

## FROM THE CHAIR

By Elmer Sheffield



As we approach the holiday season, we need to stop and look back at the past year. Did we accomplish all that we would have liked to, or are we still a little short? We are about to celebrate several holidays. What wonderful times to be with our family and friends. We can all gather around that kitchen table for our favorite meats and all the trimmings. The main thing though is renewal of our friendships. Holidays are also a time for sharing, giving, and celebrating before the new year begins. This is a real opportunity for us to re-evaluate our past year, make our new year's resolutions, and make plans for the good we're going to be doing in the coming year. We need to set goals that are obtainable. This includes our square dance programs. Let's pledge to be better teachers, better recruiters, and just better callers in general. Let's upgrade our programs with some new music, new choreography, new presentations, and just a whole new attitude. Let's see if we can put the fun that we hear is missing back into square dancing. It all starts with us as callers—and we can do it!

CALLERLAB is a great organization that was started by a group of remarkable and well respected leaders. They saw the need for organization and guidelines for all callers to keep our activity on track. I am very disturbed when I read that a caller is asked "What's wrong with square dancing?", and he immediately replies, "CALLERLAB". This is wrong. CALLERLAB is working hard to help maintain our wonderful activity. Have we made some mistakes along the way? Absolutely—but we have tried to correct them. We will all agree that square dancing is down from previous years, but so are home sales, auto sales, and just about everything in general. Unfortunately, times change and so do the interests of people. Our job is to do the best we can to see that it survives. This is CALLERLAB's main

goal. We have a Basic program designed for the new dancer who may never want to go any further. If that be the case, great. If they want to dance a higher level, it should be their choice—and we have programs to cover this. I am suggesting to every caller that we talk to our dancers, find out what they like and dislike. Do they want more? Do they want less? Are they happy with what you are giving them? It should be their choice—not ours. All of this comes under caller training and awareness. We are professionals and we should be able to do the job.

CALLERLAB is more than willing, as we have always been, to work with other caller associations for the betterment of square dancing. This should be our ultimate goal. We'll make a few mistakes, but let's profit from them for the dancers. Let's strive to put the dancer first in 2012!

Our annual Convention is coming up in Nashville in April and I would like to invite each of you, caller and non-caller alike, to attend. We welcome all of you. I will talk more about the Convention in our next issue of *DIRECTION*. I, my wife Margie, and the CALLERLAB Home Office wish you a very prosperous and happy new year!



**PAST CHAIRMAN**  
(Partially Reprinted from  
the November-December  
1995 *DIRECTION*)  
By Tony Oxendine

One of the joys of being a parent, of small children at least, is taking your kids to see Santa. I have a seven year old girl who spends hours on getting her "wish list" just right, Even my 2 (almost 3) year old is getting in on the act. My 18 year old will probably just fax his list, While I am slightly too big (old?) to go and sit on Santa's knee, nevertheless, I have a "wish list":

1) I wish that we could come up with a way to make square dancing easier. We spend way too much time learning and not nearly enough time enjoying.

2) I wish that all the controversy about our programs would go away. We should *all* either use the programs as they exist or design some other program that we can all live with.

3) I wish that every Member of CALLERLAB would get more involved in the organization. It's way too easy to blame the "other guy" for all the problems.

4) I wish that all the Members of CALLERLAB would become involved with the Foundation. The Foundation is the best thing to happen to square dancing in many years, and it needs your support *now*.

5) I wish that every Member of CALLERLAB would read every page of *DIRECTION* as soon as they receive it.

6) I wish that Lee Kopman would write a figure and name it after me. It would have to be called "Tony" because Oxendine takes too many beats to say.

7) I wish that square dancing had a one minute commercial that was broadcast during half-time at the Super Bowl. It could happen—refer back to wish # 4.

8) I wish that there was a good call to use after Walk and Dodge.

9) I wish that there was a law against club members all dressing in the same color costumes. Have you ever tried sight calling to a group on Halloween? I may never wear black or orange again.

10) I wish that everyone would quit blaming CALLERLAB for all of the problems in square dancing. It's time for each one of us to accept responsibility.

11) I wish that the U.S. and Canada would get their act together. It is getting harder and harder for callers to cross either border.

12) I wish that Cross Trail Thru was back on the Basic Program. It really is a great choreographic tool. I don't know why callers didn't use it more.

13) I wish that callers (and dancers too) would quit wearing cowboy hats indoors. I may be from the South, but surely that cannot be in good taste.

14) I wish I knew why Spin Chain and Exchange the Gears is more popular than Spin Chain the Gears. Better yet, has anybody called Spin Chain Thru lately?

15) I wish that I could remember get-outs. If I don't write them down, they're history.

16) I wish that someone knew *exactly* how many callers there are in the world. I don't have a particular reason, it just seems that no one knows. Funny, isn't it?

17) I wish that clubs would not send generic form letters inquiring about dates. I just hate getting a letter addressed "Dear Caller".

18) I wish that everyone would open their eyes and see that the problem with square dancing does not lie in the level system. We just need a better way to market our activity. Finally,

19) I wish all of you the happiest of holidays.

“Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.” Theodore Roosevelt

*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. All articles submitted for publication must be signed by the author.

