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## CALL TO CONVENTION

In accordance with the Bylaws, notice is hereby given of the Call to Convention to be held at the Sheraton "Music City" Hotel on April 2-4, 2012. All Active Members, Associate Members, Apprentice Members, Life Members (Gold Card Holders), and Youth Members are cordially invited to attend. Convention invitations and registration information was sent in December of 2011. If you did not receive information and wish to attend the Convention, please contact the Home Office at 1-(800)331-2577.

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

Resolutions may be presented, discussed and voted on during the 2012 annual business meeting. Resolutions that are being considered for presentation are:

1. The Music Ethics Ad Hoc Committee has been working on a "Paid In Full Initiative" that may be presented at Convention for discussion and endorsement.
2. A motion is being considered to change Membership categories as currently shown in Section II., MEMBERSHIP of the Bylaws.

Convention attendees will receive a copy of proposed change (s) in their Convention registration package. Voting on the proposed changes will take place at the annual business meeting on Wednesday, April 4, 2012. This will allow adequate time for all Members to review the changes and obtain answers to any questions prior to the vote.

### 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
MAR 21-23, 2016	Lansdowne, VA

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



## FROM THE CHAIR

By Elmer Sheffield

Our CALLERLAB Convention in Nashville, Tennessee is quickly approaching. From all indications, it will be a great conference. I hope that you have registered and I look forward to seeing all of you.

I have given much thought to this article regarding what I could write to give each of you encouragement for the coming year. I would like to talk to you about a positive attitude. We have heard quite a few negative comments this last year such as "Square dancing is dying"; "Clubs are folding"; "Festivals are folding"; "No new dancers are coming in", etc. Some of this is true, but there is still a positive side: we are still calling and there are still dancers to call to. Instead of taking the negative approach, let's look at the positive side.

Having and maintaining a positive attitude is vital for success, no matter what you are attempting to do. Unfortunately, it is not always easy to maintain a positive attitude. CALLERLAB has listened to both negative and positive feedback, and we have taken the positive approach to try to remedy the negative comments. Come to the Convention and join in the discussions. Come with a positive attitude. If we do this, we will see square dancing prosper again.

It's the time of year for setting goals. Set goals in your calling that you can obtain. Do you want to be a better patter caller, a better singer, a better teacher, etc.? Set your goals, and with a positive attitude you can achieve them. Goals are obtainable if you maintain your desire and keep a positive attitude. Always tell yourself, "I CAN, I AM ABLE, I CAN DO IT because I am a positive person." Surround yourself with others who are positive. Do not participate in negative dialogue with others—it's a waste of your time and energy. Each goal that you accomplish, no matter how small, will bring you confidence and self-esteem.

Let's come to Convention this year with a positive attitude and a willingness to work to revive our great activity. I know we can do it. When you have a positive attitude it rubs off onto other people around you.

I sincerely hope you take this to heart, and I look forward to seeing each of you in Nashville for a "GRAND OLE' OPPORTUNITY" and a grand ole' time!



## PAST CHAIRMAN

By Jerry Junck

Square dancing is one of the most exciting and enjoyable activities available as a recreation today. That is a very biased opinion from someone who loves this activity and has made his living calling square dances for many years. However, if that statement is true, why have we seen a decline in numbers over the last 15 years? Basically, the simple answer is that we are not recruiting the numbers of new dancers we did years ago. That is a fact. There have been numerous articles written addressing the myriad of issues why we can't recruit as in the past. It is my feeling that the simple answer is that our society has changed. Younger people join almost nothing. This is a reality of our society today, and one that we have to accept and understand. That reality makes it even more incumbent upon our dance population to work harder at recruiting and find ways around this mindset. Square dancing is not alone in trying to address this issue. All of the service and volunteer organizations are clamoring for new members, as is square dancing. That being said, I am convinced there are people that we can recruit and will enjoy square dancing, but it has to be one-on-one, and we need to **TAKE** them to class, not **ASK** them to come. Just my opinion.

However, a larger concern for me is the numbers of new square dancers we have lost because they were either frustrated with the complexity of the

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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.

activity, or weren't made to feel welcome. One of my first memories of CALLERLAB is a convention where **Jack Lasry** made the following comment: "I am not concerned about the people that leave square dancing. I am concerned about the people we are driving out of the activity." Jack was referring to what he felt was the growing mindset of callers toward increasing the complexity of their choreography; callers calling material for the most experienced dancers with little or no regard for the newer or weaker dancers. Imagine—this comes from a man who published one of the best note services ever printed.

