1) A possible link on the CALLERLAB website to the interviews of the Milestone Award recipients on the New England Square Dance Foundation (NESDF) website; 2) The possibility of a link to all the interviews from **Bob Brundage** posted on the NESDF website; 3) Research, validate, and post information regarding the history of the CALLERLAB dance programs including when the program list was first approved and all changes; 4) A new history project involving **Jim Mayo** about the history of square dancing; 5) **Ron Nelson** told us about the Dance Barns project he is working on. This project will feature information about various Dance Barns and will include square dancing as well. 6) The consensus of the Committee was that we should not be involved with reviewing and making recommendations regarding materials from callers who have retired or died.

COACHES CORNER SQUARE DANCING IN GERMANY.

By Al Stevens

First of all, I can't testify that the following is true in each and every club here in Germany. They are my comments based on my experience.

I recall the shock I encountered when I called my first tip to "pure" German dancers. I had come from Virginia and was about to be stationed in the military in Germany for three years. Most of my foreign calling had been done in military-sponsored clubs throughout my military career. Comprised of mostly American dancers, this was my first encounter with "non-English" speaking dancers. I found that the dancing ability far exceeded my expectations. However, there were some major changes in my thinking if I were to survive here.

I had come from areas where our "helper" words made common sense to us. For instance, I recall calling: "Allemande Left to an Allemande Thar Star, go forward two, men swing into the middle and star. Shoot that star full around, give a right to your partner to a wrong way thar, men swing into the middle, for a left hand star. Shoot that star, go backward two, left pull by, right, hang on, men swing into the middle....." and had to pick up the pieces.

Where I had come from, when proceeding around a circle, forward meant men counter-clockwise around the square, and ladies clockwise, backward referred to the men going in a clockwise direction and the ladies in a counter-clockwise direction, however to most non-English speaking dancers, it meant to walk in reverse.

I now don't take anything for granted. I have to teach each formation I use as a new learning experience for the dancers. I have developed a definition (for my dancers) for lines, waves, columns, etc., that the dancers can identify with. The first formation (beyond a static square) we encounter is a line. My dancers know that a line is defined as a formation of dancers, standing adjacent to each other, with two end dancers and one, or more, center dancers. I literally take a tip and teach the dancers to be able to identify ends and centers in a zero line, the very first tip

of my beginner class, by using stars and circles to get there.

The duration of my Mainstream classes, based on a 27 year average, is 37 sessions of 2 hours. We can't be too precise with offering how long the class will go because of the number of Federal and State Holidays that we encounter, and the adjustments that have to be made to accommodate vacations, etc. We take a little longer to teach a lot more about each movement, than I was accustomed to in the States. Most of the callers believe that each movement should be taught and called repeatedly during the class. Most feel the dancers are paying for this and we are obligated to accommodate their desire to learn the entire program.

The clubs treat the students very well. There are numerous weekend events that have a good portion of the program offered to students at various points during their class experience. I just called a Saturday Student Party and we had 254 attendees, mostly students. It was the first time they had heard my voice, and the first time I had called to most of them. The dance went from 13:00 to 22:00, with only the first 30 movements (thru Dive Thru). I called the following and had about 98% dancer success the first try, 100% success after that: Couple number 1 make an arch, couple number 3 dive thru, lead couple separate and go around one, come into the middle and star thru, now pass thru and separate, go around one, come into the middle and pass thru, allemande.

I believe we have problems in the activity, like everyone else. Our biggest problem, as I see it, is the following. Fact: we take longer to teach the entry level today than we did two decades ago. Fact: we have fewer calls to teach today than we did then. Rationale: We have, myself included, made "extended applications" a requirement for students to learn prior to graduation. I identified this problem about 10 years ago and have unsuccessfully tried to get ECTA to adopt Mainstream, "standard applications," as the only prerequisite for graduation, in lieu of extended applications. Naturally, one must go with the flow, or when in Rome...so we continue to teach longer.