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

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**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

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**INSURANCE QUESTIONS & CERTIFICATES**  
 Heather@NorthWestBrokers.com 208-287-8803

**REVISIONS TO DEFINITIONS  
 SINCE AUGUST, 2011:**

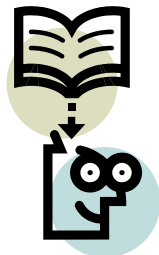
Mainstream:  
 Ladies Chain Family; See Saw;  
 Plus:  
 Acey Deucey  
 Advanced:  
 Transfer The Column; Transfer and  
 (Anything)



**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. Please check with your tax advisor.



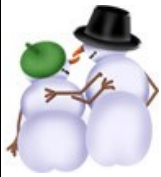
**STARTER KIT FOR  
 NEWER CALLERS**

Looking for that great holiday gift for a newer caller? CALLERLAB offers a "Starter Kit for Newer Callers", produced by the Caller Training Committee which is available from the Home Office. The Kit contains information important to new and relatively new callers. If you are involved in the training of new callers, please strongly encourage them to purchase their own copy of this manual. Those of you who are involved with local caller association training programs may also wish to add this informative manual to your library.

The manual includes the Formations and Arrangement charts as well as common definitions currently in use by most callers. It also includes many CALLERLAB publications on such topics as Music, Smooth Body Flow, Helper Words for Callers, Timing, Modules, Mental Image, Sight Calling, Code of Ethics, Degree of Difficulty, Reference Sources and the Mainstream and Plus Standard Application booklets.

A list of the current Accredited Caller-Coaches is included as well as information on available scholarships. The manual is arranged and published in a loose leaf notebook format so that additional material may be inserted as updates are available.

Order the Kit from the Home Office. Cost is only \$25 which includes the cost of shipping.



## HOME OFFICE HOLIDAY SCHEDULE

The CALLERLAB Home Office will be closed December 26, 2011 and January 2, 2012 in observance of the seasonal holidays.

## MEMBERSHIP RENEWALS

The 2012/2013 Membership renewal information will be mailed in the very near future. We are happy to announce that CALLERLAB dues will not increase for the 2012/2013 membership year, and will remain at \$105. However, the real good news is those receiving *DIRECTION* electronically will receive a \$10 discount of their dues amount (\$95 instead of \$105) for agreeing to receive it electronically. This discount is provided to Members who have assisted the Home Office in reducing labor, printing, and postage expenses associated with publishing *DIRECTION*. Thanks for “thinking green” and helping CALLERLAB save money!

BMI/ASCAP will not be able to provide the 2012/2013 licensing rates until early December, so membership renewals will be sent sometime later in December. Insurance renewals will remain at \$25. The Home Office continues to search for ways to reduce expenses. Maintaining our membership numbers has also helped generate cash savings, which in turn helps to prevent membership dues from increasing.

If you are only calling a few dances a year, and are finding it difficult to pay the full CALLERLAB membership fee, contact the Home Office to see what alternatives may be available for your particular situation. We are here to assist you in anyway that we can.

## IN MEMORIAM

Osamu Sasaki, Japan  
George Wiseman, Indiana

## DANCE PROGRAM TRIENNIAL REVIEW

The CALLERLAB Program Policy requires a review of all CALLERLAB dance programs for content every three years. This review is conducted by each dance Program Committee and is known as the “Triennial Program Review.” The review is conducted as follows: first, the Mainstream Committee completes its review of the Mainstream Program; then the Plus Committee conducts its review of the Plus Program; the Advanced Committee conducts its review next, and finally the Challenge Committee conducts its review. During these reviews, each Program Committee will review the applicable dance program to determine if any changes are required. Changes can include additions or removal of calls from the program. The Committees may also decide that *no changes* are needed.

The Home Office wants to remind *all* Members (including Associates) who have been calling over three years that they are eligible to be on Committees and to vote on Committee business—including the *very important* Triennial Review of the dance programs. If you are interested in the content of the dance programs, *please* join the Program Committee for the program (s) you call regularly. Please be aware that you must be calling the program of the Committee you wish to join. Please contact the Home Office to join any of the CALLERLAB Committees.

## CALLERLAB LONG SLEEVE SHIRTS

Here’s another holiday gift idea. CALLERLAB has a long sleeve Port Authority shirt available now with the CALLERLAB logo embroidered. This very nice shirt comes in men's and women's sizes, is very comfortable, and comes in various colors. However, the CALLERLAB Royal Blue is the favorite. Men’s shirts have a button-down collar and a pocket. The cost for the shirt is \$40 and includes shipping. If you want your name embroidered, the cost is an additional \$4. Shirts larger than X-Large are an additional \$4.

## IMPORTANT INFORMATION CONVENTION FEE OPTIONS

Over the years, the Home Office and Planning Committees have made every effort to keep Convention and hotel expenses as affordable as possible for attendees, while still providing great food and accommodations. This endeavor is becoming more and more difficult to accomplish due to rising transportation costs, utility costs, and food costs. In the past few years, approximately \$200 of each registration fee has been used to purchase food and beverages during every Convention.