It is completely unfair to believe that new dancers can complete lessons and have the same skill and ability level of experienced dancers. That simply isn't possible. Lessons are an exposure at best. Furthermore, in many areas, callers are attempting to teach new dancers through the Plus Program. This significantly compounds the amount of material to be taught, which leads to frustration, which leads to new dancers leaving the activity before they ever get a chance to enjoy it. What is the urgency to teach the Plus Program? Why? Especially when we have a proven dance program for newer dancers called Mainstream.

Mainstream is a wonderful program for new dancers. It provides a comfortable place for new dancers to just dance and enjoy the calls they have learned. It provides a dance for new dancers to relax and have FUN. And, FUN is what they were looking for when they began classes. Dancers can learn the Mainstream Program in about 20 weeks from standard positions. There should be no urgency to push the new dancers. That rush to make "Plus" dancers out of them is exactly what **Jack Lasry** was saying...., "I worry about the people we are driving out of the activity."

Attempting to teach both the Mainstream and Plus Program in one class period is asking too much of people, in my view. Teaching too many calls in one lesson series leads to dancer frustration. Frustration leads to dancers leaving the activity before they ever have any opportunity to feel the joy of dancing. Why not teach the Mainstream Program and let people enjoy square dancing, before "pushing" them further? We are so impatient with our new dancers. What is the urgency?

Experienced dancers are just as impatient with

new dancers as are callers. At the risk of ruffling some feelings, there are two reasons for this. One is that they have worked at their dancing for years to become accomplished at that experience level. The second is that when dancing at the Plus Program, they don't have to deal with the newer dancers. It is my view that this is why so many clubs now have every third tip Plus.

Let's think about this for a moment. If we call six tips in two hours, or eight tips in a two and one half hour dance, our newer dancers have to sit out one-third of the evening. Not by choice, but because they are not experienced, or good enough, to join the rest of the club. Like it or not, that is *their* perception of square dancing. The new dancers, who need the most floor time, are *excluded* from one-third of the dance.

There has been so much written about needing an easier entry program for square dancing. Callers have tried the ABC program, Blast programs, and others. I think we already have a proven program in place. That program is Mainstream. It was what everyone danced when square dancing was at its zenith. As I said earlier, Mainstream is a wonderful dance program to both call and dance. The Mainstream Program provides a more comfortable setting for new dancers to relax, and have FUN. The Mainstream Program is a venue that is all inclusive, allowing dancers to sit out because they want to, not because they are excluded. This reduces the frustration that "drives" dancers out of the activity, as **Jack Lasry** pointed out so many years ago. Let's enjoy square dancing, and each other. Let's make a concerted effort to control our desire for complexity, and demonstrate that Mainstream is square dancing, and square dancing is FUN!

## CONVENTION REGISTRATIONS

Don't delay—register for Nashville today!

"It ain't 'bout the dance (choreo).  
It's 'bout the dancers (people)."  
Daryl Clendenin

## 25 AND 50 YEAR CERTIFICATES

Will you be eligible for a 25 or 50 Year Certificate in 2012? We would like to let all Members know the policy and procedure in place regarding this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 and 50 Year Certificates: 1) During the CALLERLAB Convention, the certificates will be presented to each Member who becomes eligible during that year and is attending the Convention. 2) Certificates will be mailed to the Members who become eligible in that year but do not attend the Convention. 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 for 25 years or 1962 for 50 years), please contact the Home Office to verify your information in our files.

### DID YOU KNOW?

Over 217 people have already pre-registered for the 2012 Convention in Nashville, TN.

## BEGINNER DANCE PARTY LEADER'S SEMINAR

A Beginner Dance Party Leader's Seminar is planned for Saturday, March 31, 2012 prior to the start of the CALLERLAB Convention in Nashville, TN. The seminar will begin at 9:00 a.m. on Saturday, March 31st and end at 1:00 p.m. on Sunday, April 1st. The location will be in the Sheraton "Music City" Hotel. Cost will be \$50 per leader. Spouses and/or partners will be admitted free. Topics will include many of the items important to a successful dance party. Checks should be made payable to CALLERLAB and sent to the Home Office at 200 SW 30<sup>th</sup> St., Suite 104, Topeka, KS 66611. To charge by Discover, MasterCard or Visa, please call 1- (785) 783-3665 or E-mail [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com). Pay Pal may be sent to [callerlab@aol.com](mailto:callerlab@aol.com). For more information contact Bob Riggs at: [Bob@squareDanceEtc.com](mailto:Bob@squareDanceEtc.com) or the CALLERLAB Office.

### ASK CALLERLAB

<http://tinyurl.com/askCALLERLAB>

## CONTACT CALLERLAB

Many ways to contact the Home Office are available other than by the phone and e-mail. Wade is on Face Book as "Wade Morrow", and Skype by the same name. Dana Schirmer is on Face Book as "Dana Schirmer". You may "Friend" both of us. Search Face Book for "CALLERLAB" and find the Association's Face Book presence.



