

## TABLE OF CONTENTS

FROM THE CHAIR .....	1
HISTORY COMMITTEE .....	2
BDPLS .....	2
HOW TO IMPROVE CALLERLAB .....	3
CONVENTION YEARBOOKS .....	3
OFFICE SCHEDULE .....	3
WEBSITE FOR HOTEL .....	3
VOTING TURNOUT .....	3
ELECTION RESULTS .....	3
IN MEMORIAM .....	3
COACHES CORNER .....	4
SCHOLARSHIPS AWARDED .....	4
YOUTH BROCHURES .....	4
2012 CONVENTION INFO .....	5
BADGES .....	5
DONATIONS .....	5
INVITE NON MEMBERS .....	6
CHOREO APPLICATIONS .....	6
PARTNERS COMMITTEE .....	6
ALL JAPAN CONVENTION .....	7
2015 SITE CHOSEN .....	7
SPRINGFIELD WELCOME .....	7
EQUIPMENT NEEDED .....	7
NASHVILLE EXCITEMENT .....	8
ROOM SHARING .....	8
SQUARE DANCING IN RUSSIA .....	8
MEMBERSHIP NUMBERS .....	9
FROM OUR MEMBERS .....	9
OLD IS NEW AGAIN .....	9
BUILDING WITH ARTICLES .....	9
PLUS EMPHASIS CALL .....	11
ARC PRESS RELEASE .....	12
2011-2012 BOG MEMBERS .....	13

### PLUS EMPHASIS CALL: Acey Deucey

#### FUTURE CONVENTIONS:

APR 02 - 04, 2012	Nashville, TN
MAR 25 - 27, 2013	Raleigh (Cary), NC
APR 14 - 16, 2014	Reno, NV
MAR 30 - APR 1, 2015	Springfield, MO

#### CALLERLAB OFFICE HOURS:

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Heather@NorthWestBrokers.com 208-287-8803

## FROM THE CHAIRMAN

By Elmer Sheffield Chairman



Greetings from the Chair! Our plans for the upcoming CALLERLAB Convention in Nashville TN in April of 2012 are well underway. It looks like this is going to be a great Convention. I sincerely hope that each of you plan to attend. We have selected presenters and panelists that truly have a wealth of knowledge on the topics that they will present. When this Convention is over, we want to be sure that you had a "GRAND OLE OPPORTUNITY" (which is our theme), and that your time was well spent.

As I began to think of just what to say in this article, I couldn't help but remember 9-11-01. This was a tragic day in America. It reminded me of what great nations we all live in and how they are more than able to recover from tragedy and adversity. It also brings to mind how lucky we are to live in countries where we can enjoy freedom and we are free to pursue opportunities such as our great world of square dancing.

Like most things in our lives, it has highs and lows. However, with great leadership and co-operation it continues to survive. We are at a time in our beloved activity when we must pull together and make changes that will ensure that it continues to grow. We must make changes in our programs as well as our personal attitudes. Let's all take a step back and ask ourselves, "Can I do something different or something better that will help square dancing regain its position as the best recreation there is?"

Make plans now to attend our CALLERLAB Convention in Nashville. Come with a positive attitude, positive thoughts, and new ideas. I promise you that we will listen. This is a "GRAND OLE OPPORTUNITY", and I assure you that not only will you have a good time in "Music City", but you will leave with new goals and new information to better your calling career. I truly believe that if we set our focus on the CALLERLAB's Basic and Mainstream Programs and cooperate with each other, we will see our activity flourish once again.



## HISTORY COMMITTEE

**Jerry Reed, Chairman**

September 2011

**Jerry Reed**, Chairman of the History Committee, is proud to announce completion of another project to provide historical CALLERLAB information on the website. This project gathered and then posted the presentation speeches for the Milestone Awards and for Life (Gold Card) Members. These speeches were delivered at the CALLERLAB Convention at which the recipients were honored.

The History Committee is also working to update and expand the description of the issues of *DIRECTION* posted on the website. The intent of this project is to help readers identify the contents of any particular issue of *DIRECTION*.

The Milestone speeches may be found at:

<http://www.callerlab.org/AboutCALLERLAB/CALLERLABAwards/tabid/80/Default.aspx>

The Gold Card speeches may be found at:

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

The Milestone Award is CALLERLAB's highest honor. It is presented to individuals who have met the five point criteria in the field of square dancing and have been selected by the Executive Committee (EC) to be honored in this way. These five points are:

1. The recipient must have worked in uncharted fields.
2. The individual's contributions to the activity must have stood the test of time.
3. These contributions must have been unselfish.
4. In the course of making these contributions, the recipient must have displayed true leadership and professionalism.
5. Finally, the recipient's work must have had a broad influence on the activity.