Alternative Lesson Systems for Teaching Mainstream

Program: CALLERLAB Mainstream Program
By **Arnold Gladson** Chairman, CALLERLAB
Lessons Systems Committee Updated: 02-10-11

Lesson Systems Committee Task: The CALLERLAB Lesson Systems Committee is charged with gathering and reporting on the different variations of teaching Mainstream lessons to new dancers. These various systems will be highlighted in a brochure which will be made available to callers and dancer organizations. The hope is that we will increase the number of new dancers entering our activity by giving them a successful and entertaining way to learn how to square dance.

Assumptions of this White Paper: This White Paper is written as a guide to identify the different systems used for teaching the Mainstream Square Dance Program to new dancers. We will update it as new lesson systems are tried and documented.

This Committee is not charged with analysing the various teaching methods or styles used to teach calls. We recognize that there are many successful teaching methods used to teach the various square dance calls in the Mainstream Program. These have been documented by many excellent folks and in many other papers in CALLERLAB.

Our focus is to document the different ways that are being used to present the calls. We are studying ways that we can present them to groups of new dancers to allow them to learn the calls and be proficient enough to dance the Mainstream Program at any club or festival dance. The objective is to teach the calls in an order that makes it possible for the new dancers to learn how to dance, and to keep them motivated to finish the lessons and learn all the calls in the Mainstream Program.

It is generally accepted that dancers have the most success and are able to reach a good proficiency of Mainstream Program dancing if the caller presents and teaches the calls from their "standard application" positions. Dancers should be able to attend most Mainstream Program dances if they know all the calls from the standard positions. We will not argue against the

feeling that they will be "better" dancers if they are taught the calls from all the positions. Certainly that is true. However, we want them to become interested in dancing and continue to pursue it in the shortest possible time. Success is measured by how long they keep dancing after we have presented them their lessons.

Lesson Systems Identified to Date:

Traditional Method.

The Traditional System has been in use for many years. New dancers with no exposure to square dancing have come to learn all the calls necessary for the Basic and Mainstream Program levels. The new dancers are taught the calls in a thorough methodical process, usually on a weekly basis. The lessons begin in September and continue through April. Dancers are asked to meet each week for 2 hours. CALLERLAB described the calls, developed a recommended teaching order and, more importantly, a recommended teaching time (40-60 hours) to teach an entire set of lessons at the Mainstream level.

The caller states the name of the call, walks the dancers through it, and practices it with music until he/she is satisfied with their understanding. Usually, the call is taught and practiced from various formations to make more well-rounded dancers. Standard application positions are presented. This process continues until the dancers are able to execute all of the calls within the Program.

Clubs run one set of lessons each year. They recruit the students and then work with them for the entire lesson period. The students are then "graduated" into that Program level and encouraged to continue dancing in the square dance community with their club and/or other clubs.

The system is very effective for those willing to devote the time necessary to complete the lessons. They may even become better dancers because of the extended floor time in a learning environment. The downside is that if clubs put all their efforts into one prime recruiting month, they may lose the opportunity to add more dancers during other times of the year.

Multi-Cycle Lessons

Multi-cycle lessons divide the teaching into two 12+12 week sessions or 17+17 week sessions.

New dancers are taught the first half of the moves in Phase I. Then, if they wish, they can continue to the completion of the lessons in Phase II. If they wish, they can retake Phase I before progressing to Phase II. The club will re-recruit and start-up a new "cycle" of lessons after Phase I.

Usually, a three hour evening of teaching is split into two 1.5 hour sessions. Phase I is for beginners. The Phase II session is for those continuing on to the full Mainstream. The Phase II dancers are encouraged to come early and "Angel" (assist) the new dancers who are just starting the Phase I cycle.

All dancers in Phase II are also invited to attend club dances where they are encouraged to dance every other tip. By doing so, they have received the benefit of socializing with the club members, learning the new moves in their Phase II session, and reviewing what they learned in their Phase I session. Currently, the Mainstream Program requires 34 weeks of instruction. However, the time required before starting a new class of dancers is cut down to 12 or 17 weeks. The club can be recruiting and starting new dancers in a shorter timeframe. They can also integrate them into the club quicker by adjusting their regular club dance schedule.

