



## GREETINGS FROM THE CHAIR

By Elmer Sheffield

I hope that everyone is enjoying summer and that all your clubs and classes are up and running at full speed. This year I am proud to say that we graduated 16 couples, and they have all joined our local club. Now instead of dancing 2 squares, we are enjoying 5 to 6. Several callers and officers from other clubs have contacted me and asked, "How did you do it?" Well, right up front I have to be honest and say, "I didn't." Two couples who graduated in our last class of 4 couples took it upon themselves. I give them credit for 90 percent of the work. They used flyers, word of mouth, telephone, and the old reliable internet. Of course, once they got them in the door it became my job to teach and entertain. I explained that we would have a twelve-week course and I would teach them to square dance. I made no mention of levels; after all, they wouldn't know what I was talking about anyway. I taught them basics and most mainstream and had them dancing pretty well. We started out the first night dancing and doing singing calls, and just having fun. It worked. Now these new dancers who all joined the club are already wanting to know when the next class starts because they have friends that want to join us. This is still called enthusiasm, and it works. Unfortunately, you have to have someone with the time and enthusiasm to do exactly what these two couples did. The old days of just hanging out a flyer or two and talking about a class just doesn't work. We have too many distractions to work around. Talk to your club, tell them this, and assure them that it can be done because Elmer told you so.

By now you probably have heard all kinds of tales about CALLERLAB endorsing a new teaching list: let me put your mind at ease. In Nashville I invited a small group from ACA to come and sit down with a small group from CALLERLAB to discuss some of the mutual

problems we have with square dancing. We had a good discussion, but unfortunately could not reach any concrete remedies to fix everything. The biggest topic was: "Can we come up with a shorter teaching and entry level that we could teach in a twelve week period and have people dancing?" There was never any attempt to create a new "level" or to change any programs that we have now. This would be strictly a suggested teaching order using the most popular calls from basic and mainstream. We agreed that both organizations would go back and come up with 40 calls that would fall into this category. We would then meet again in October to compare. At this time there have been no lists or programs either prior, current, or future approved. My hope is that working together we can come up with a suggested program that will be beneficial to both groups as well as square dancing in general. There's an old saying, "Nothing ventured, nothing gained."

As most of you know, my wife Margie had a serious stroke in February of 2011. Only by lots of prayers and some good doctors is she still with us. I sincerely appreciate all your cards, letters and e-mails. It confirms my belief that I belong to a great organization. I am happy to report that she is recovering quite well, not as fast as I would like, but I'm thankful. Maybe if you attend the Raleigh Convention you will see her walking!

I'll close my article by repeating part of a quote from **Ralph Waldo Emerson** that **Mike Seastrom** used in his speech in Las Vegas. "Be grateful for each new day; a new day that you have never lived before."

I hope to see each of you in Raleigh, and I believe we are going to have another great Convention.

Thank you for allowing me to be your Chairman of the Board.



## FROM THE PAST CHAIRMAN John Marshall

(Reprinted from the July/August 2010  
*DIRECTION*)

### IS THIS HOW YOU THOUGHT IT WORKED?

Recently a couple of our long-standing members made a suggestion about how CALLERLAB might save on operating and Convention expenses. The idea was to reduce the size of the Board of Governors (BOG) and the Executive Committee (EC), thereby reducing the cost of travel, food, and lodging for the Convention. While the input was (and always is) appreciated, this idea indicated that some and possibly many of our members might not be aware of how our Board of Governors and Executive Committee work.

As you probably know, the full voting membership elects the 25 BOG members. The eligibility requirements to run for the BOG can be seen on the website at [www.CALLERLAB.org](http://www.CALLERLAB.org). Upon election, the BOG member participates throughout the year in BOG e-mail discussions and must respond to all BOG votes. Further, each Board member is required, *at his/her own expense*, to attend each Convention for the next three years in order to participate in the annual BOG meetings and the general business meeting on Wednesday morning. The BOG meetings are held from 2:00 to 5:00 p.m. and 8:00 to 11:30 p.m. on the Sunday of Convention week, and again Wednesday afternoon from approximately noon until as late as 5:30 p.m. The only "extra's" the BOG members receive is dinner on Sunday evening between meetings and lunch on Wednesday between meetings. The BOG members pay the same costs for all other Convention expenses as all the other attendees. There is one exception to these rules, and that applies to the Chairman of the Board. The Chairman must be in attendance at the Convention to perform his/her required duties. Throughout the

year, the Chairman is involved almost daily with the management of the organization. Consequently, CALLERLAB pays for the Chairman's Convention package and travel to the Convention. Annual dues are not included.