In 2000, the Board removed the restriction against presenting this award posthumously. This award is an acrylic pyramid on a wood

base, and is accompanied by a framed certificate.

The Gold Card, a life membership in CALLERLAB, may be given in recognition of service to CALLERLAB. It may be presented to long-term CALLERLAB Members who have provided outstanding service to CALLERLAB, and who have been selected by representatives of the Membership (the EC) to be honored in this way. It may be given to callers who have retired from active calling. Under special circumstances, as determined by the EC, the Gold Card may also be given to CALLERLAB Members who are still actively calling. The list of those who have been given this recognition is short. It includes people who have worked very hard and very selflessly to enhance CALLERLAB. This organization has many ways of recognizing its Members, (and in some cases even non-Members) for their contributions to the square dance activity. The Gold Card is reserved for those who have worked to make CALLERLAB a more valuable and successful leadership organization. The service that our Gold Card members have given has come in many forms.



## BEGINNER DANCE PARTY LEADER'S SEMINAR

By **Bob Riggs**, Chairman CCTD

A Beginner Dance Party Leader's Seminar will be held on Saturday and Sunday prior to the start of the 2012 CALLERLAB Convention in Nashville, TN. The seminar will be held from 9:00 a.m. to 4:00 p.m. on Saturday, March 31, and from 9:00 a.m. to 1:00 p.m. on Sunday April 1 in the Sheraton "Music City" Hotel. The fee is \$50 per leader. Spouses and/or partners will be admitted free. Topics will include many of the items important to achieving a successful community dance or dance party. Checks should be made payable to CALLERLAB and mailed to the Home Office at 200 SW 30th Street, Suite 104, Topeka, KS 66611. For more information, contact Bob Riggs at: [Bob@SquareDanceEtc.com](mailto:Bob@SquareDanceEtc.com) or the Home Office at: [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com).

*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](mailto:CALLERLAB@aol.com). *DIRECTION* is published and mailed first class or electronically to all Members and affiliates of CALLERLAB. *DIRECTION* is edited by Dana Schirmer, Executive Director.

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

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

## HOW TO IMPROVE CALLERLAB?

A Member presented the following recommendation to address improving communication within CALLERLAB.

"What would improve the Association? Tough question, but a good one. Right now, all access to the Executive Committee and the Board of Governors is managed/controlled through the Home Office (unless, that is, you know one of these people personally). If I could change something, I'd have a better way of communicating with these two groups of people."

The Executive Committee (EC), Board of Governors (BOG) and Home Office would like to emphasize and remind Members and non-Members that if there are any issues or concerns that they wish everyone on the BOG and/or the EC to see, all they have to do is e-mail the Home Office with that request. The Home Office tracks all requests and insures that all BOG or EC Members are notified of these issues. The Home Office does not withhold nor censor the BOG/EC from seeing any issue presented. Members' ideas are important!

All Members of the BOG and EC have and use e-mail. In addition, as elected representatives, they want to hear your ideas, comments, and concerns. Even if you do not personally know a BOG Member, you are still encouraged to present input to the Board. Contact the Home Office by e-mail at: [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com), by phone at: 1-800-331-2577, or via the website e-mail at: [askCALLERLAB@callerlab.org](mailto:askCALLERLAB@callerlab.org). YOU are CALLERLAB and your ideas and suggestions are important! A list of all current BOG Members' addresses, phone numbers and e-mail addresses is presented as an attachment to this issue of DIRECTION.

## CONVENTION YEARBOOKS AVAILABLE

2011 Yearbooks are still available for purchase. The supply is limited and will not be reordered. Order yours now while they last.

A very limited number of the 2009 and 2010 Yearbooks are available. If you have not gotten one of these exquisite publications, order now. Don't miss out!

## HOME OFFICE HOLIDAY SCHEDULE

The CALLERLAB Home Office will be closed November 24 and 25, 2011 for the Thanksgiving Holiday. We hope you, your family and friends have a happy and safe holiday.



## WEBSITE FOR HOTEL

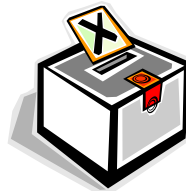
Sheraton "Music City" Hotel guests can access the site below to learn more about the event and to book, modify, or cancel a reservation from July 26, 2011 to April 5, 2012.