Accelerated Lessons

Lesson acceleration is possible if you have capable dancers. These are known as Accelerated, Blast or Fast-Track lessons. There are many variations of this teaching program. The concept is that teaching is compressed into three or four sessions. Typically, these are presented on consecutive Saturdays during a six hour timeframe. Club members usually provide a lunch break and, of course, help as "Angels". This promotes the "fun and friendship" aspect of square dancing. The caller will work through the calls at an accelerated pace, teaching three hours before and after lunch.

Good workshop follow-up teaching is vital to the success of new dancers as they integrate into a club. The caller must reinforce what they have learned, and workshop as necessary to ensure their confidence. The club members must also encourage the new dancers as they complete their understanding of how to dance, and must work with them to reinforce what was presented in the accelerated sessions. In some cases, if there are enough new dancers in the area,

dances can be held just for those new dancers. It is a very successful way to reinforce what they've learned.

Compression of the time spent on the lessons can be even more dramatic if you have dancers who can handle the intensity of the material presented, both physically and mentally. Clubs have compressed the Mainstream Program into a "Boot Camp" style weekend. The sessions begin on Friday for usually four hours, followed by a six or eight hour session on Saturday and Sunday. The entire set of Mainstream Program calls is presented. The new dancers are then invited into the club where workshop tips are held to strengthen areas that they feel are weak. Typically, this type of session works best on the college campus or in a teen youth group.

Conclusion: Clubs and callers that are resourceful will use a combination of Traditional, Multi-Cycle and Accelerated lesson scheduling that best fits the new dancers they have recruited. Every time that you recruit these dancers and begin teaching them our dance, their potential must be evaluated in order to set up a group of sessions that will teach them the calls they need to dance a specific program. Tailor it to the group in a way that will keep the new dancers motivated to complete all the sessions. Make the evenings fun and avoid making it seem like work to them. Make it seem that they are coming to a dance every evening instead of to school!

The Lessons System Committee and CALLERLAB are interested in any systems that you have developed, tested and found successful. Please share your story with us at www.CALLERLAB.org. The Home Office will pass it along to us to include in this paper. We would like to document any ideas that you may be experimenting with. Our Committee will collect these stories and publish them so that others can try them in their area. Together, we can help the square dance activity continue to prosper. If you have questions or concerns, please contact me by e-mail at: agladson@austin.rr.com or by phone at: (512) 219-9258.

Square Dance Mainstream Lessons System Report

<http://callerlab.org/Documents/tabid/737/id/703/Default.aspx>

“FROM OUR MEMBERS” CORNER OF WEBSITE

“From Our Members” is a section of the CALLERLAB Website offering a place for CALLERLAB Members to express their comments, thoughts and visions. The views expressed are those of the author and do not necessarily reflect those of CALLERLAB. There are currently five documents posted at this site: <http://www.callerlab.org/FromOurMembers/tabid/928/Default.aspx>. Calling in Schools (In the Long Run) - by **Corben Geis**
Introduction to CRaMS - by **Barry Johnson**
Memory for Callers - by **Daryl Clendenin**
New Callers - by **Daryl Clendenin**
Teaching Techniques - by **Jerry Reed**

If you have information you would like to share, please submit your input to: CALLERLAB@aol.com. The CALLERLAB Executive Director reserves the right to edit and revise any material submitted for publication.

WEBSITE “MEMBERS ONLY” CORNER

The website www.CALLERLAB.org has a new section for “Members only” that has a wealth of information for our Members. This information is presented to our Members as part of the benefits of belonging to CALLERLAB. Please register for the site by going to the CALLERLAB website. The registration button is located on the Home Page at the top right corner. Use the information for your personal use and please do not share with non-members. Convention Handouts from the 2011 CALLERLAB Convention are located on this site.

59th NSDC 2010

The 59th National Square Dance Convention was held in Louisville, Kentucky in June, 2010. Many CALLERLAB Members attended and enjoyed the hospitality of the Louisville area. CALLERLAB sponsored a booth and presented six education seminars during the Convention to provide educational materials to all callers and dancers, assist Members with specific questions, and visit with prospective new Members.