### MUSIC ETHICS COMMITTEE LAUNCHING A NEW INITIATIVE Paul Bristow Chainman

**Bill Heyman**, Milestone Award recipient and Gold Card holder, published a notice on "Illegal Music Copying" at the CALLERLAB Convention in 2009 and, among his comments, he stated the following:

"My comments are intended to inform, not offend, and certainly not to accuse." His article explained that, "Whether you buy Vinyl, CDs, or MP3s, buying square dance music is really buying a "single user license"; very similar to what happens when you purchase computer software." He went on to say that, "Illegal copying begins when you give away or sell *any* of the above-mentioned copies, yet continue to use the music yourself." As we have transitioned from vinyl records to CDs, mini-discs, and MP3 computer files for organizing and playing our music, Bill explained, "It has become quite easy (read that as tempting) to copy music belonging to other callers without paying for it oneself."

In direct response to this article from **Bill Heyman**, the CALLERLAB Executive Committee, at the request of the Board of Governors and Member callers, set-up a Music Ethics Committee under Chairman **Paul Bristow** and Vice Chairman, **Wade Driver**. This Committee has investigated, discussed and attempted to discover resolutions to the problems of Music Piracy.

Last year at the Las Vegas Convention, Chairman **Paul Bristow** stated, "Until all callers have a firm grasp of what is right and what is wrong, they have no real guidelines to follow." The Committee discussed the position that "ignorance of the rules is no excuse", but in the end, wanted to remove any excuse by making everyone aware of the rules so that they can just



follow those guidelines. There is not a practical way to take firm legal action on those who illegally share music. Yet by creating a voluntary worldwide program where callers, cuers, and prompters will have the opportunity to be ethical and “do the right thing” in regard to the music they use, we will be able to get closer to solving the music piracy problem.

Final touches are being put on this initiative so that all dance callers, cuers, and prompters, can join in, no matter what organization or affiliation they are part of. It would be along the lines of a “Professional Guild”, with those joining this “Guild” agreeing to follow a set of guidelines. This essentially means that all the music they use has been paid for: they own the “single user license”, and they don’t share this license or music with anyone else.

This “Professional Guild” would give to its members a “Premier Status” that would signify that each member is a team player, values the long-term interest of our dance activity, respects his/her fellow callers, cares about the future quality of our dance music and our dancers, and has the desire to do what is fair and right. Down the line, it could even become the reason a caller is asked to call for a club, festival, or record for a record company.

The members of the Music Ethics Committee hope to see you at our open meeting at the Convention in Nashville, to discuss these proposals.

Visit our Winning Ways

<http://tinyurl.com/CALLERLAB-WinningWays>



## REASONS TO ATTEND CALLERLAB CONVENTION

Reasons to attend the CALLERLAB Convention in NASHVILLE:

- 1) Opportunity to spend time and communicate ideas with leaders within CALLERLAB.
- 2) Educational sessions which introduce new and exciting ideas.
- 3) A great way to renew your enthusiasm for the activity.
- 4) Share your thoughts, ideas, opinions, concerns, and views as they pertain to committees and issues.
- 5) Share in discussions and provide your input to help lead the way and develop the future of square dancing.

- 6) Enjoy demonstrations of different dances and methods of calling, both old and new.
- 7) Meet members of the Board of Governors. Attend informal sessions hosted by members of the Board to express your concerns and ideas.
- 8) Attend activities such as the Grand Ole Opry and Beginner Dance Party Leaders’ Seminar.



## CONVENTION RECORDINGS “WOW! WHAT A DEAL!”

In the past, the cost of a complete set of Convention CDs when purchased directly from Convention CDs, Inc. (CCD) was **\$189**. This year, CALLERLAB has contracted with CCD to purchase the complete master of the audio recordings of the special interest sessions presented in Nashville in 2012. This arrangement was made to better serve the Membership of CALLERLAB by being able to sell the complete sets of MP3s at the reduced price of **only \$25—an unbelievable savings of \$164**. This amazing offer is available to our Members, affiliated associations, and members of an affiliated association. This opportunity, however, is only available if orders are placed on or before April 8, 2012. The price of orders received by CALLERLAB after April 8, 2012 will be \$50. Non-Members will be charged \$75. While CALLERLAB has made this financial commitment on behalf of its Members, we request that copies not be produced nor provided to others. Why not order yours now?

If you attend the Convention, you will want a complete set to help collect some of the valuable ideas you heard during each session. If you aren’t able to attend, you will want a complete set to hear what you missed. The recordings have always been a great quality product packed full of invaluable educational information and exceptional presentations. We encourage everyone to take advantage of this special arrangement offered by CCD and CALLERLAB. This incredible value makes owning a set reasonable for everyone.