[www.starwoodmeeting.com/Book/callerlab2012](http://www.starwoodmeeting.com/Book/callerlab2012)

## VOTING TURNOUT



Ballots for the 2012 Board of Governors election were sent to all voting Members on July 15, 2011. This year, 766 ballots were mailed: 363 were returned, resulting in a voting percentage of 47.4% compared to 41% in 2010. All Voting Members are encouraged to exercise their right to vote. Thank you to all who voted!



## BOARD OF GOVERNORS ELECTION RESULTS

Congratulations to the following Members who have been elected to a three-year term on the Board of Governors: **Calvin Campbell, Barry Clasper, Larry Cole, Wade Driver, Tim Marriner, John Marshall, Jim Mayo and Jerry Reed**. In addition, **Bill Boyd** was elected to fulfill the remaining term (1 year) left by the passing of **Norm Wilcox**.

Thank you to those candidates who, although unsuccessful in this election, took the time and initiative to run for the Board of Governors. They are: **Scot Byars, Trevor Day, Robert Hurst, and Vic Kaaria**. The newly elected Board Members will begin serving their terms at the conclusion of the 2012 Convention in Nashville, TN.

## IN MEMORIAM

**Kenny Reese - Wolfskehlen, Germany**





## COACHES CORNER HOW I STARTED CALLING

By Tim Marriner

In 1970, neighbors introduced my parents to square dancing. They were among four other couples that traveled together to dance events around the region. My folks were already active campers, so joining the affiliated camper square dance club was inevitable. At least once a month we traveled to various campgrounds where they could enjoy both camping and square dancing while I enjoyed the amenities; pools, mini golf, game rooms, and access to other kids my age. Several friends became active in clogging and others formed a teenage square dance club. Not being sold on square dancing, I continued to meet up with them once a month during the camp and dance weekends. Often I would venture into the dance hall to watch the square dance workshops, learn a line dance or two, or try a few clogging steps. On one occasion, I followed laughter to the square dance hall where I observed a true entertainer at work—**Dick Jones** from New York. He was wearing a Mexican sombrero, using a styrofoam cup as teeth, and singing like a canary. Not having a shy bone in my body at that age, I walked up to him during the next break, shook his hand, and asked him what he was doing with a dual turntable at a square dance. He took the time to explain he was merely testing out some new equipment for somebody and showed me how it worked. I remained nearby the rest of the weekend. At one point some folks even pulled me up on the dance floor to fill in a set that was in the need of one more person. I really was not sold on the dance, but the caller had an interesting job.

Upon the insistency of my parents I was dragged to my first square dance lesson only to find someone else my age was to be my partner. Oh yes, it was a set up. To my astonishment it really was a lot of fun, but I was reluctant to let it show. Before I knew it, a bond formed between all the class members. We were going to get through learning these dance steps together one way or another. Several of our new dancer group even attended the weekly club dance, encouraged to try as much as we wanted in our own square towards the back of the room. Many club dancers ventured back to help. No matter how bad we did, we were having fun.

Half-way through the beginner lessons, the host club sponsored an open microphone amateur night. The new dancer group dared me to give it a try. The club caller provided me with a singing call that I practiced for weeks. After achieving success with my first singer, I was hooked. I couldn't learn them fast enough. Area callers allowed me to do guest spots at their clubs whenever I visited. One evening the caller for the teen group told me he would not allow me to call any more at his club until I learned how to call patter. The club caller for our group, **Charlie Progrossi**, offered his time to mentor me as long as it took. With his guidance I learned how to work patter, perform dance parties and assist with teaching. The area callers' association also took me under its wing and provided me with many hours of microphone time. They brought in many well known educators to offer assistance; **Cal Golden**, **Jim Mayo**, and **Bill Peters** to name a few. Other new callers like myself came and went. The difference between them and me was the continued support from my mentor. He worked with me until he was transferred from the area.

Clubs started utilizing me to fill in when callers were absent. One group in need of a caller hired me to teach their next class. This later became my first full-time job as a club caller at the age of 15.

## SCHOLARSHIPS AWARDED

The following scholarships were recently approved by the Foundation Executive Board of Directors:

CALLERLAB Foundation General Scholarship: Dane Bragg, recipient.

Paul Place Scholarship: Samuel Mestel and Mary Moody, recipients.

Kenneth Reid Scholarship: Fred Dias, recipient.  
Congratulations, Everyone!



## YOUTH BROCHURES

These wonderful brochures showing great youth involvement with Modern Western Square dancing are available for 15 cents each, or in lots of 100. The back has a blank space for you to insert your club information, lesson dates, contact person, or even a witty quote. Get yours now by calling the Home Office.