CALLERLAB recently received a “Thank You” note from Ron and Cindy Schoen, General

Chairman of the 59th National Square Dance Convention (NSDC), which read: “Please let the callers know how much we truly appreciated all they did for the 59th National Square Dance Convention.” Included with their note was a donation to CALLERLAB from the 59th NSDC in the amount of \$3,000.



THANK YOU SO MUCH FOR YOUR SUPPORT

By **Tatsuzo Takase** President,
Japan Square Dance Association

First of all, on behalf of the Japan Square Dance Association (JSDA) and all square dancers in Japan, I would like to extend my sincere gratitude for your many warm-hearted consolation messages and contributions toward our recovery from the Great East Japan Earthquake and the tsunami that followed.

As you may know, JSDA includes square dancers, square dance callers, and round dance callers/instructors from all over Japan, and includes around 14,600 Members. In the Tohoku area (North East area of Japan), there are around 900 Members in 36 clubs and some of them suffered greatly from the earthquake this time. Fortunately, we determined that every member was safe as of April 25, 2011, though some members' houses were demolished or partially destroyed. In addition, some of them are still living in temporary refugee camps.

We will be sure to convey your messages and donations to them. I thank you very much again for your heartfelt contribution.

As you already know, we will be celebrating our 50th All Japan Square Dance Convention from Friday, August 26th to Sunday, August 28th in Tokyo this year. We estimate that 2,000 dancers will join as participants. We have already sent invitation letters to the Chairman of CALLERLAB and to a few representatives from overseas square dance organizations as VIPs. The Ghost Riders Band has also been invited to the Convention.

As mentioned above, the Convention will be our memorial and one of the biggest events in the history of square dancing in Japan. We had our first Convention in Japan in September 1961 in Hakone, with around 150 dancers. It was the second Anniversary of the Far East Jamboree

hosted by the Far East Square Dance Callers Association (FESDCA), which was based in U.S. military camps in the metropolitan area. Twenty-three of the eighty Japanese dancers were invited to the Jamboree. This event has been held every year since then, and it eventually became a nation-wide event called the All Japan Square Dance Convention. We are delighted to be celebrating the 50th anniversary of this event this year.

JSDA is determined to support its members by helping to restore their lives to normal and by letting them enjoy square dancing through our various activities, including the Convention.

Thank you again for your kind-hearted support and we would like to wish you every success in your square dance activities.

PRE-REGISTER FOR NASHVILLE, TN PRIZE WINNERS.

This year, we offered the opportunity to pre-register for the 39th CALLERLAB Convention in Nashville, TN and be entered into a drawing for various prizes. Those pre-registering before April 30, 2011 were eligible for the drawing.

Congratulations to the following individuals who won prizes by pre-registering:

Bruce Buckbee, Illinois –won three free room nights at the host hotel during the convention. Prize donated by the Sheraton “Music City” Hotel in Nashville.

Betsy Gotta, New Jersey- won a free Southwest Airlines roundtrip ticket to be used to fly to the convention in Nashville. Prize donated by the Nashville Convention and Visitors Bureau.

Kathy Helt, Ohio, and **Darrin Henry**, Indiana – each won a set of the 38th CALLERLAB Convention MP3’s.

Kathy Cleland, Virginia, and **Karen Smith**, Indiana - each won free CALLERLAB Sweatshirts donated by **Dana** and **Donna Schirmer**.

We still encourage early registrations to help our efforts in planning for the next Convention. A Registration form is located on the back page of *DIRECTION*. Save the date—be in Nashville, April 2 through 4, 2011!

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.



Matt Asanuma

By Tac Ozaki

I am very sorry to inform you that **Matt Asanuma**, the first CALLERLAB Member from Japan and the bridge of square dancing between the U. S. and Japan left us this morning. Matt and Fusae have no children, and Fusae will live alone at 1-6-3-1110 Narihira, Sumida-ku, Tokyo 130-0002, Japan

A Gem of a Man

By Mike Seastrom

Matt has not been in good health for a long while, but to those of us that were tutored by him, we will forever be grateful!

Matt would sit each caller down that was scheduled to go to Japan, and teach us the finer things about the Japanese language and culture as it relates to square dancing and calling. He taught us which singing calls not to call or things not to say, because although they were not rude or derogatory in our language, they were in Japanese. He was our introduction to the amazingly wonderful world of square dance callers, leaders, and dancers in Japan.