The negotiations with hotels to provide the best food value and still keep Convention fees from sky rocketing is becoming very challenging. At the Las Vegas Convention, the Home Office staff worked very closely with the hotel catering staff to keep food and beverage costs within the \$200 per person budget. As costs rise, restaurant menus and our catered food prices do also. In Nashville, the \$200 limit will be impossible to achieve while providing the normal six meals plus beverage breaks. In the past, breakfast on Tuesday and Wednesday mornings were included in the registration fee. This year, however, food costs prohibit the previous practice. The Planning Committee has decided to present a special offer to Members and guests who attend the Nashville Convention to help keep Convention fees affordable. Those who register will have the option to purchase breakfast on Tuesday and Wednesday as part of their registration. The cost will be \$20 per person per day. Those registering for the 2012 Convention will have two options:

Option 1: Convention registration including Tuesday and Wednesday breakfasts - \$250 for callers; \$240 for partners and non-callers.

Option 2: Convention registration without breakfasts - \$210 for callers; \$200 for partners and non-callers.

Visit our "Winning Ways"  
<http://tinyurl.com/CALLERLAB-WinningWays>

## DID YOU KNOW?

Over 175 people have already pre-registered for the 2012 Convention in Nashville, TN.

## COMMUNITY SQUARE DANCE BECOMES ART

On November 12, a square dance took place as part of a community project at the Trinity River Audubon Center. Funded in part by an Idea Fund Grant from the Andy Warhol Foundation for the Visual Arts, the curators behind the Saturday night hoedown, **Cynthia Mulcahy** and **Leila Grothe**, say the dance is about more than just some community fun. It's a performance piece that pushes the definition of contemporary art.

**Cynthia Mulcahy** explains, "Square dancing is our official National as well as State of Texas folk dance and by its very nature, requires participation on the part of the audience. You cannot just dance with the one you came with. Rather, you participate as a group and interact with new people. It's practically a team sport in learning and combining the moves taught by the caller. Everyone starts at the same time (six-ish at this event) and builds on the instruction provided. Since no prior knowledge is actually required, it has a neutralizing effect."

If interested in learning more on this story, web links are located at:

<http://www.kickstarter.com/projects/1937340003/square-dance-a-community-project>

<http://frontrow.dmagazine.com/2011/11/how-a-community-square-dance-becomes-art/>

[www.pegasusnews.com/news/2011/nov/14/square-dance/](http://www.pegasusnews.com/news/2011/nov/14/square-dance/)

Thanks to Clark Baker for providing the links for this story.

## DONATION TO THE FOUNDATION

**Michael Partick**  
**Oliver Kuester**  
**Kendall Watts**

In memory of **Kenny Reese**  
**Jon Jones** and **Deborah Carroll-Jones**

"They can because they think they can."  
Virgil

## COMMITTEE MEMBERSHIP

Many CALLERLAB Committees need your help! Here's your chance to get involved with the internal workings of CALLERLAB. Use your knowledge and expertise to help a Committee make the right decisions. Make your opinions count by taking an active part in Committee actions. Remember, under the bylaws, *all* Members except Apprentice Members may serve on Committees and vote on Committee business. This means Associate Members may join a Committee and vote on Committee business. Also, partners may join certain Committees and vote on Committee business. Please call the Home Office for information or to join one or more Committees. The following Standing Committees solicit your participation:

Advanced\*  
Application Review\*  
Callers' Partners  
Caller Training\*  
Challenge\*  
Choreo Applications  
Community Dance  
Competition in Schools  
Definitions\*  
Handicapable  
History Youth Activities\*  
International Advisory\*  
Lesson Systems  
Mainstream\*  
Marketing  
Music Producers\*  
Plus\*  
Research & Development  
Square Dancing in Colleges and Universities  
Ways and Means  
Women in Calling\*  
Committees identified with an asterisk (\*) require qualification.

## CONGRATULATIONS

To CALLERLAB Board of Governors Member, **Vernon Jones**, newest inductee to the Texas Hall of Fame. <http://youtu.be/yMNsH88taKs>



## COACHES CORNER

### CALLER KNOWLEDGE

By Jim Mayo

Callers must know many things. The CALLERLAB Curriculum Guidelines is a big book. Many of the things a good caller should know are grouped under the general term, choreography. We have several "systems" for managing choreography. Many callers go to a caller school hoping or expecting to learn one of these systems so they will be able to resolve the squares of dancers—that means find the corner as they call. The systems are useful, but they all depend on a more basic skill that often doesn't get the attention it deserves.

To do a good job of calling, every caller must know what every call they use does to the formation or shape of the square and the arrangement of the men and women in the square. Without this basic knowledge, no system of calling will allow someone to do a good job of calling. Fortunately you don't have to have dancers to learn and practice. It's "book learning" that you can do at home. There are many types of "checkers" that let you move a simulated square through the action. You can draw diagrams showing the formation and arrangement after each call in a sequence. I have drawn thousands of these. There are even computer programs that will let you practice with digital dancers.

The first step that a new caller should take, although few do, is to fill out a Call Analysis Sheet for every call he is going to use. This sheet is available from CALLERLAB or any Caller Coach. It takes some work to complete the sheet set, but it is probably the most effective use of your time if you want to be a good caller. When you've done the work for every call, you will have acquired the basic information that will make all of the training and practice that you get after that more valuable.

## CALLERLAB CONVENTION 2014

Reno Tahoe has always been a little different, a little wilder, a little woollier, and about as far as you can get from the expected. When you get the chance to “get away”, it should feel like you are actually getting away. Far from the same old stress, crowds, traffic—far from what your typical get away destination offers.