Next, let's explore the structure and subsidy of the Executive Committee (EC). The five member Executive Committee (Chairman, Vice Chair, three Members-at-large) is elected by the BOG to serve a term of one year. It should be noted that while most Chairmen are elected for two consecutive years, it is not automatic; nor is it automatic that the Vice Chairman will be elected as the next Chairman. In addition to the BOG requirements, the EC Members (with exceptional support from the Home Office staff) are charged with handling the day-to-day CALLERLAB, Board of Governors, CALLERLAB Foundation, and Foundation Board of Directors' business. The EC member must also attend two additional meetings each year, generally in May and October. These meetings usually start on a Sunday evening or Monday morning and continue through late Wednesday afternoon. They have large and often complicated agendas. A big part of the spring meeting is dedicated to the planning of the upcoming Convention. The EC members are reimbursed for their travel, lodging and meals associated with these two meetings. They are not compensated for income lost from scheduled dances or their regular employment.

So as you see, other than minimal, closely controlled operating costs and the reimbursement of, what I assure you, are conscientious and conservative expenses, CALLERLAB would save very little money by reducing the size of the BOG. It is my opinion that having as many BOG members as we do is one of the best ways to get broad sweeping input from our membership. It speaks well of both our organization and its dedicated members that so many are willing to give of their time, money, and considerable talents in the effort to promote and preserve square dancing. I hope this clears up any misconceptions.

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

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

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

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## HOME OFFICE HOLIDAY SCHEDULE

The CALLERLAB Home Office will be closed Monday, September 3rd for USA Labor Day Holiday.

### PLUS EMPHASIS CALL: Crossfire

#### FUTURE CONVENTIONS:

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 (Washington DC),

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## PARK SERVICES

By Tim Marriner



Summertime is a great time for fun in the sun. From coastal beaches to hidden mountain streams, many folks try to find solitude and escape from the heat. Our U.S. Parks and Recreation facilities are often filled to capacity with families enjoying what nature has to offer. Some of these facilities have large conference centers with very nice accommodations. Ever thought of approaching your National, State, or Regional Park Service to offer a square dance party? Since most of the activities offered are daily events, many parks are looking for ways to entertain their guest at night. There is a captive audience of families that might enjoy the social interaction of others offered through square dancing. Dance parties could be set up on a weekly basis throughout the season of your region. Folks travel from near and far to enjoy the great outdoors, so don't expect to start a new square dance club out of this project. Keep it simple and fun. Hopefully, you will be planting seeds that could grow when they return home. Don't forget to get the younger kids involved with some current line dancing and various alternative forms of music that is relevant. Another idea might be to check with your local campers' affiliate to see where campers like to congregate and set up a Camp and Dance Weekend. Dancing is usually casual, laid back; filled with lots of good food and laughs. What could be better? So get out and enjoy the roots of our square dance heritage along with Mother Nature. Happy Camping!

## 50 YEARS AGO

By Deborah Carroll-Jones



A half century ago, the first organizational dance and meeting of the Texas Federation of Square and Round Dancers was held in Fort Worth, TX, and **Jon Jones** and **Melton**

**Luttrell** were two of the callers on the program. This weekend in Wichita Falls, TX, June 8-9, 2012, Jon and Melton were honored as the only two callers still actively calling who were on that first program 50 years ago. The two veteran callers called the first tip on Saturday night, strictly using the calls and routines that existed back in 1962.

Hundreds of dancers whooped, laughed, hollered and



cheered as they were challenged by the calls of that era. "Jon and Melton still sound and look great!" one dancer stated. "We are having a ball!" All the dancers really enjoyed the calls and routines that were presented (such as the Texas Star and Birdie in the Cage) as evidenced by their rousing applause.

Both Jon and Melton are recipients of the CALLERLAB Milestone Award, the Gold Card for Life Membership, and they are both in the Texas Callers' Hall of Fame. Two callers who have done so much for square dancing in the state of Texas proved yet again that talent doesn't age!