He was a gem of a man with a twinkle in his eye and a grin on his face. To those of us he touched in some way, he will always be remembered with a smile!

THANKS FROM BILL HEYMAN

Dear CALLERLAB Friends,

As you might well imagine, I was surprised and overwhelmed when I received a call from **Jim Mayo** on Wednesday morning telling me that I had been awarded the Gold Card at the Tuesday night banquet.

I do wear my heart on my sleeve...perhaps to a fault, but have always been supportive of the good things that CALLERLAB has accomplished over the almost 30 years I have been a member.

As most know, I have also been critical, both privately and, when appropriate, publicly, about areas where we, as a community, might have done better. I was particularly pleased to have been involved in discussion and actions that were not very public, in an attempt to move our activity forward...regardless of the fact that some of those people had abandoned CALLERLAB. While not all of my activities led to the positive outcome I had hoped for, it is good that the attempt was made and that I made those attempts with the support of the Board of Governors.

Special thanks to those who nominated me, to **Jim Mayo** for his gracious presentation and to **Dennis Farrar** for posting this where Peggy and I could see it ourselves. Thanks also for posting the Marshall Flippo Gold Card award.

Peggy and I will be attending next year's CALLERLAB convention, since it does not conflict with the Jewish Passover Seder. We look forward to seeing all of our good friends there.

Bill

Square Dance Mainstream Lessons System Report

<http://callerlab.org/Documents/tabid/737/id/703/Default.aspx>

THANKS FROM MARSHALL FLIPPO

CALLERLAB—

Thanks so much for the Gold Card. I am honored. Knowing a lot of card carriers, I'm even more honored. Also, many thanks to **Melton Luttrell** for such a great presentation.

Love to all,
Flip

NOTE SERVICES ON THE WEB

By Jim Mayo

At the Board of Governors meeting there was a discussion about the scarce availability of written choreography. In earlier days of MWSD there were many publications that came under the general description of note services. They

became very popular during the 1960s and 1970s. This was a period when new calls were being invented at a furious rate. The monthly note service publication was a way that many callers used to keep aware of new call definitions and written examples of how to use them. As the flood of new calls tapered off, the note services continued as a helpful source of choreographic variety. Since the early 1990s the number of these services has dropped until today there are only a few left.

The Square Dance Foundation of New England has many complete sets of the early note services in its collection. We have the permission of some of the copyright holders of these to make them available on the web. The entire collection of *Jack Lasry's Notes For Callers* (1969 – 1989) is now available on the SDFNE.org website. Other sets, for which we have permission to post, will be added in the future.

POST-CALLERLAB CONVENTION CHECKLIST

By Andy Shore

1) Get some new music, try out some alternative patter music. Variety—That's Entertainment!

2) Update your caller listing on <http://ceder.net/> Caller and Cuer Database (you do have one, right?).

Make sure you check the box for "CALLERLAB Member". Only 873 out of 1511 caller entries currently show CALLERLAB Membership.

While you are at it, is your club listed? Area festivals? That's Marketing!

3) Update your website (you do have one, right?). Displaying your "upcoming dates" for 2007 is no longer current.

Mention that you are a Member of CALLERLAB and:

Add a link to <http://www.callerlab.org/>

Add a link to <http://www.you2candance.com/>

Add a link to <http://www.arts-dance.org/>

Cross-linking increases our/your visibility in search engine results and helps promote our activity. That's Marketing!

4) Update your Facebook profile and maybe create a "fan page" for your calling activities.

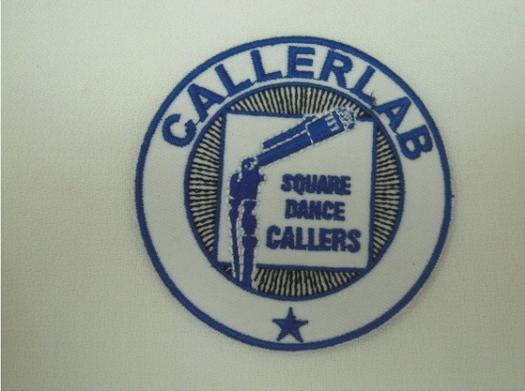
"Like" the CALLERLAB page at:
<http://www.facebook.com/callerlab>

Join the Square Dance Callers group at:
<http://www.facebook.com/group.php?gid=2222737701>
"Like" the Square Dancers page at: <http://www.facebook.com/pages/Square-Dancers/200326776468> and many more.