What you can expect is the ability to hit the slopes in the morning, fairways in the afternoon, and the craps table at night. There is something for everyone, whether you're into hot stone massages, stand-up paddleboards, or screaming P51 Mustang planes.

Entertainment is defined differently for every individual and Reno Tahoe USA knows this. From watching Shakespeare's greatest plays on the beaches of Lake Tahoe at sunset, to the rocking concerts in the state-of-the-art Reno Events Center, to the poolside nightclubs, variety would be an understatement. Let's not forget about the 24-hour gaming action. Slots, video poker, keno, bingo, roulette, blackjack, craps... you can bet on it being in Reno Tahoe.

You know those idyllic postcards you see in the souvenir shows, the ones that are so jaw-dropping beautiful that you think to yourself, “There's no way that shot is real.” Well, it's real, and you'll see it every day in Reno Tahoe USA. You'll experience Mother Nature's finest work through skiing or boarding our 18 world-class resorts, golfing our 50 acclaimed courses, river rafting down the Truckee, hiking the Tahoe Rim Trail, or riding a mountain gondola.

We all know food is a high priority when visiting any destination and Reno Tahoe's award-winning dining will have you talking, between bites, of course. You'll find gourmet steak houses, romantic bistros, authentic delis, and more sushi bars than you can shake a chopstick at.

In Reno Tahoe you'll feel right at home. Assuming home has a casino, showroom, spa and ultra lounge. So dig in and get ready to check out a real getaway in Reno Tahoe USA.

Learn more about Reno Tahoe by visiting our website at [www.VisitRenoTahoe.com](http://www.VisitRenoTahoe.com) or call us at 1-800-FOR-RENO.

## ECTA Convention 2011

From Thursday June 23 to Sunday June 26, the European Caller and Teachers' Association (ECTA) held its annual Convention, this year in Rodgau (near Frankfurt, Germany). We had over 130 leaders attending (callers, Round Dance cuers, Clogging instructors, Contra prompters and partners). The participants came from all over Germany, from England, France, the Netherlands and Switzerland. The program offered lots of seminars for each dance form as well as a number of seminars of general interest. In square dance, we learned about asymmetrical choreography, mental image, smoothness & body flow, showmanship, voice and delivery, how to conduct a seminar, ethics and many more. We also had council meetings (for each branch) and our annual General Membership Meeting on Sunday. Beside the seminars, there were introductions for our leaders to the other dance forms supported by ECTA, one gala dinner, two evening dances and, also very important, much time to talk to old and new friends.

Several years ago, ECTA started an education program called EEP. In that program, we offer our members (callers, cuers, instructors and prompters) to extend their knowledge. The program is under continuous development. Up to now, members take a test to become an ECTA Certified Leader and then an ECTA Certified Teacher. This year, for the first time, two leaders (in square dance, **Michael Franz** and in clogging, **Tina Kipp**) passed the theoretical and practical test to become an ECTA Teacher. Congratulations!

It was a very informative and enjoyable weekend, and I personally am looking forward to the ECTA Convention 2012 in the Hannover Area. For more information about ECTA, please visit [www.ecta.de](http://www.ecta.de)



## HOTEL RESERVATIONS FOR CONVENTION

The CALLERLAB Convention will be held at the Sheraton “Music City” Hotel near the airport. 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). You may also call the hotel direct at

615-885-2200. The Home Office will be happy to help International Members with their reservations if they are unable to call or contact the hotel. Room rate is \$110.00 plus tax, single or double. The cut-off date for registering with the hotel is March 8, 2012. The Convention rate is available only until the room block is filled. The Home Office strongly encourages those attending to make your reservations early.

Note: there are two Sheraton's in Nashville. The downtown Sheraton did have flood damage, however, the Sheraton "Music City" where our Convention will take place, did not have any damages from the 2010 Nashville flood.

"You don't get harmony when everyone sings the same note." – Doug Floyd

## 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.



## NASHVILLE GRAND OLE OPRY

Once the announcement was made that the 39<sup>th</sup> CALLERLAB Convention would be in Nashville, TN in 2012, the Home Office received many inquiries about the availability of a Grand Ole Opry show for Convention attendees. We are happy to announce that Grand Ole Opry shows will be available to those attendees arriving before the Convention or staying after a few days following the Convention.

On Friday March 30, and April 6, there will be one show starting at 7 p.m. each night. On Saturday March 31, and April 7, two shows are available at 7 p.m. and 9:30 p.m. each night. CALLERLAB has arranged a group discount for the Grand Ole Opry

show as well as at other Gaylord properties for those wishing to spend time in the Nashville area. Please visit [www.opry.com](http://www.opry.com) or call 1-800-733-6779 for information regarding the Grand Ole Opry shows. Use **Group Discount Code BNAMC** when making your reservations. Discounted Tier II tickets are \$43 each. Tier I tickets are not discounted and are \$59 each for those who wish to sit closer to the stage. If you plan to sit with friends, a group reservation is encouraged. Please call the Home Office (1-785-783-3665) if you need assistance securing your tickets. **Transportation to the shows will *not* be provided.**

Additional information regarding the Grand Ole Opry, General Jackson and Ryman Auditorium and many other attractions and tours in the Nashville area will be included in the Convention invitations.