The MP3 orders will be processed shortly after the Convention when the Home Office reopens on April 9, 2012. Your set of Convention MP3s will ship approximately two weeks following receipt of your order. Don’t wait! Contact Wade

at the Home Office by e-mail at: [wade@CALLERLAB.org](mailto:wade@CALLERLAB.org) or by phone at: 1-785-783-3665 and reserve your set today! Payments may be made using Pay Pal, Master Card, Discover, Visa, or personal check.

## HOTEL COST 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 advise you if there are others who are looking to share a room and provide you e-mail or telephone numbers for contact purposes.

## MEMBERSHIP RENEWAL

Membership renewal information has been sent both electronically and by mail for the membership year 2012/2013. Your current membership expires March 31, 2012. If you reside in the U.S.A., your BMI/ASCAP music performance license and group liability insurance coverage also expire that day. Your membership renewal dues and fees must be received at the Home Office by March 31, 2012 to prevent an interruption in your membership. CALLERLAB membership dues for the 2012/2013 membership year are \$105.00. However, those receiving *DIRECTION* electronically will receive a \$10 discount. If you live in the U.S.A., you will also need to pay your insurance and BMI/ASCAP fees. Be sure to mail your membership renewals to reach the office by March 31, 2012. The office will be closed March 28 - April 8, 2012. If you have not received your new membership card prior to April 1, your application will be processed as soon as possible after the Convention.

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility are reminded that the necessary certificates must be obtained directly from the insurance company. The certificates are only available by calling Northwest Insurance Brokers at 1-(208) 287-8803 or e-mailing [Heather@NorthWestBrokers.com](mailto:Heather@NorthWestBrokers.com). Identify your-

self as a Member of CALLERLAB and they will issue the certificate after verifying your Membership. Certificates are mailed within 72 hours. This insurance program is only available to U.S. Members.



## FOUNDATION AUCTION AT CONVENTION

The Ways and Means Committee will conduct a live auction during the 2012 CALLERLAB Convention in Nashville on Monday evening following the banquet. Past auctions have always been very enthusiastic and entertaining. All proceeds from the auction will go to the Foundation to help meet its goals.

Donations for the auction are requested. Items may be anything that you wish to donate that you feel would be of interests to our attendees.

Previous auctions included items such as:

- A Recording Opportunity.
- New Releases From Recording Companies.
- Jewelry.
- Paintings.
- Wood Products.
- Calling Equipment.
- Tuitions for Caller's School.
- Hand Decorated Items.

So far this year we have the following items pledged:

- Yac Stack by **Tom Dillander**.
- Recording Session with ESP Records from **Elmer Sheffield**.
- A 2012 Platinum Membership from **Tony Oxendine** and **Jerry Story**.
- Rhythm Exclusive Membership for 2012-13 from **Wade Driver**.
- Tuition to **Tom Miller** and **Betsy Gotta's** November 2012 Callers School.
- Burleson's Encyclopedia from **Bill Boyd**.
- One Year of Full Page Advertising in ASD, (Required time limit to place the ad).
- One Thousand Full Color Business Cards from Gramac Printing.

What items can you donate to make this a very successful auction?

## OFFICE CLOSING

The Home Office will be closed for the CALLERLAB Convention beginning March 28 - April 8, 2012. The office will reopen Monday, April 9, 2012.

## 43rd CALLERLAB CONVENTION SITE CHOSEN

CALLERLAB has selected the National Conference Center in Lansdowne, VA near Washington DC as the location for the 43rd CALLERLAB Convention to be held March 21 to March 23, 2016. This venue will offer a learning environment with meals and beverages included in the room rates. Located just 12 miles from Dulles International Airport and 35 miles from Washington, DC, this location will offer many attractions for those attending this Convention. Make your plans to attend.

## NASHVILLE HOTEL OVER-FLOW

Three years ago CALLERLAB negotiated hotel rooms at the Sheraton "Music City" Hotel for the upcoming Convention based upon previous years' experience. When the group rate for the Grand Ole Opry shows was announced, many attendees chose to make plans to arrive a few days early which has filled our contracted rooms for Friday and Saturday prior to the Convention. We were able to double our contracted rooms for those dates. However, these are also now completely full with no more rooms available for March 30th and March 31st. The Home Office has contacted the Marriott Hotel (also near the airport) and were able to contract additional rooms there. The rate obtained at the Marriott is \$119 per night. Both hotels will shuttle attendees between the two hotels to attend the Convention activities. If you wish to stay at the Marriott, please make your reservations at 1-800-228-9290 or 1-615-889-9300. Make sure you refer to the International Association of Square Dance Callers when making your reservations. If you need assistance making your reservation, please contact the Home Office. Our staff will be happy to help you.