### National Executive Committee NEC Honors Betsy Gotta

**Betsy Gotta** received an extraordinary and unique honor in Spokane, Washington—recognition of her 50 consecutive years of calling at National Square Dance Conventions. She is the only caller to have ever called at 50 Conventions. Betsy had previously been honored in 2010 in Louisville for attending 50 consecutive Conventions.

On Saturday night at the evening ceremonies of the 61<sup>st</sup> National Square Dance Convention, **Gene & Connie Triplett** thanked all of the dancers, callers, cuers, and dance leaders for attending and supporting the 61<sup>st</sup> NSDC in Spokane, Washington.

Gene then said, "Connie and I have been married 52 years and attended 26 Conventions. However, there is someone with us tonight that has attended 52 consecutive National Conventions and called at 50 consecutive National Conventions since 1961."

Gene asked **Roy Gotta** if he would escort his wife **Betsy Gotta** to the stage. Upon her arrival on stage, she was presented with a bouquet of flowers by the General Chairman of the 61<sup>st</sup> NSDC, **Don and Cheryl Pruitt**.

**Gene Triplett** then commented on some of Betsy's achievements as a Caller/Cuer.

- Attended her first Convention in 1961.
- Called at her first Convention in 1963.

- Calls approximately 300 engagements per year.
- A full-time caller since 2000.
- CALLERLAB Member since 1976.
- Eight terms on CALLERLAB Board of Governors.
- Member of LEGACY (now defunct), ROUNDALAB and CONTRALAB.
- CALLERLAB representative to the ARTS-DANCE.
- CALLERLAB Caller-Coach.

These are just a few of her many contributions to the world of square dancing.

On behalf of the National Executive Committee, Betsy was presented a square dance medallion on a blue/white ribbon and a plaque expressing their appreciation for her support and dedication to the National Square Convention over the past 52 years. The plaque reads:

Presented to **Betsy Gotta**

For her Support, Devotion and Calling  
At the National Square Dance Convention  
1963-2012

Many Thanks  
National Executive Committee  
June 30, 2012

### IN MEMORIAM

**Joe Casey Dover, NH**

### CALLERLAB AT THE 61st NSDC

CALLERLAB made its annual appearance at the 61<sup>st</sup> National Square Dance Convention in Spokane, WA. CALLERLAB also participated in the Showcase of Ideas. The CALLERLAB booth provided a positive presence before the dancing public and elicited a good response from everyone who stopped by to visit.

Thanks to the following Members of CALLERLAB who volunteered to help staff the booth: **Tom Rudebock; Brian and Debbie Freed; Wade Driver; Jon Jones; Deborah Carroll-Jones; Betsy and Roy Gotta; Ken Ritucci; Tom Miller; Laura Morrow and Donna Schirmer.**

Life is too short for negative drama & petty things. So laugh insanely, love truly and forgive quickly!

## RESOLUTION PROCEDURE

The Board of Governors has approved a process whereby any CALLERLAB Member (Active, Life, Associate, or Apprentice) in good standing may submit a proposal (resolution) to the membership for consideration, discussion, and vote. The resolution must be in writing, signed by the author, and seconded by a CALLERLAB Member (Active, Life, Associate, or Apprentice) in good standing. Written resolutions must be submitted to the Executive Director at the Home Office either in person, by e-mail, U.S. mail or fax. The resolution must include the reason that the author feels the proposal is necessary.

Resolutions must be submitted by January 1st of the Convention year in order to 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.

### DID YOU KNOW?

Over 75 people have already pre-registered for the 2013 Convention in Raleigh, NC.

## THE MEMBERSHIP LIFECYCLE TURNS FIVE

By **Tony Rossell**,

Senior Vice President of Marketing General, Inc.

Way back in 2007, I developed a white paper around a concept that I called the Membership Lifecycle. The concept was built around a systems thinking approach to membership. The lifecycle model has gone through some changes and adjustments over the years, but I still find it a very practical and helpful tool to use to diagnose and fix problems that organizations are experiencing with their membership.