## FREE SHUTTLE

The Sheraton will be providing *free* shuttle service from the Nashville Airport to the Hotel for our Convention. From baggage claim, go down one level and outside, once you cross the street you will find the area where the Sheraton Music City shuttle picks up. The shuttles are clearly marked "Sheraton Music City".

## 25 and 50 YEAR CERTIFICATES

Will 2012 be the year you reach 25 or 50 years as a caller? If so, below is the established policy and procedure regarding this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 and 50 Year Certificates:

- 1) During the CALLERLAB Convention, the 25 and 50 Year Certificate will be presented to each Member who becomes eligible during that year and who is attending the Convention.
- 2) Certificates will be mailed to the Members who become eligible in that year but do not attend the Convention.
- 3) Members who became eligible in previous years and are attending the Convention will be acknowledged.

If you believe you will be eligible in 2012 (started calling in 1987 (25) or 1962 (50), please contact the Home Office to verify we have the correct information within our files.

"You miss 100% of the shots you never take" – Wayne Gretzky



## RESOLUTION PROCEDURES

The Board of Governors has approved a process whereby proposals (resolutions) may be offered by any CALLERLAB Member (Active, Life, Associate, or Apprentice) to the Membership for consideration, discussion, and vote. Such resolutions shall be in writing, signed by the maker and a second, each of whom shall be a Member (Active, Life, Associate, or Apprentice) in good standing of CALLERLAB. Resolutions shall be presented to the Executive Director in writing either in person, by mail, or fax to the Home Office. An explanation, in writing, of why the presenter feels the resolution is necessary shall accompany the resolution.

The procedures require resolutions to be submitted by January 1st of the Convention year so they may be listed in the "Call to Convention" and placed on the Convention agenda. Please contact the Home Office for additional information or for a resolution submission form.

### FIND A CALLER

New on the CALLERLAB website is "Find a Caller"! Check it out: if your name is not on there, please contact the Home Office.

<http://callerlab.org/FindaCaller/tabid/1027/Default.aspx>

## EXHIBITORS/VENDORS AT CONVENTION

CALLERLAB is inviting exhibitors/vendors to attend the 39th CALLERLAB Convention in Nashville. To participate as an exhibitor/vendor at the Convention, you must be registered at the Convention hotel. If you are a CALLERLAB Member, you may display and sell products or services of any kind. Non-members may participate at the Convention only if your product or service is primarily for square dance callers. If you have any questions, please contact the Home Office. If you know of vendors in the Nashville area, please have them contact the CALLERLAB Office.

### NASHVILLE CONVENTION

A suggested Bird of a Feather (BOF) topic on "Teaching Styling" has been requested for the Nashville Convention. If interested in attending and moderating this BOF, please advise the Home Office.

## 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.*



### CONVENTIONS

By Mike Seastrom

I left the CALLERLAB Convention this year in Las Vegas more proud of being a Member of our international organization than I have ever been. I've been to many Conventions over the years and the value of meeting with other callers and dance leaders to continue my education as a caller and teacher still is a priority to me, to our organization, and to most of our Members. Better callers and teachers keep more of our dancers happy, dancing for many more years, and make us all healthier as the years go by. It also preserves our dance for future generations.

CALLERLAB also was able to do something very special for the first time this year and make the recordings of all the education, interest, and dance sessions available on Mp3 for the modest price of \$25. I've listened to all of the sessions now, and the amount of information about calling, teaching, promoting our new dancer programs, retaining our dancers, marketing in a new era, and numerous other topics makes me proud that our Members share their knowledge so unselfishly. I'm also very pleased that CALLERLAB makes this information available for everyone to benefit. I think that if more caller and dance leaders could hear and learn from the sessions that are offered each year, our clubs and the entire dance activity would benefit immeasurably. These recordings are available from the Home Office or on our website at: [www.callerlab.org](http://www.callerlab.org)

Another thing that makes me very proud is the amount of mutual respect that is shared by all callers and dance leaders that attend. The first time attendees are valued tremendously for their commitment to the activity by making the personal sacrifice to come, as well as their potential to carry our dance forward in the future. Information is freely shared and their opinions and questions are very important, because they give us a perspective of those who are new to

dancing and calling, and also the ability to help them shape the future in a new and ever changing world. We learn from our newer callers as well.

Many of our veteran callers attending are unselfishly recognized in our sessions and meetings for their contributions too. So many of our long-time Members have inspired other callers with their calling and leadership, and have mentored other very accomplished callers as well.

CALLERLAB Conventions give all of our attendees the opportunity to show respect and give recognition to those callers, whether they call locally, regionally, nationally, or internationally who have contributed to the betterment of square dancing by teaching, encouraging, and inspiring others by their example. Thank you to so many of our long-time and returning members coming to help other callers and contribute to the future of the activity by making the effort and personal sacrifice to attend.

The 2011 CALLERLAB Convention Yearbook is a clear, colorful, book of captioned photos of Convention attendees that is available for the modest donation of \$20. The funds go to the Foundation for the Promotion and Preservation of Square Dancing too. The Yearbook also contains articles by the Chairman of the Board and our Executive Director, in addition to copies of the keynote and banquet speeches. Photos of those receiving the various CALLERLAB Awards for their accomplishments are included too. It's a great memento or gift for those who attended or those who may have wanted to attend.