5) Listen to those MP3s you bought of all the recorded sessions at the Convention.

Didn't get them? You can still order them from CALLERLAB.

NEW
3" Iron on cloth patch
Color is Blue on White



Can also be sewn on

Long Sleeve Shirts
With the CALLERLAB logo
In both Men and Women's
Sizes.



OZZIE WINNERS

BEST GOSPEL

"Long Black Train" - ESP

BEST SING ALONG

"Amarillo By Morning" - Rhythm

BEST LOVE SONG

"Don't It Make Your Brown Eyes Blue"- Circle D

MOST UPLIFTING (TIE)

"Beautiful Noise" - Chicago Country

"Fisherman's Luck" - Prairie

BEST CHOREOGRAPHY

"Beautiful Noise" - Chicago Country

BEST DUET

Tony Oxendine & Jerry Story

BEST FEMALE VOCAL

Deborah Carroll-Jones - "Colors of the Wind"-
Hi Hat

BEST MALE VOCAL

Wade Driver - "Amarillo By Morning"- Rhythm

BEST FEMALE SINGER (TIE)

Deborah Carroll-Jones
Dee Dee Dougherty-Lottie

BEST MALE SINGER

Tony Oxendine

BEST FEMALE PATTERN CALLER

Dee Dee Dougherty-Lottie

BEST MALE PATTERN CALLER

Jerry Story

BEST COMEDIAN

Marshall Flippo

BEST DRESSED

Ken Bower

MOST ENTERTAINING

Mike Sikorsky

SINGING CALL OF THE YEAR

Dream lover - Rhythm

BEST RECORD LABEL

Rhythm Records

BEST OVERALL FEMALE

Dee Dee Dougherty-Lottie

BEST OVERALL MALE

Tony Oxendine

CALLER OF THE YEAR

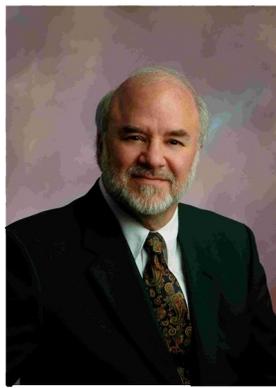
Marshall Flippo



Marshall Flippo Gold Card



Michael Strauss Small World Award



Bill Heyman Gold Card



**Patty Greene
Award of Excellence**



**Arden Hopkin
Award of Excellence**



Clark Baker Chairman's Award



**John Swindle
Award of Excellence**



**Gail Swindle
Award of Excellence**



Tim Marriner Outgoing Chairman Award



FOUNDATION NEWS

THE PAUL PLACE SCHOLARSHIP

By John Swindle

On April 2, the third annual Paul Place Memorial Dance took place in Daytona Beach, FL. The memorial dance was held to honor **Paul Place**, a dedicated and supportive member of CALLERLAB for more than 25 years. The dance was hosted by the Dixie Squares of Daytona Beach, with their caller, **John Swindle** programming the dance with callers in attendance.

The dance was well attended with callers from around Central Florida. The following callers donated their time and calling skills to make sure the dancers in attendance had a memorable evening; **Rod Barngrover**, **Bill Boyd**, **Whit Brown**, and **John Swindle**. We would like to thank the callers and dancers of Central Florida for their continued support.

On behalf of the CALLERLAB Foundation **John** and **Gail Swindle**, accepted a donation from the Traveling Hoedowners in support of the memory of Paul. The Traveling Hoedowners and Paul recorded several square dance videos which have proved to be helpful to students and others. John explained the purpose of the Foundation and the scholarship programs. The terms of the Paul Place Memorial Scholarship are available through CALLERLAB and the Foundation. New callers or seasoned callers may apply for assistance from the Foundation to attend a CALLERLAB Caller-Coach Accredited Caller's School. Applications are available online at www.CALLERLAB.org.