So on the fifth anniversary, I thought that I would share a brief review of the concept. The Membership Lifecycle segments the membership experience into five consecutive stages:

**1. Awareness**—when prospects first discover you. No one joins a membership organization unless they first know that you exist and have value that will help them. You also will have difficulty recruiting a new member if you cannot identify who top prospects are for membership.

So the goal of the awareness stage of the lifecycle is what I call "mutual awareness". On the one hand, just like any product, you need to establish share of mind with your prospective members. But in addition, you also want to gain what I call "share of database". You want them to raise their hand and register on your website, accept a free whitepaper or newsletter, or attend a webinar or meeting. When they know who you are and you know who they are, you have the chance to cultivate a relationship.

**2. Recruitment**—when prospects choose to join you. Membership is what marketers call a "push" product as opposed to a "pull" product. A pull product is something that is bought not sold. If you are a coffee drinker, you do not need a promotion piece to convince you to drink your coffee every morning. You seek it out. But very few people wake up in the morning saying that they need to find a membership organization to join. As a push product, membership is sold not bought. Successful membership organizations put in place a very pro-active recruitment plan as part of the lifecycle. They test, track, and analyze special offers, messages, marketing channels, and timing to convince a prospect to give membership a try by making the decision to join.

**3. Engagement**—when new members feel they belong with you. The most likely member not to renew is a member in their first year. The second most likely member not to continue membership is one who has no behavioral indicators of usage or involvement with the membership. So the goal for these new members and those not taking advantage of the value provided is to generate interaction. Any type of interactive engagement, whether it is a purchase, a visit to the website, a completed survey, or a phone call to the organization correlates positively with the

## DONATIONS

### Donations to the Foundation

**Paul Henze**  
**Rod Krehbiel**  
**Karen McGown**  
**John Mattice**  
**Kerry Wallace**  
**Jim Wass**

### Donations to General Scholarship Fund

**Jim Wass**

ultimate renewal of a member. Membership engagement is a crucial lead-in to renewal.

**4. Renewal**—when lapsing members decide whether to keep you. The mind shift that is important when thinking about renewals is that you are undertaking a campaign and not managing an event. We are entering another political season. Politicians know that just sending one letter or one phone call is not a strategy that will maximize voter turnout. So they are very aggressive (some say too aggressive) in turning out the vote for themselves. In the same way, today the standard three-part renewal series is no longer sufficient to maximize retention rates. A synchronized, multi-channel, high frequency, campaign is required to maximize renewal outcomes.

**5. Reinstatement**—when former members agree to return to you. In life there will always be bumps in the road with any relationship. It is no different with the membership relationship. However, it almost always makes more sense to try and restore an existing relationship than starting a new one. The reinstatement portion of the lifecycle is where attempts are made to understand the problem and fix it. This sometimes involves market research. As the old proverb says, “Look where you tripped, not where you fell.” It also involves ongoing outreach to highlight new opportunities and new membership options. Successful membership organizations never give up on getting members to come back.

The Membership Lifecycle is a framework to diagnose and fix the challenges that face every membership program. In my consulting work, I usually find that two, three, or even four elements of the Membership Lifecycle are functioning well in a membership program. But I also find that one or two parts need to be addressed to establish a strong and resilient program. Take some time to look at your membership to see which of these parts of the lifecycle is a weak link and put some time and effort into making some changes. It will positively impact the entire membership program.

VOTING RESPONSE LOG

The Board of Governors (BOG) has established a policy that a report of the BOG and Executive Committee (EC) voting record responding to issues (LOGs) which require a response be sent to the Membership at least once a year. The fol-

lowing is a report of the voting actions taken by the 2011/2012 (BOG) and the 2011/2012(EC).

BOG Response Log	Total Logs	Total Votes	Voting %
Clark Baker	9	9	100%
Skip Brown	9	9	100%
Scot Byars	9	5	56%
Calvin Campbell	9	9	100%
Deborah Carroll-Jones	9	9	100%
Barry Clasper	9	9	100%
Larry Cole	9	9	100%
Betsy Gotta	9	9	100%
Patty Greene	9	9	100%
Bill Harrison	9	9	100%
Eric Henerlau	9	9	100%
Robert Hurst	9	7	78%
Jerry Jestin	9	9	100%
Vernon Jones	9	9	100%
Tim Marriner	9	9	100%
John Marshall	9	8	89%
Jim Mayo	9	9	100%
Bear Miller	9	9	100%
Tom Miller	9	9	100%
Bob Poyner	9	9	100%
Ken Ritucci	9	9	100%
Tom Rudebock	9	9	100%
Elmer Sheffield	9	9	100%
John Swindle	9	9	100%
TOTAL	216	209	97%