## NASHVILLE CONVENTION

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



## COACHES CORNER

### DANCER ETIQUETTE

By Daryl Clendenin

When we teach our new beginner dancers, it's important to include a few rules of the road (dance floor) along the way. Remember, we are much more than just a dance. We are a social function and have an obligation to deal with others in a way that will facilitate friendship and enjoyment for all. Many of the rules for dancers seem obvious and when dealing with others would be considered "common sense." A few though are peculiar to our activity.

NO ALCOHOL BEFORE THE DANCE: Only another person that is under the influence of alcohol could tolerate someone that is drunk. Aside from the obvious inability to perform the dance movements, the odors associated with drinking are unacceptable. Leave the drinking for after the dance.

CLEAN BODY & CLOTHING: Speaking of "odors," square dancing is a vigorous exercise and can result in a lot of perspiring (by both men and women). Fresh, wet perspiration on "dried sweat" activates the odors. Be sure that your clothes are freshly laundered. It is very important that we begin the dance with clean clothes. Bathe before the dance. Be sure to use deodorants (especially under the arms). Dive Thrus can be dangerous territory without it. Colognes in moderation are also nice, but over-use can trigger some allergies.

### FILL THE SQUARES QUICKLY:

When the music starts, that means it's time to dance. Enter the dance floor with a partner. If you need a partner, it is acceptable to stand at the edge of the floor and hold one hand in the air indicating that you are ready to dance.

Join the first square you come to. It's not polite to pass a square that needs a couple in order to join a square of friends, club members or better dancers.

It's also not polite to walk through the center of a square in order to join it. Walk around the outside to the nearest open position. If another couple fills that spot because it was nearer to them, smile and fill a position in another square. If all the squares are full, raise your hand displaying the number of couples needed by an equal num-



ber of fingers. The caller will see you and encourage others to join your square.

**NEVER LEAVE A SQUARE:** It is an insult to the members of a square if you leave it before the tip ends and you have not taken the time to thank everyone. This is especially bad if you leave one square to join another. Of course this doesn't apply in the case of an emergency. In an emergency, everyone will understand. After all, it's just a dance.

**SMOOTH DANCING:** It is always safe and acceptable to do the moves as they were originally taught. Personal flourishes can sometimes be fun for you but for some dancers, the extras may be clumsy and occasionally dangerous. Extra kicks, stomps and twirls can get in the way of the timing and the space of other dancers. Don't rush. Taking one step for each beat of music should move you through the choreography comfortably and in unison with the other dancers in the square.

**BE GENTLE:** By using the proper handhold without squeezing, pushing and pulling will ensure an enjoyable dance experience for everyone in the square.

**SHHHHHH!:** There should be only one caller giving directions to the dancers. Laughing is fun; smiling is fun. Even the occasional whoop or holler at the appropriate time can be fun, but loud talking or making noise that competes with the callers commands is nothing but obnoxious.

**THANK YOU:** At the end of the tip, always take the time to thank everyone in the square. Likewise, at the end of the dance, stop by the stage and thank the caller and cuer.

As always, remember, it's a people thing first and a dance second. "Treat others as you'd want to be treated" (Hmmm! I've heard that someplace before) and everything will be all right.



## HISTORY COMMITTEE

By Jerry Reed, Chairman

Over the years, **Bob Brundage** has interviewed many CALLERLAB Milestone recipients and other leaders in the square dance activity. Transcripts of these interviews with Milestone recipients are posted on the Square Dance Foundation of New

England (SDFNE) website ([www.sdfne.org](http://www.sdfne.org)). Additionally, there is a link to the audio of all the interviews Bob conducted.

Jerry Reed, Chairman of the CALLERLAB History Committee, is pleased to announce that the following links have been posted on the CALLERLAB web site: 1) Links to the transcripts of the Milestone recipient interviews; 2) The link to the audio for all the interviews.

The History Committee encourages each of you visit the SDFNE website to review this historically significant data.

These links are posted on the CALLERLAB website at:

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

Then click on "Historical Documents" then Search for "Interviews".

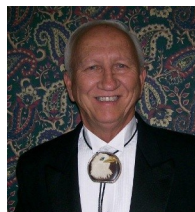
The 3 C's in Life:

Choice, Chance, Change

You must make the Choice, to take the Chance, if you want anything in life to Change.

## 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.*



## SQUARE DANCE RECRUITMENT AND RETENTION

By Darryl L. McMillan

In the 1960s, when someone started square dancing, they stayed in square dancing an average of 2.5 to 3.5 years ( per Sets In Order, the leading national square dance magazine at the time). At that time most clubs had at least one class per year lasting 10 to 12 weeks. Many clubs had more than one class per year.