## 2012 CONVENTION INFORMATION

The Convention Planning Committee has chosen “Grand Ole Opportunity” as the theme for the 2012 CALLERLAB Convention in Nashville, TN, April 1-4, 2012. As always, there will be technical sessions to peak your interests as well as Committee meetings. There will also be sessions that will challenge you in new and innovative ways. In addition, the Nashville area provides music, sights, entertainment and more music! Plan some time to visit the historic downtown area and enjoy live music at every doorway.

The Convention will be held at the beautiful Sheraton “Music City” Hotel near the airport with free parking and free shuttle to and from the airport. Room rates are only \$110 per night. Sessions will include something for everyone, whether it be entertainment, music, technical, choreography, or leadership. Many of the Committees will also be having meetings during the Convention. Come be a part of what CALLERLAB is all about—people sharing experiences with others to help improve square dancing. Meet callers from around the world, Members of the Board of Governors, recording artists, legendary callers, VIPs from other organizations, and many others.

Watch for the Convention packets coming soon. Hotel reservations can be made by visiting the Sheraton “Music City” Hotel at: [www.starwoodmeeting.com/Book/callerlab2012](http://www.starwoodmeeting.com/Book/callerlab2012).

You may also call the hotel directly at: 1-615-885-2200. Please indicate that you will be attending the CALLERLAB Convention in April, 2012 and that you wish to register at the International Association of Square Dance Callers’ Convention rates. Save the date and come to Nashville!

The Nashville visitor’s website is: [www.visitmusiccity.com/visitors](http://www.visitmusiccity.com/visitors). Start tracking upcoming events at the Nashville website at: [www.visitmusiccity.com/visitors/eventsCalendar](http://www.visitmusiccity.com/visitors/eventsCalendar) to see what activities will be available during your visit.



## BADGES By Wade Morrow

Wear your CALLERLAB badge with pride. I wear mine pretty much all of the time, and pretty much everywhere. Of course, I work in the CALLERLAB Home Office. Dana believes I wear it to remind him who I am even though most of the time we are the only two in the office.

The UPS delivery person is happy to see the badge, because he never has to ask me what that “chicken scratch” signature is suppose to be. Even when visiting garage sales people will often ask me about the badge, and I tell them about square dancing and when the next lessons start. Cashiers at the grocery store and people everywhere that I run into ask me about the badge. I honestly can say that it is spreading the word to those that don’t know that square dancing still exists. I always wear my badge when calling. I figure that if a non-CALLERLAB caller is around, he/she should see that CALLERLAB Members are proud of their association.

*Do you wear your badge? Do you or your partner need a new badge? During October, November and December, 2011, the Home Office will sell badges for \$8.00, with pin back (normally \$10) and \$10 with a magnet back (normally \$13). What a great Christmas present! Wear it with pride!*

## DID YOU KNOW?

Over 160 people have already pre-registered for the 2012 Convention in Nashville, TN.

## DONATION TO THE FOUNDATION

**Brian Keating  
Kenzo Osanai  
Jim Pacholke**

“There are only two ways to establish a competitive advantage: do things better than others or do them differently.” – Karl Albrecht



## INVITE NON-MEMBERS TO CONVENTION

CALLERLAB would like to encourage you to invite dancers and non-member callers to attend its annual Convention. First time attendees will not only be very impressed, but also nearly overwhelmed with the wealth of educational material and information, entertainment, and fun available at the CALLERLAB Convention. Convention session topics available to our attendees include complex technical issues, marketing and recruiting discussions, issues of interest to club as well as association leadership, information for caller partners, topics for dancers, and much, much more. One of the most common comments expressed by first time attendees is, "I wish I had attended long ago." Think about the folks you encounter within your square dancing activities and consider inviting those who you believe would enjoy and benefit by attending our Convention. Contact the Home Office by phone at 785-783-3665 or by e-mail for further information or to obtain Convention invitations. The e-mail address is: [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com).



## CHOREOGRAPHIC APPLICATIONS COMMITTEE

By **Dottie Welch**, Chairman

The Sight and Module Resolution Systems Document has been voted on by the Members of the Choreographic Applications, Caller Training, and Caller Coaches Committees.

The majority of votes approved the content for publication by CALLERLAB. This process resulted in the submission of several relatively minor revision suggestions from careful readers. These revisions are now being processed. Thanks go to all who have contributed to and proofread this document.



## PARTNERS' COMMITTEE

By **Janet Olivieri**, Chairman

Hello, Partners! Plans have already started for next year's CALLERLAB Convention in Nashville, and I am looking forward to seeing many of you there.