The following is a report of the voting actions taken by the 2011/2012 CALLERLAB Executive Committee (EC)			
EC Response Log	Tot Logs	Tot Votes	Voting %
Elmer Sheffield	16	16	100%
Larry Cole	16	16	100%
Barry Clasper	16	16	100%
Tom Rudebock	16	16	100%
Clark Baker	16	16	100%
TOTAL	80	80	100%

BOARD OF GOVERNORS  
ELECTION

The ballot for the 2012 BOG election is enclosed with this issue of *DIRECTION* for all voting members. Voting members who receive *DIRECTION* electronically will receive their

ballot via U.S. mail. Members eligible to vote will be electing eight members to be seated on the Board following the 2013 CALLERLAB Convention in Raleigh, NC. Board Members serve a term of three years.

**Skip Brown, Bill Boyd, Betsy Gotta, Eric Henerlau, Deborah Carroll-Jones, Ken Ritucci, Tom Rudebock, and Elmer Sheffield** will complete their current terms on the Board at the 2013 convention.

Valid petitions have been received from the following: **Bill Boyd, Walt Burr, Scot Byars, Trevor Day, Betsy Gotta, Eric Henerlau, Mike Hogan, Robert Hurst, Deborah Carroll-Jones, Ken Ritucci, Tom Rudebock and Dottie Welch.** **Skip Brown and Elmer Sheffield** have chosen not to seek re-election to the Board this year.

The results of this important election will be announced in the next issue of *DIRECTION*. Press releases announcing the results will be mailed to publications and callers' associations.

## 2012 CONVENTION YEARBOOK NOW AVAILABLE

The 2012 Yearbook is now available for purchase. A great way to remember the fun activities that occurred in Nashville, TN at the 39<sup>th</sup> CALLERLAB Convention! The booklet includes photos of performers, attendees and legends. The cost is \$20 (including shipping costs). Purchase yours today!

Past Convention Yearbooks of the 2009, 2010 and 2011 Conventions are still available for purchase. If you have not purchased one of these publications, order now—don't miss out. These are in a limited supply and will not be reordered. The cost for any of the past yearbooks is \$10 (including shipping costs).

## BASIC/MAINSTREAM/PLUS TRIENNIAL REVIEW ARE COMPLETE

The CALLERLAB Program Policy requires a review of all CALLERLAB dance programs at least once every three years. This review is conducted by each applicable dance program committee and is known as the "Triennial Program Review". This review is conducted as follows: 1) the Mainstream Committee completes its re-

view of the Basic & Mainstream Programs; 2) the Plus Committee conducts its review of the Plus Program; 3) the Advanced Committee conducts its review; 4) the Challenge Committee conducts its review. During these reviews each program committee will review the applicable dance program to determine if any changes are desired.

**Bear Miller**, Chairman of the Mainstream Committee, has announced that the Committee has completed the 2012 Triennial review. The vote indicated that no changes will be made to the current Basic and Mainstream Programs. Past Mainstream Chairman, **Tom Rudebock**, oversaw and coordinated the review process during the transition of changing the Committee Chairs.

**Ken Ritucci**, Chairman of the Plus Committee, has announced that the Plus Committee has completed the 2012 Triennial review. The vote also indicated that no changes will be made to the current Plus Program.

## 40<sup>th</sup> CALLERLAB CONVENTION CARY, NC

The Executive Committee has chosen "**Accentuate the Positive**" as the theme for the 40<sup>th</sup> CALLERLAB Convention to be held at the Embassy Suites in Cary (Raleigh), North Carolina. The Convention will present a positive motivation for the future. As always, there will be technical sessions to peak your interest, as well as sessions which will challenge you to help the activity grow.

Cary is near the Raleigh/Durham Airport, and the Embassy Suites will provide a wonderful venue as the host hotel. Each guest room is a suite with free wireless internet; free hot breakfasts every morning; free parking; free shuttle to and from the airport; free Manager's Reception each evening, including free snacks and drinks; and a beautiful atrium area for relaxing and visiting.