When the class graduated, they were automatically members of the club. These dancers were very enthusiastic while they were in class. They were learning something new every week. They were very enthusiastic the second year because



they brought their friends to class. By the next year they were pretty efficient at square dancing. Every year, when the club graduated their class and the class people were now club members, the club dance had to be at the class level by necessity. This is when the more experienced dancers became dissatisfied with the dance and they would quit.

Most traveling callers ( who were the callers normally hired to do the club or association festival each year ) would teach something new or different at each dance. This was enjoyed by the dancers, but the dancers might never hear these calls again. In the 1970s, CALLERLAB developed the "Plus" list, which was comprised of some of the favorite calls the traveling callers used. The Plus classes gave the experienced dancers I mentioned in paragraph two, a place to go and enjoy square dancing just like they did when they were in beginner class. They were learning something new each week. These people now stayed in square dancing much longer. That's the good part. This also had a down side.

Now that these dancers were more efficient at square dancing, many did not support their club like they did before. But the worse thing is, I think, is that they did not want new dancers at the dance because they were not able to dance the way they wanted to if they had new dancers in the square. I have had dancers tell me this to my face. Therefore, they had no enthusiasm for recruiting new people for square dance class. Consequently, over the years, the dancers have moved up the levels of dancing and left a lot fewer people to recruit for clubs.

In response to the situation above, I have heard callers say, "We need a shorter teaching program". We have had a shorter teaching program since the late 50s or early 60s. This program is still active today. It is called the "Basic" Program. It has about 46 calls that can easily be taught in 10 weeks (standard position). One other point: if the dancers have a great time each week, they don't care how many weeks the classes take.

In response to the low membership situation, I have heard clubs tell their callers, "We will teach the class in 10 to 12 weeks and then put them in the club." In most cases, this is just not enough time. When you put dancers on the floor before they are ready, you will lose people. The new people think they make all the mistakes

and they will become disappointed in themselves. The experienced dancers are quite disgusted because they came to a dance and now cannot dance because of the people that are not ready yet. No dancer should be on an open dance floor until they have graduated from a class. In most cases this means "Mainstream".

If you would like to enhance your club and or your square dance class, please contact CALLERLAB. They literally have books of ideas and things that have worked to recruit and keep your dancers.

### **Attendance at Special Square Dances**

The items listed below are suggestions that could enhance the attendance at your special dance.

1. If you want people to attend your special dance, attend their special dance first. Organize at least a square to attend various dances in your area.
2. Put out fliers for other clubs' special dances as well as your own.
3. Check publications early to ensure your dance date does not conflict with another special in your area.
4. Always put out a professional looking flier to peak interest in your event.
5. Always list the level of the dance you are sponsoring. If you just advertise "a square dance", you will find that the more experienced dancers may not come because they know there will be people of all levels attending, including some that will not be able to dance well. The newer dancers may not come because they know the caller may call for some of the more experienced dancers and they may not feel confident enough yet to attend.
6. Do not encourage a class that has not graduated to attend. This will hurt your attendance and is not good for these class members.
7. Ask a committee, member, or volunteer to advertise by e-mail, U.S. mail, telephone, newspaper, or fliers.
8. List your dance with any publication in your area that lists upcoming special events or dances as early as possible to give your dance more exposure.

I would be interested in your opinion and response to what I have said.



## PROGRAM OBSERVATION

From **Richard Maurer**

Very often I will read in the CALLERLAB newsletter, *DIRECTION*, articles about the difficulties callers and square dance clubs have recruiting new dancers. And often the conversation turns to what's wrong with the CALLERLAB approved list of square dance calls. The arguments always seems to be that the Basic/Mainstream list is too long, or too difficult, or takes too long to learn and puts off new dancers. Some callers try teaching basic through plus in a single year, which, the argument goes, puts off a lot of dancers. Perhaps we need to change the Basic/Mainstream list, or the Plus list. Maybe we should increase the length of the classes, or teach Basic/Mainstream over a longer period of time. Maybe we should break Basic/Mainstream into two levels, taught over two years. And the arguments go, on, and on, and on.

The fact is, there is nothing wrong with the Basic/Mainstream or the Plus lists. These lists have been around for decades, and skilled callers have effectively used them to teach generations of successful square dancers. The lists should not be changed. The problem instead is that very often, with the ability of callers to use the dance lists effectively for the purposes that the callers want to use them for. There are, in these dance lists, a fantastic number of interesting calls, and a skilled caller will always be able to use these lists to design interesting and fun dances. For example, if a caller is calling a one night stand, he or she has a plethora of choices from the Basic list to entertain dancers who have never danced before. If the caller is trying to teach a class that will last only a month, or a few months, (say, through a local rec/ed center), there are any number of moves that can be successfully incorporated into such a class. If the caller is calling to a beginner's group that wants challenging or fast-paced classes (such at a University, with "brainiac" students) there are plenty of choices of calls from the Basic and Mainstream lists that can be used to keep even the most ambitious student entertained. The point is, there is nothing wrong with the CALLERLAB approved lists of calls. Instead, the challenge is for the caller to use the currently existing lists effectively (with skill and imagination) to entertain his or her dancers. If

the caller has difficulties doing so, or if the club he or she calls for has difficulties retaining dancers, the problem is not with the dance lists, but very often with the caller. An imaginative caller should be able to use his or her professional calling skills, together with effective marketing and a motivated club, to create fun, entertaining dances that dancers will want to keep coming to.