A special thanks to **Scot and Erin Byars** and the Ways and Means Committee for producing this masterpiece of memories, and to **Bill and JoAnn Boyd** for printing them. To order, please contact the Home Office by phone at: 785-783-3665 or by e-mail at: [callerlab@aol.com](mailto:callerlab@aol.com). Copies of the 2009 and 2010 Yearbooks may also be available.

The New Initiative Committee is still collecting and sharing "Winning Ways". These are success reports from clubs, associations, dancers, callers and others in the square dance activity and are important no matter how big or small the success. The purpose is two-fold; 1) To share successful ideas that other callers, clubs, and associations can adopt and/or adapt to assist in their recruiting; and 2) To recognize those who have

been successful and are growing. This is not a contest, but a way to help us all learn and win. Please provide reports of "Winning Ways" to the Home Office. Current "Winning Ways" may be found at: <http://tinyurl.com/Callerlab-Win> or by contacting the Home Office.

CALLERLAB encourages all its Members to invite dancers and non-CALLERLAB callers to attend the annual CALLERLAB Convention. We find that first-time attendees are not only impressed, but also overwhelmed at the wealth of educational material and information, entertainment, and fun shared by everyone. During our formative years we were discussing some complex program, choreography, and styling issues. Most of those discussions would not have been of interest to many dancers, but in today's venue the topics range from complex technical issues to marketing and recruiting information, to issues of interest to club and association leadership. Please contact the Home Office for more information and an invitation.

The 2012 CALLERLAB Convention will take place on April 2-4, 2012 at the Sheraton "Music City" Hotel in Nashville, Tennessee. The Convention Planning Committee has chosen "Grand Ole Opportunity" as the theme and many of the interest and educational sessions will be again be focused around the Convention theme. As always, there will be technical calling and teaching sessions, as well as sessions that will challenge attendees to help our dance activity to grow. Almost all national dance organizations will again have representatives attending with some being moderators and panelists for the interest sessions as well. Their participation and contributions have been a wonderful part of our Conventions for some time now.

Nashville is the music capital of the world! Attend the Convention and you will also want to schedule a few extra days to be able to visit Nashville and enjoy musical performances at the local establishments as well as visiting the historical sites. The lovely Sheraton "Music City" Hotel is our host hotel and offers free parking, free airport shuttle, balconies on every room, and a beautiful plantation style lobby. Plan now to attend and enjoy the Convention as well as the amazing city of Nashville.





## CHANGE - A NEW BEGINNING

By Paul Walker

I have seen a lot of changes take place in our activity since the beginning of CALLERLAB in 1974 and when I began calling in 1981.

There appears to be no end to articles discussing the pros and cons of what has happened and what is happening to our beloved dancing activity. The dress code was discussed for over a decade until one got “blue in the face”, and then the dress code changed. It changed, not by an organization, not by our leadership, but by the dancers. Finally, some national organizations came out with a written statement on the dress code listing what was acceptable as proper attire. Many clubs had already been casual, except, of course for special club dances and conventions. The only problem with this change was that the driving force was imposed on those who “should” have made the decision for change. *“Progress is impossible without change.”* So now it’s time for progress, only this time maybe it would be more effective if the leadership within our activity would drive the change in the direction it should go rather than just letting it happen!

Since my background is in marketing (AT&T for 33 years), I tend to think from a business viewpoint of selling a product (square dancing). Our customers are people and there are two types of people that we need to convince to buy our product. Over many years, our market target for new dancers has been the senior citizen for the most part. The market that everyone seems to be talking about now is the “baby boomers.”

Our market to promote (sell) square dancing should be directed toward the “baby boomers” (BBs) and at the same time not forgetting the benefits of senior dancers. These BBs are a class of people in our culture that have very different characteristics from senior citizens of today. The BBs are a culture where both husband and wife worked and are now ready to retire (78 million over the next 10 years). They have the discretionary income to do what they want to do, they will scale down the size of homes, want to travel more, try something different, etc. One of the most important factors of the BBs is that they will not be willing to take

30-35 weeks to learn something so they can have fun. These folks are people who have been raised on computers and instant gratification.

*Our new dancer program takes too long to teach!* The American Callers’ Association (ACA) came out several years ago with a dance concept called “The ‘1’ Floor Dance Program.” I sent for a copy of the list where the ACA had combined the Mainstream and Plus calls and then deleted all but 67 calls. The concept is good, but I believe that the list is not. After studying the list, it appears that these 67 calls are really about 98 teaching functions, which cannot be taught or learned in the suggested 20 weeks. In my opinion, what is needed is to combine the Mainstream and Plus Lists and then delete all but about 50 calls.

What’s the problem? The callers—that’s right. If we were to go to 50 calls for one dance program, the callers would have to adjust, change, and learn how to use these 50 calls in a creative way to please the long-time dancers as well as the new dancers at the same time. Most older callers do not seem to be willing to make that kind of effort.

Another problem will be deciding which calls to use in an “Entry Dance Program”. I don’t know of any two callers who could come up with the same 50 calls to use. It will be difficult but not impossible to make this change, but it needs to be done—and soon.

Recently at a dance where I was calling, a dancer asked me, “What is CALLERLAB doing to help solve the problem of low recruitment numbers of new dancers?” After explaining some of the efforts by CALLERLAB to address this problem, I really didn’t feel very good about my comments. I got up on the stage during the break between tips and mentioned some of the things that are in this article. When I finished, the instant applause was a surprise, but it was apparent that the dancers understood that by shortening the entrance level teaching time, it would help bring in new dancers to our recreation. This also may help with retention, and this is only one part of our activity that needs change.