Nashville is a beautiful city with many places to visit that will satisfy anyone's cultural and historical interests. Currently, I am working to put together a list of places that you can use as a guide to exploring the area before, during, or after the Convention. Thanks to **Pam Clasper**, **Donna Schirmer**, and **Paula Cole** who gathered information for me while they were in Nashville. I have a pretty good start. If there is something specific you would like to see or do while in Nashville, please let me know so I can include it on the list. If we get enough people who want to go to the same place, we may be able to organize group transportation to that location.

A request was also made from some of the Partners' Committee Members to develop a recognition/award program designed specifically for Partners. The BOG is agreeable to this idea but would like the Partners' Committee to establish the criteria for the Partner recognition. So start thinking about this and watch for an action item so you can give your input.

Lastly, I am looking for volunteers who would be interested in being greeters at the next CALLERLAB Convention. This would be an expansion of the Host/Welcome program. The greeter would be available in the hotel lobby to meet the attendees upon arrival with hotel maps, directions to Convention registration, or to answer questions. If necessary, volunteers could also be available during the Convention. This project will only work if we have enough people, so if you are interested in volunteering or have any other ideas on how to make this program successful, please contact me at: [callerswife@earthlink.net](mailto:callerswife@earthlink.net)





## EXECUTIVE DIRECTOR ATTENDS ALL JAPAN SQUARE DANCE CONVENTION

The Japanese Square Dance Association (JSDA) held its 50th All Japan Square Dance Convention in Tokyo, Japan on August 26, 27, and 28, 2011. The beautiful Grand Prince Hotel Shin Takanawa was the host hotel and the site of the Convention dance area. Over 2,000 square dancers and callers enjoyed various dance programs including Mainstream, Plus, Advanced, Challenge, Rounds and Country Western Line Dancing.

Donna and I were extremely excited and honored to receive an invitation to attend the Convention as guests of the JSDA. Various representatives from other countries and international organizations attended, as well as the Ghost Riders Band and their partners.

From Friday morning until Sunday evening, the Convention went perfectly. All of the callers and dancers were exciting to be with, and they made the Convention a tremendous event. Even though Donna and I knew very little of the Japanese language and many of the Japanese dancers/callers knew very little of the English language, we seemed to communicate the same excitement and enjoyment. During the weekend, nine callers joined CALLERLAB.

It was truly a memorable occasion and one that Donna and I will honor for many years to come. Our thanks to the entire JSDA organization and special thanks to our hosts **Shozo** and **Miyoko Nishimura**, as the International Chairman of JSDA. In addition, a special thanks goes to **Masaru** and **Yumiko Wada**, **Tac Ozaki**, and **Masaharu ("Doc")** and **Keiko Hiraga** for their gracious hospitality.

### 42th CALLERLAB CONVENTION SITE CHOSEN

CALLERLAB has selected the University Plaza Hotel and Convention Center in Springfield, Missouri for the location of the 42th CALLERLAB Convention to be held March 30th to April 1, 2015 ( <http://www.upspringfield.com> ). This venue will offer free hot breakfasts, free internet, free airport shuttle, free parking and room rates of only \$98 per night.

Springfield, MO is only 45 miles from Branson, MO home of many entertaining shows ( See <http://tinyurl.com/CALLERLAB-Branson> ). Plan to attend in 2015!



The staff at the Springfield Convention and Visitors Bureau welcomes you to our city in 2015. You will find Missouri's third-largest city is just the right size—not too big and not too small; a great blend of metropolitan charisma and Midwestern charm.

When you're not busy at the Convention, you will find plenty of things to enjoy in Springfield, including Bass Pro Shops Outdoor World—the first and largest in the nation and the most visited tourist attraction in Missouri. History, the performing and visual arts, and other attractions are sure to please. If you're a sports fan, check out the Missouri Sports Hall of Fame and Springfield Cardinals AA baseball. Fascinated by nature? Don't miss Fantastic Caverns, the only cave in North America large enough to ride through. And you're sure to love the gardens at Nathanael Greene/Close Memorial Park.

We invite you to learn more about our city at [www.SpringfieldAdventures.com](http://www.SpringfieldAdventures.com) or call our friendly, informative staff to help you plan your trip at 800-678-8767.

### EQUIPMENT NEEDED FOR YOUTH AND NEWER CALLERS

The CALLERLAB Foundation Board recognizes the importance of supporting youth and newer callers (less than three years experience) as a way to lend support to the square dance activity. The Board also recognizes that some of these individuals may need assistance obtaining calling equipment. Therefore, the Board has established a grant program as a way to provide assistance to these callers.