Our focus should not be on how we should change the CALLERLAB approved lists of calls, but on how the existing lists can be used effectively, and with imagination to attract and retain dancers. It's all about a caller's skills and effective marketing. There is absolutely nothing which should prevent a motivated caller, or club, from creating successful, entertaining, and fun dances that dancers will want to keep coming to.



## MANNY AMOR

By **Gardner Patton**

Just a note to let you know, in case you haven't heard, that CALLERLAB Member **Manny Amor** passed away November 22, 2011 in Lakewood, NJ. He became a caller in 1953 and was well known by many clubs on the East Coast including Star Thru Squares of Lakewood, Do-Si-Dos of Freehold, and Staten Square Set of Staten Island. He was a Charter Member of the Callers' Council of NJ, the author of several square dance calls, and the recipient of national and international awards. He was an avid cartoonist whose works appeared in the *Grand Square*, the Northern New Jersey square dance magazine, for several years. The Callers' Council of New Jersey has established a caller's educational scholarship fund in his memory.

His obituary is at: <http://obits.dignitymemorial.com/dignity-memorial/obituary.aspx?n=Manuel-Amor&lc=2300&pid=154730367&mid=4895356&locale=en-US>

## IN MEMORIAM

**Manny Amor**  
**Francis Zeller**



## FOUNDATION NEWS

### SCHOLARSHIPS AWARDED

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

CALLERLAB Foundation General Scholarship

Recipient: William Reines

Paul Place Scholarship

Recipient: Teresa Berger

Kenneth Reid Scholarship

Recipients: Ken Monroe and Bruce Main

**Congratulations, Everyone!**

### FOUNDATION REQUESTS

Donations to the Foundation are requested to help in the various areas of square dance promotion and preservation. Funds donated will be used for caller education scholarships, grants for the Square Dancing in Colleges and Universities Program, equipment for the Youth Caller Program, representation at the National Dance Association (NDA) conventions, and much more. Your donation will be most appreciated.

### MIKE JACOBS MEMORIAL SCHOLARSHIP CREATED

The Foundation has received a \$5,000 donation from the Marjorie Wyman Charitable Annuity Trust to be used to fund a new scholarship in memory of

**Mike Jacobs.** Deb Wyman and the Wyman family will provide scholarship guidelines soon and these will be published at a later date.

Those wishing to add to this fund may do so by sending donations to the Foundation and requesting the funds be added to the Mike Jacobs Memorial Scholarship fund or any of the other scholarship or grant funds listed below:

- Paul Place Memorial Scholarship Fund
- Kenneth Reid Memorial Scholarship Fund
- David Krediet Memorial Scholarship Fund
- Grand Square Inc Scholarship Fund
- Foundation General Scholarship Fund
- Square Dancing in Colleges and Universities Grant Funds
- Mike Jacobs Memorial Scholarship Fund

"A snowflake is one of the most fragile creations, but look what they can do when they stick together!"

## SCHOLARSHIP APPLICATIONS

The guidelines for scholarship applications have been revised. The previous procedures established that all applications must be received two months prior to the start of the school that the applicant plans to attend. The Foundation Executive Directors have revised these procedures. Scholarship applications must now be post-marked before the school begins.

### YOUTH & NEWER CALLERS EQUIPMENT NEEDED

Even though CALLERLAB has received some equipment that has been made available for the Youth and Newer Callers Equipment Grant Program, additional donations are still needed to help build an inventory for anticipated future requests. Contact the Home Office for information.

### MOUNTAIN DANCE TRAIL PROJECT

The Foundation Executive Directors approved donating \$250 to the Mountain Dance Trail project as described below. More information is also available at: <http://www.kickstarter.com/projects/415675370/mountain-dance-trail>.

We, Augusta Heritage Center of Davis and Elkins College, plan to travel along Route 33 through West Virginia from the Virginia Line to the Ohio Border documenting community square dances. There are 12 communities along Route 33 that have or have previously had vibrant community square dances. The towns we will travel to are Henderson, Glenville, Elkins, Helvetia, Dunmore, Franklin, Ripley, Sutton, Ireland, Ellamore, Harmon, and Riverton. West Virginia is unique in having maintained its traditional dances from the early 19th century to modern times. This dance form has been passed down from generations to generations in kitchens, dance halls and porches and now we would like to pass it onto you. We will be interviewing, recording, researching, talking to and dancing with our neighbors. The stories, the oral histories associated with dancing within these individual communities are as important as the events themselves.