British Poet, John Dryden (1631-1700) once said, “We first make our habits, and then our habits make us!” So here we are, starting another decade of discussions and writing

articles about what to do to help our clubs grow and remain strong. *Where are our leaders? Progress is impossible without change, and it's time for change!*



## WHERE ARE THE WOMEN?

By Daryl Clendenin

Okay! I accept the fact that dancing is somewhere near the bottom of a man's list of things to do for fun and recreation. The idea of a handful of guys discussing what to do during a free evening and one of them suggesting "Let's go dancing.", being met with a boisterous "Oh Yeah!", is something funny enough for SNL???. Guys are a lot more likely to say, "Poker, bowling, football game or just about anything but dancing." It's just not likely.

On the other hand, dancing would be one of the first choices on a lady's list of things to do. It seems very unfortunate that the guys who would really enjoy the company of ladies are so quick to dismiss an activity that would bring them together—dancing.

What is there about dancing that turns the guys off? Well, first you have to ask a lady to join you on the dance floor. Now that is scary. What if she says no? Along with being embarrassing, it can be a terrible blow to one's ego. Does the simple act of asking her to dance imply anything else? "What if she thinks I'm hitting on her." Next, everyone might be watching you and in what's already an uncomfortable situation, no one wants to be the center of attention. And then, there's the fancy footwork and rhythm. "When it comes to dancing, I've got two left feet." The distinct possibility of stepping on her feet is always there.

Regardless of all the seemingly good reasons for a man to avoid dancing, it is still one of the best places (if you can overcome the obstacles) to meet and socialize with women. The popularity of shows like *Dancing with the Stars* and *So You Think You Can Dance*, dance classes and venues have seen an explosion in the number of single gals. They are there hoping to dance and hopefully, meet some nice fellow.

Now, if a man were hunting deer, he wouldn't waste his time looking around the city streets,

he'd go out in the woods where the deer are known to be. Likewise, if a man were to want to make contact with single women, he needs to go where they are. Where are they? They're at dances.

Though I'm not personally involved in ballroom dancing, line dancing or many other dance forms, I feel comfortable in saying the same abundance of single gals exists in all of them. Dancing is sort of a woman's thing.

What I am familiar with is square dancing. With the guys in mind, here are some really good reasons to at least give square dancing a try. Most of the reasons that you might find for not dancing don't exist in square dancing.

Sure, you are still expected to ask a lady to dance, but don't be surprised if she asks you first. Asking someone to dance implies nothing, but it can be an icebreaker of an introduction. In square dancing, the idea that one's request would be rejected is all but non-existent.

Though square dancing is a contact activity, the contact is minimal, mostly hand to hand.

There are seven other people in a square, all moving in relative unison to the music and the directions from the caller. Everyone is paying close attention to the directions from the caller and has little time to notice what anyone else is doing. Yep! You don't have to remember the dance patterns. You move to dance cues from the caller. Sort of like your drill sergeant in the Army, only friendlier.

Unlike ballroom and most other forms of dance, there is *no* fancy footwork. If you can walk, you can square dance. There is rhythm to the music and most dancers try to match their walking to the rhythm. But if they don't, it has no effect on the dance and no one really notices. Two left feet are very common and the risk of stepping on another's toes is a non-concern.

On top of everything else, the average cost to attend classes or dances is unbelievably low. Fun, fellowship, women, great exercise, and probably food—all in one place.

The answer to "Where are the women?" They're dancing and waiting for the single guys. Why not give it a try?



## TEXAS HALL OF FAME

By Deborah Carroll-Jones

At the Dixie Chainers November 12th dance, **Mike Bramlett**, President of the Texas State Callers' Association, stepped to the mike to talk about the creation of the Hall Of Fame Award and the callers from the area who had been so honored.

Then, **Jon Jones** took the mike and made the following speech: "I have known this caller all of his life. He went to his first square dance when he was four days old—in a doll buggy. He began square dancing as a teen in 1973 and began calling in 1978—a total of 33 years. He served 3 terms as the President of the North Texas Callers' Association and he is currently Vice President of the Texas State Callers' Association. He has served on the Board of Governors of CALLERLAB for several years and on the Executive Committee for 3 of those years. He has been Chairman of 3 Committees within CALLERLAB and is currently Vice Chairman of one Committee. He is a member of many committees. He has organized and called for clubs in NORTEX and for several years for a club in Graham, Tx.

It was Vernon who developed the idea for Fast Track (or Blast) classes with NORTEX and this system is used in many states today. He has called dances and festivals all over Texas as well as many other states. This past July, he (along with Kayla) was one of the Caller Coaches at a caller's school in Malmo, Sweden, and he was one of the callers at their festival along with Deborah and me. He has been married to Kayla for 31 years as of next week. They have 2 daughters, Amber and Lindsay, and 2 granddaughters, Aubrey and Allie. Amber and the 2 granddaughters are here tonight. He has also received the first Prestige Award from the Texas State Callers' Association. We are very grateful to the Dixie Chainers for nominating the 2011 inductee into the Texas State Callers' Hall Of Fame, **Vernon Jones!**"

Vernon was completely astonished and very humbled as he came up on stage. Kayla presented him with his award, Deborah presented him with his certificate, and his mother, **Shirley Jones**, pinned the Hall Of Fame lapel pin on his shirt.