The goal of this grant program is to provide useable equipment at little or no cost. To make this grant program feasible, we ask callers and cuers to assist by donating equipment to the Foundation for the purpose of assisting the youth and newer callers. Let's "Pay it Forward". Contact the Home Office and notify us what equipment

you may have available. Donations may be tax deductible (check with your tax advisor).

Currently, the Home Office has two grant requests for equipment awaiting donations. Please help out and contact the Home Office.



## NASHVILLE CONVENTION EXCITEMENT!

What to expect in Nashville? Plenty of entertainment and hospitality. CALLERLAB has been informed that the Nashville Convention and Visitors' Bureau has arranged to have a singer/songwriter perform for our Convention attendees at the Convention's Monday night banquet.

Critically acclaimed singer/songwriter Billy Montana's talent for tapping into powerful emotions in the songs that he writes has led to a string of hits and awards for some of country music's biggest stars. Montana's "Number 1" credits include Garth Brooks' record-breaking single, "More Than A Memory", Sara Evans' smash "Suds in the Bucket", and the Grammy-nominated "Bring On the Rain", recorded by Jo Dee Messina. You can find more information about Billy Montana at:

<http://www.bilnymontana.com/about/>.

In addition, the Executive Committee has arranged to have Kid Billy Music be a part of our Monday morning opening session. This is a group of songwriters who also work with organizations/corporations on team concepts. Their web site is <http://kidbillymusic.com>.



## ROOM SHARING

If you are interested in sharing a room with another attendee at the 2012 CALLERLAB Convention in Nashville, please contact the Home Office and ask that your name be added to our list of attendees who wish to share a room. The Home Office offers this service only to help those who would like to share the expense of a room. All arrangements must be made between individuals who will be sharing. If you are attending the Convention as a single individual and would like to defray some of the costs, please contact the Home Office. The staff will help facilitate contacts.

## SQUARE DANCING IN RUSSIA

by Eberhard Walz

We would like to let you know the latest news about square dancing in Russia, especially the efforts of two American callers: our beloved **Kenny Reese** (deceased) and his successor, **Ken Ritucci**. We would be pleased if you would publish their merits for square dancing in Russia. There are four clubs in Northern Russia, founded by **Eberhard Walz**, Germany: the "Onega Wave Dancers" in Petrosavodsk/Karelia (2004), the "Sunday Smiling Dancers" in Pskov (2005), the "Palace Square Dancers" in St. Petersburg (2006), the "Polarlight Dancers" in Murmansk (2007). Two new square dance groups are growing at the moment in Kaliningrad (former German Koenigsberg) and in Moscow. They are supported by Eberhard and his non-profit club "German Russian Square Dance Friends". **Kenny Reese** stayed in St. Petersburg/Russia three times: for an Open House in 2005; for the first special dance "Golden Autumn" in 2008; and for a Callers' school in winter 2010. He also sponsored young callers to visit his callers' school in Bad Wörishofen Germany. He would have liked to repeat the callers' school in 2011, but he did not make the trip due to poor health. The Russian square dancers will remember Kenny's bright eyes and his young and charming nature forever. They were inconsolable because they loved him so much and he loved them as well. **Kenny Reese** would do it all again for Russia. He was the first American who called and taught square dancing behind the border after the cold war.

Another American caller, **Ken Ritucci**, invited young callers from Russia to his callers' school in Manchester some years ago. His dream to go to Russia for teaching and calling came true in September 2011. A callers' school was held during the course of the fifth year's festival of "Palace Square Dancers" in St. Petersburg. **Ken Ritucci** called the second "Golden Autumn" following one minute's silence in memory of **Kenny Reese**. Sure, **Ken Ritucci** will follow Kenny's footsteps. Though Ken had spent a lot of time and money, he would like to return to Russia once more. Thank you Ken!

"Some succeed because they are destined to, but most succeed because they are determined to."  
Source unknown



## MEMBERSHIP NUMBERS

As of October 1, 2011, we have a total membership of 1,485 callers with a few new and renewing members each week. This compares to 1,480 members in 2010 and 1,482 members in 2009. The current membership is broken down as follows:

<u>Category</u>	<u>Total</u>
Active Members	788
Associate Members	384
Apprentice Member	99
Life members	10
Retired Members	29
Licensees	<u>175</u>
Totals	1,485

The Home Office is happy to announce that the membership numbers are remaining close to those during the past two years. This occurs due to a tremendous and continuing effort by many of our dedicated Members. Invite non-CALLERLAB members to join CALLERLAB and to share in the process of working on various committees, educational materials and much more.