We want to make sure these traditions are documented before they are lost, or the old-timers



pass on. As a resurgence of old-time music sweeps through Appalachia, we want to be able to share these distinctive local traditional dances with a broader base outside of West Virginia. We plan to begin to do this through establishing a website embedded with interviews, the specific calls and patter, and a repertoire of music played at these individual dances. Next we plan to make a printed guide along Route 33 featuring the stories and heritage of each community square dance. Come dance with us across West Virginia!

## **NEW CALLERLAB PORTFOLIO PADS**

The Home Office has added CALLERLAB Portfolio Pads to items available for purchase. These beautiful vinyl pads come in either black or royal blue with the CALLERLAB embossed Logo on the front and measure 9 1/2" by 12 1/2". Inside the front cover there is an insert slot for loose papers, a pen holder, small pocket for business cards and also a windowed pocket for additional business cards. Also included is a standard writing pad for taking notes. The cost of \$20 includes shipping. Contact the Home Office to order yours.



## **DONATIONS TO THE FOUNDATION**

### **In Memory of Francis Zeller**

Kansas State Square Dance Callers Association  
Jon Jones & Deborah Carroll-Jones  
Dana & Donna Schirmer

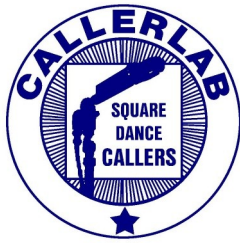
### **Foundation Donations**

Bill Coleman  
Tim Crawford  
Bruce Dutcher  
Gary Evans  
Bud Garrett  
Hans Gietl  
Masaru Hiraga  
Carl Keller  
Lyle Kirkendall  
Oliver Kuester  
Shozo Nishimura  
Steve Ocskasy  
Kenzo Osanai  
Al Rouff  
Edward Rutledge  
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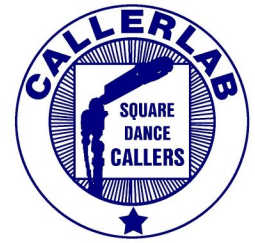
### **Scholarship Donations**

Bruce Dutcher  
Bob Farnell  
Richard Gee  
Masaru Hiraga  
Oliver Kuester  
Masaru Wada  
Tim Crawford





**CALLERLAB ORDER FORM**  
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**2012 CALLERLAB**  
**CONVENTION RECORDINGS**  
**(RECORDED BY CCD, Inc.)**



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CALLERLAB Affiliated Organizations  
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If ordered before April 8, 2012: Complete Set - \$25  
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Pricing for Non Members :  
Complete Set - \$75

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You may order by: U.S.Mail: 200 SW 30th St., Suite 104, Topeka, KS 66611  
or by calling the Home Office: 1-(785) 783-3665; Fax: 1-(785) 783-3696; or  
By E-mail: [wade@CALLERLAB.org](mailto:wade@CALLERLAB.org).

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**CALLERLAB**



**Save the Date!**  
**Tennessee**  
**April 2-4, 2012**

Register now with a minimum deposit (\$100) or more.

We will be staying at the beautiful Sheraton Music City Hotel  
[WWW.SheratonMusicCity.com](http://WWW.SheratonMusicCity.com)

Save your spot. Save the date.

<b>GUEST FIRST &amp; LAST NAME</b>		<b>PARTNER'S FIRST &amp; LAST NAME (If attending)</b>	
Address _____			
City: _____		State: _____	Zip: _____
Phone: _____			



**Convention April 2-4, 2012 Nashville, TN**

Caller <b>WITHOUT</b> Breakfast	\$210.00
Non-Caller <b>WITHOUT</b> Breakfast	\$200.00

Caller <b>WITH</b> Breakfast -Tuesday and Wednesday Morning <b>ONLY</b>	\$250.00
Non-Caller <b>WITH</b> Breakfast -Tuesday and Wednesday Morning <b>ONLY</b>	

Caller Coaches One- on-One .....\$30.00

BDPLS (Beginner Dance Party Leader Seminar).....\$50.00

Session Recordings in MP3 format.....\$25.00

Minimum deposit is \$100.00 per person

Total \$ \_\_\_\_\_

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

MasterCard, Discover or Visa Card# \_\_\_\_\_

Expiration Date \_\_\_\_\_ (CID#- three digit number on the back)

Signature \_\_\_\_\_

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Topeka, KS 66611

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