The Paul Place Scholarship is administered by the CALLERLAB Foundation. This year the dance in Daytona Beach raised \$1,001 to add to this scholarship. We are very pleased and proud with the efforts of all the dancers in Central Florida and callers for their support and attendance at this dance.

FOUNDATION SCHOLARSHIPS

The CALLERLAB Foundation Mission Statement reads, in part: "The mission of the CALLERLAB Foundation is to preserve and promote the folk art of American square dancing and related dance forms."

The following scholarships are available from the Foundation.

The **Dave Krediet** Memorial Scholarship Fund. In accordance with the wishes of Dave's family, proceeds from this scholarship fund will be used exclusively for disbursement to any caller wishing to attend a caller's school.

The **Paul Place** Memorial Scholarship Fund. In accordance to the wishes of Paul's family, proceeds from this scholarship fund will be used exclusively for disbursement to any caller wishing to attend a caller's school with emphasis to newer callers.

The **Grand Square, Inc.** Scholarship Fund is available to callers, who have indicated a desire to learn to call or a desire to improve their calling, or a square dancer or organization which has indicated a desire to sponsor a seminar or clinic to provide training to dancers or callers to help them better serve square dancing.

The **Kenneth Reid** Memorial Scholarship Fund. Proceeds from this scholarship fund will be used exclusively for disbursement to any caller wishing to attend a caller's school.

The **General CALLERLAB Foundation** Scholarship Fund. Proceeds from this scholarship fund will be used exclusively for disbursement to any caller wishing to attend a caller's school.

If you would like to make a tax deductible donation to the Foundation or one of the scholarships administered by the Foundation, you may send your donation to: The Foundation, c/o CALLERLAB, 200 SW 29th Suite 104 Topeka,

KS 66611. For more information you may contact the CALLERLAB Office or the Foundation website at www.CALLERLABFoundation.org.

YOUTH CALLERS EQUIPMENT GRANT

The CALLERLAB Foundation Board recognizes the importance of supporting Youth Callers. The Board also recognizes that some Youth Callers may need assistance obtaining calling equipment. Therefore, the Board has established a new grant program as a way to provide assistance to Youth Callers.

The goal of this grant program is to provide useable equipment to Youth Callers at little to no cost. As part of this goal, the Foundation will establish a method for the collection and distribution of calling equipment. All callers, dance leaders, and organizations will be encouraged to support this program.

Guidelines and applications may be downloaded from the Foundation website at: www.callerlabfoundation.org. Select "Education Grants"; under the tab that reads "Foundation Initiatives". Those wishing to donate equipment for this grant should contact the Home Office.

Applications should be submitted to the CALLERLAB Foundation Office, 200 SW 30th Street, Suite 104, Topeka, KS 66611.

In Memoriam

Joe Frisella- Rhode Island
Dave Lightly- Iowa
Donald Brown- Texas
Matt Asanuma- Japan
Everett Mackin- Rhode Island
John West- Indiana
Ernie Gross-Nebraska

FOUNDATION AWARDS

Presented by **Tim Marriner**,
Chairman of the Board

Patron of the Foundation

This award was established by the Foundation to recognize individuals and organizations which have demonstrated outstanding or contributing support to the Foundation or square dancing. It is presented to individuals or organizations who have met the following criteria: 1) Outstanding

support to the Foundation or square dancing on a short term project; 2) Continuing support the Foundation or square dancing on a long-term basis; or 3) A substantial donation to the Foundation of \$1,000 to \$4,999 in a calendar year. At the 38th CALLERLAB Convention, two Patron of the Foundation awards were presented.

The Dixie Squares of Daytona Beach were presented the Patron of the Foundation Award for their contribution of \$1,001 for the Paul Place Scholarship Fund. **John and Gail Swindle**, caller for the Dixie Squares, accepted the award on behalf of the Dixie Squares.

The "Friends of Mike Jacobs" were presented the Patron of the Foundation Award for their contribution of \$1,000 to the Foundation. **Roy and Betsy Gotta** accepted the award on behalf of the "Friends of Mike Jacobs".