## 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.*



### OLD IS NEW AGAIN

By **Jon Jones**

In Kilgore, TX near Longview, there is a square dance exhibition group by the name of "Red's Reflections". They got their name from their caller/organizer, **J. D. "Red" War-rick**. At one time, "Red" was one of the very best and most popular callers in the business. He organized the Reflections several years ago and they have performed at numerous area, state and national conventions. They usually have three squares in their group and they do all traditional calls and figures. They are very impressive. "Red" passed away several years ago and their current caller is **Tim Tyl** of White Oak, TX. "Red" is a recent inductee into the Texas Callers' Hall of Fame.

Tim and the Reflections decided to sponsor a traditional dance on May 30, 2008 to have fun and to see what attraction it would have with the area dancers. Tim was to be the MC as well as one of the callers, and he solicited the services of long-time callers **Melton Luttrell** and **Jon Jones** along with **Deborah Carroll-Jones** and **Vernon Jones**. Advertisement began with the admission price of a traditional \$1 per person. There were 11 squares on the floor for the first tip. The hall was full.

There was a lot of dancing for *three hours* and there were 11 squares on the floor for the last tip. Nobody left early!

All of the traditional figures and calls used during the evening were taught to the dancers, as very few of them had ever heard of any of the calls. They were: Three Ladies Chain; Triple Allemande; Nine Pin; Right Hand High-Left Hand Low; Rip & Snort; Thread the Needle; Birdie In the Cage; Sally Goodin' Elbow Swing; Grand Sashay; Venus & Mars; Dip & Dive; Take A Little Peek; Texas Star; Figure Eight; DoSeDo; and Cowboy Loop. Between tips, Tim would play and teach Jessie Polka, Put Your Little Foot, Schottische, and Cotton Eyed Joe.

The dancers participated well and seemed to have a really good time learning some of the dances we used to do years ago on a regular basis. Some dancers drove more than 200 miles to attend. Most impressive was that everyone had a good time and stayed for the full three hours of dancing. Maybe we need more of this.



### BUILDING A SQUARE DANCE CLUB WITH ARTICLES.

by **Lessie Diffey**

#### Advertising with little or no money.

Following is a brief plan I have been using to help fill our square dance class without paying a lot of money for ads that go nowhere as a rule. It also drives home the importance of marketing/advertising your club all year, not just at the time for new classes.

These are my views from working many years with Chambers of Commerce, City, County and State events as well as developing advertising for them and my own square dance festival in Nevada County for ten years running. Just remember that you are getting my ways, and there

may well be other great things to add that someone else is doing.

- Press Releases and Things to Keep in Mind When Writing a Press Release: I have found that press releases work very well. They should be large print and double spaced. They are free and people actually read them. A press release is used to benefit the newspaper and the public. They fill empty spots in the publication, inform the readers, and make their clients happy.
- Many times stories are developed into major articles that go over the wires and are picked up by other media. Send them a couple of times just in case it was not picked up and used. Don't forget the radio or TV. They are both 24-hour monsters that must be fed around the clock each and every day. Look especially for "community radio and TV stations". There are usually at least one in every community.
- E-mail works best with a follow-up telephone call to let them know you would like something covered or at least considered for coverage. The main idea is to make contact. Give lead time. Don't expect immediate action. Decisions are often made a few weeks in advance. Provide complete information. When you get ready to write your release, simply ask yourself: who, what, when, where, why and how—and get it down on paper, double-spaced and large print. Essentially, write a brief story, sometimes several, a page or two long. They may cut it down to make it fit, but they may well need all that is there.
- Always send a photograph. The fewer people in the photo the better. Make and use an action in a photo to illustrate an event. One standing still will not work. Again, identifying information in the memo field and make sure the names are spelled correctly.

### RESEARCH MAY BE NECESSARY

In writing articles, research may be necessary as to the history of the event, a particular person(s) or topic(s) you want to cover. Make sure it is of interest to the general public you wish to reach, e.g., "What ages does this recreation include? Do you accept youth? Established rules? Benefits to them as an individual and to their family?"

Your club is more likely to have been around a long time. Reintroduce your activity of square dancing to your community as something fresh with some history for the public to get acquainted with. Folks are looking for something to do at home. We humans are always looking for something fresh and new, even if it's old. In working with marketing research for large companies, most products from toilet paper to spices get introduced as a "new" spice with only a new cover on it. The stuff inside is the exact thing you have been using for years. Do this in the form of a press release but leave the commercial aspect out unless or until the class is starting soon. It is now a story that could be picked up by any other publication out there and be of interest in a feature in another town, county or state.

Listen, watch or read the news for ideas. Always of interest to millions: clean activity; no alcohol/drugs; affordable; social; good for their health and recommended by medical professionals; various music of today/yesterday/tomorrow; culture of America; preserving American history and culture for the adults and children to learn about; education in technologies of yesterday and tomorrow.