Congratulations to **Vernon Jones!**

## 40TH CALLERLAB CONVENTION 2013 IN CARY (RALEIGH), NC

Cary, NC is a suburb of Raleigh, NC and will be the site of the 2013 CALLERLAB Convention. Raleigh has many personalities, a diverse network of neighborhoods and entertainment districts and each has its own culture and flair. There are districts for strolling along tree lined sidewalks with art gallery views, districts for shopping, districts for dancing, historic districts and districts that remind you how much you love cobblestone streets with antique lampposts. This is the destination you've been waiting for, because it's so many destinations in one. You'll sense it as soon as you arrive. The fun, lively streets packed with funky cafes and pubs. Endless hot spots and historical treasures, exciting hockey games and incredible area-wide celebrations. There's so much to see and do here, you won't want to experience it alone. Use the handy listings, interactive maps and event calendar to make the most of your visit.

<http://www.visitraleigh.com/visitors>

When you're looking for the excitement and attractions of a great city, combined with the affordability, approachability and appeal of a classic Southern town, look no further than Greater Raleigh. Best known for its world-class museums, best of Broadway shows and live concerts, Capital area historic sites, professional and amateur sporting events and shopping Mecca status with 11 major retail areas, Greater Raleigh truly offers a variety of entertainment all in one park-like, scenic setting. Come see why with Raleigh attractions and entertainment is continually ranked as one of best places to live and an even greater place to visit.



The Home Office Staff would like to take this opportunity to wish you a joyous and safe holiday season and prosperous New Year!

*Dana and Donna,  
Wade and Laura,  
and Royce & Kathy*

Behind every great man is a woman rolling her eyes.  
Jim Carrey



# For Immediate Release

## November 2011

### ARTS Benefit Dance Week

#### February 26 - March 3, 2012



The ARTS is a non-profit charitable education organization created and operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, Traditional, Contra, Clog, Line, and Folk Dancing by encouraging and assisting a coalition of allied dance groups. The ARTS will provide the leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

The ARTS has accomplished much to help increase the participation in the dance activity: 1) Established an Education Grant fund to provide assistance to associations or other groups which sponsor and host educational meetings or gatherings; 2) Created a user friendly website to provide helpful information and other marketing materials; 3) Funded creation of the [You2CanDance.com](http://You2CanDance.com) website. This website provides video and other information to inform non-dancers of the benefits of the activity, including caller and cuer contact information, and others.

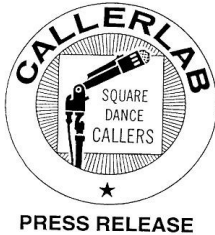
The ARTS is supported by donations and membership dues. It does not have any other revenue sources to fund its goals and mission.

The ARTS Governing Board has designated the week of February 26 thru March 3, 2012 as "ARTS Benefit Dance Week". All clubs and other associations are encouraged to sponsor benefit dances to raise donations for the ARTS.

Please visit our website for more information: [www.arts-dance.org](http://www.arts-dance.org)

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The ARTS Governing Board appreciates the support, publicity, and assistance.



**FOR IMMEDIATE RELEASE  
(November 2011)**



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

**BEGINNER DANCE PARTY  
LEADER'S SEMINAR  
AT 2012 CALLERLAB CONVENTION**

The Committee for Community Dance will sponsor a Beginner Party Leader's Seminar on Saturday, March 31 and Sunday, April 1 just prior to the start of the 2012 CALLERLAB Convention in Nashville, TN. The seminar will begin at 9:00 a.m. on Saturday, March 31, 2012 and end at 1:00 p.m. on Sunday, April 1st. The location will be within the CALLERLAB Convention hotel, the Sheraton "Music City" Hotel, near the Nashville airport. The cost for this seminar is \$50 per leader. Spouses and/or partners will be admitted free.

Learn to teach and lead parties for people of all ages who have not danced before. Some of the topics being scheduled are:

- Easy Square Dances
- Contra Dances
- Line Dances
- Mixers & More

**For More Information Contact:  
Bob Riggs  
7683 E. Costilla Blvd.  
Centennial, CO 80112-1211  
(303) 808-7837  
Bob@SquareDanceEtc.com**

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

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

**THE CALLERLAB BOARD OF GOVERNORS**

CALLERLAB



Tennessee
April 2 - 4, 2012
Registration!

We will be staying at the beautiful Sheraton "Music City" Hotel. Visit the website at:
WWW.SheratonMusicCity.com

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

Table with 2 columns: Item, Price. Caller Without Breakfast \$210.00, Non-Caller Without Breakfast \$200.00

Table with 2 columns: Item, Price. Caller With Breakfast -Tuesday and Wednesday Morning Only \$250.00, Non-Caller With Breakfast -Tuesday and Wednesday Morning Only \$240.00

- Caller Coaches One-on-One \$30.00
BDPLS (Beginner Dance Party Leader Seminar) \$50.00
Session Recordings in MP3 format \$25.00
Save the date! Register now with a minimum deposit of \$100.

Amount to be Charged: \$

MasterCard, Discover or Visa (please circle) Card#
Expiration Date (CID# - three digits on back of card)
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.