BENEFIT DANCE FOR THE CALLERLAB FOUNDATION

A benefit dance hosted by callers from the Las Vegas area followed the 38th CALLERLAB Convention. The dance was held on Wednesday, April 20, 2011, at the East Las Vegas Senior Community Center and featured callers who had attended the Convention. Funds raised and donated totalled \$620. The CALLERLAB Foundation Board of Directors wishes to express their appreciation to all who attended and participated, especially to **Ron Sowash, Arlen Miller, Ned Newberg, and Rosemary Tangren** who arranged and hosted the event.

Donation to The Foundation

Donation in Memory of **Don Brown**
Jon Jones and Deborah Carroll-Jones

Donation in Memory of **Sharon Hawkins**
Jon Jones and Deborah Carroll-Jones

Donation in Memory of **Nelson Watkins**
Jon Jones and Deborah Carroll-Jones

Donation in Memory of **John Paul Bresnen**
Jon Jones and Deborah Carroll-Jones

For the Paul Place Memorial Scholarship Fund
Allemanders Square Dance Club
Dixie Squares
Traveling Hoedowners

Robert Barr
Charles Denormandie
Ailene Picheco
Jerry & Del Reed
John & Gail Swindle

Other donations:
Callers Council of New Jersey
Northern California Square Dance Callers
North Texas Callers Assoc.
Sod Andrew
Posie Arato
Jerry Arnold
Richard Berry
Roger Beutner
Al Block
Walter Brough
Kevin Brown
John Burrke
Ed Clafin
Geoff Clarke
Bob Farnell
Lou Flego
Marshall Flippo
J.K. Francher
Bobbi Goode
Jerry Gorshorn
Lisa Greenleaf
Koichi Harada
Don Hart
Dick Henschel
Masaru Hiraga
Joan Judge
Lyle Kirkendall
Jay Krebs
Bill Lundin
Loren Marberry
Jack McConnell
Mavis McGaugh
Michael McMullen
Gerald McWhirter
Stephen Noseck
Chuck Olsen
Art Parks
Bill Peterson
Gary Portratz
David Rose
Al Rouff
Tom Rudebock
Bob Schlenker
Mike Seastrom
Larry Sprout
Rickey Tackett
Donn Thompson
Glen Tusler
Tom Wallace

Jim Wass
Dennis Wiggins
Glen Wilson
Heinz Zbinden
Hans Gietl

Scholarship donations
Record Producers Committee

In Recognition/Respect to Marshall Flippo's Gold Card
Ben Goldberg
Bill and Peggy Heyman

Donation for CALLERLAB
59th NSDC
Jerry Arnold
Adam Christman
Jon Jones and Deborah Carroll-Jones



Betsy and Roy Gotta
Friends of Mike Jacobs



John and Gail Swindle
Dixie Squares, Paul Place Scholarship Fund

CALLERLAB



Tennessee -2012

Register now with a minimum deposit.

We will be staying at the beautiful Sheraton Music City Hotel

WWW.SheratonMusicCity.com

Save your spot, save the date.

GUEST FIRST & LAST NAME	PARTNER'S FIRST & LAST NAME (If attending)
Address _____	
City: _____ State: _____ Zip: _____	
Phone: _____	

Convention April 2- 4, 2012 Nashville, TN

PLEASE CHECK THAT WHICH APPLIES:

I (We) will NOT be staying at the Convention Hotel a minimum of 2 nights.
 (Add \$50 Meeting Room fee to your convention registration fee) \$ _____

Callers (\$TBA) \$ _____

Partners (\$TBA) \$ _____

Optional Donation to CALLERLAB Foundation \$ _____

Sat /Sun Beginner Dance Party Leaders Seminar (\$50) \$ _____

Total Due \$ _____

Deposit \$ _____

Minimum deposit is \$100.00 per person

Payment in full due by March 31st 2012

MasterCard, Discover or Visa Card# _____

Expiration Date _____ (CID#)

Signature _____

Return to:
CALLERLAB
200 SW 30th Suite 104
Topeka, KS 66611

If you have special needs please write in any open space. Continue on back if needed.