Do this throughout the year. Take advantage of the things your club/organization participated in, no matter how insignificant it may seem and where you travel or one of the topics above. Everything we do is of interest to someone, somewhere eventually. The more the public sees or hears of you/us they slowly become your friends and a part of their lives to others.

Three to four weeks before your new class starts, get your press release or story in to let folks know now that they have an opportunity to join this well-known club. Advertising in any media is a brain washing method that works. Television commercials usually target the average age of seven years.

Copies of the articles and ideas used by Lessie are available for your use from the Home Office.

### **ADDITIONAL ISSUE**

The Home Office is proud to present this additional issue of *DIRECTION* to promote better communication to CALLERLAB Members.

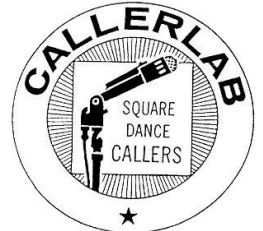


PRESS RELEASE

For Immediate Release  
(October 1, 2011)

\* \* \* \* \*

## Plus Emphasis Call



PRESS RELEASE

### ACEY DEUCEY

**Ken Ritucci, Chairman of the Plus Committee, is pleased to announce Acey Deucey has been selected as the Plus Emphasis Call for the period starting October 1, 2011.**

**STARTING FORMATIONS:** Parallel waves and two-faced lines. Other formations which meet the following conditions are also acceptable: Must be able to identify 4 centers and 4 ends (or outsides). Centers must be able to trade in adjacent pairs of 2. Ends (or outsides) must be able to Circulate and not become centers.

**DANCE ACTION:** Center 4 Trade, while the others Circulate.

**TIMING:** 4

**NOTE:** There is a lot of variety possible in the starting formations. It is recommended starting with Ocean Waves and Two-Faced Lines, then workshopping the less common 3/4 Tag and Diamonds, and finally showing how the rules still work from Trade By, Completed Double Pass Thru and Lines Facing Out.

### DANCE EXAMPLES:

Heads Square Thru 4, Swing Thru, Scoot Back, Acey Deucey, Recycle, Slide Thru, Pass Thru, Acey Deucey, Pass The Ocean, Swing Thru, R & L Grand.

Sides Pass the Ocean, Extend, Swing Thru, Boys Run, Acey Deucey, 3/4 Tag the Line, Acey Deucey, Extend, Boys Run, Pass the Ocean, Acey Deucey, Recycle, LA.

Heads Touch 1/4, Walk & Dodge, Swing Thru, Boys Run, Girls Hinge, Diamond Circulate, Acey Deucey, Flip the Diamond, Acey Deucey, Scoot Back, All 8 Circulate, R & L Grand.

### SINGING CALL:

Heads Square Thru 4, Swing Thru, Scoot Back, Acey Deucey, Recycle, Veer Left, Ferris Wheel, Centers Swing thru, Turn Thru, Swing Corner, Promenade.

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

We thank you for the coverage you have given us in the past and for your continued support in the future.  
THE CALLERLAB BOARD OF GOVERNORS





Press Release  
**APPLICATIONS REVIEW COMMITTEE (ARC)**

September 2011



A July 2011 Press Release of the Application and Review Committee (ARC) presented a question and answer regarding the call Trade the Wave from a Thar Formation.

**As printed in July 2011**

5. Trade the Wave: The Formation is a Thar and the call given was "Trade the Wave."

The ARC declared that this application *does not* comply with the CALLERLAB Plus definition and would be improper at Plus. However, it would be proper at A-1 and should be called "All Eight Trade the Wave."

Note: Callers should be aware that this is an extreme application of this call and should be used with caution.

**CORRECTED ANSWER:**

The ARC has recognized a correction to the July 2011 Press Release. The following is the corrected decision:

5. Trade the Wave: The Formation is a Thar and the call given was "Trade the Wave."

The ARC declared that this application *does not* comply with the CALLERLAB Plus definition and would therefore be improper at Plus. However, it would be proper at A-2 and should be called "All Eight Trade the Wave." Note: Callers should be aware that this is an extreme application of this call and should be used with caution.

Respectfully submitted,  
Jon Jones, Chairman  
Jerry Story, Vice Chairman



# 2011-2012 CALLERLAB BOARD OF GOVERNORS

September 20, 2011



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**CALLERLAB**



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**CALLERLAB**

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Minimum deposit is \$100.00 per person

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Payment in full due by March 31<sup>st</sup> 2012

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*Nashville*