Save the date and come to CALLERLAB's 40<sup>th</sup> Convention!

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



## ALTERNATE INVOLVEMENT REQUIREMENT PROCEDURES

### BACKGROUND:

During the 2001 CALLERLAB Convention, a bylaws amendment was approved which directed the Board Of Governors to establish an alternative to Convention or mini-lab attendance to establish Voting Member status. That requirement was named the *Alternate Involvement Requirement Document*. Over the next several months the Executive Committee and the Board reviewed, discussed, and approved this document.

### DEFINITION:

A member who meets the other requirements for Voting Member status may complete any one of the three requirements listed below in lieu of attending a CALLERLAB Convention or mini-lab. The other requirements for Voting Membership includes: 1) calling more than 3 years; 2) calling at least 12 dance events per year averaged over the past 3 years; and 3) subscribe to the CALLERLAB Code Of Ethics.

Alternative Involvement Requirement applications may be obtained from the CALLERLAB website or by contacting the Home Office.

## SCHOLARSHIPS AWARDED

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

CALLERLAB Foundation General Scholarship  
Recipients: **Joan Judge, Patrick McKinney** and **Sonja Knoll**.

Kenneth Reid Scholarship  
Recipient: **Richard Manning**.

Paul Place Scholarship  
Recipient: **Rod Krehbiel**.

Music Producers Scholarship  
Recipients: **Stephen Lassiter**, and **Roger Rousey**.

David Krediet Scholarship  
Recipient: **Terry Passarino**.

Congratulations, Everyone!

## 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.

The Foundation Executive Directors and Home Office wish to thank **Susan Morris** for the donation of a Hilton 300 amplifier and a speaker.

## CALLERLAB MISSION STATEMENT

As a professional organization, drawn together by our love of the activity, we work to serve square dancing and associated dance forms by providing professional leadership, educational materials, and a common means for exchanging communications through a central office and a yearly international convention.

We do this by fostering:

1. Open communication among callers, dancers and leaders of the activity.
2. High standards of dance practice, responsibility, and ethics among all leaders of dancing.
3. Continuing education and training of callers and associated dance leaders, by establishing standard curricula, training materials, and accreditation standards.
4. Increased awareness of the fun and benefits of square dancing and associated dance forms.
5. Cooperation with other organizations promoting recreational dancing.

## MAINSTREAM COMMITTEE NEWS

After many years of service to the Mainstream Committee, **Tom Rudebock** is stepping down as the Chairman. CALLERLAB presents a big "Thank You" to Tom for his many years of service. We are certain that he will continue to support the Mainstream Committee.

The Executive Committee has chosen **Bear Miller** from Littleton, CO to be the new Mainstream Committee Chairman.



## GENERAL CALLER ACCREDITATION

**Accredit:** to give credit or authority; to bring into credit or favor; to authorize; give credentials to (Second College Edition New World Dictionary).

Members of many professional organizations seek accreditation so those who desire their services will have an indication as to their competence. The CALLERLAB Caller Accreditation Program provides this same measure of assurance to square dance clubs and other organizations that use our services. Accreditation by CALLERLAB recognizes the attainment of professional responsibility and competence in the calling and teaching of square dancing and related fields.

Any square dance caller may seek CALLERLAB accreditation. Membership in CALLERLAB is not a requirement. Callers must be reaccredited every six years to maintain continuous accreditation.

A caller seeking accreditation must be accredited first as a General Caller. Once qualified as a General Caller, he/she may also opt to be accredited in any or all five specialty skill categories. These categories include: 1) Square Dance Party, 2) Rounds, 3) Contra, 4) Advanced Dancing, and 5) Challenge Dancing.

Accreditation is accomplished by obtaining the signatures of three CALLERLAB Members or Associate Members in good standing. The Member or Associate Member does not have to be accredited to sign an Accreditation Application. CALLERLAB Apprentice Members or Associate Licensees may not sign as accreditors.

Contact the Home Office to obtain the General Caller Accreditation Application.

## 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 rewrite all or any part of material sent to CALLERLAB for publication.*



## HOW CAN WE ACTUALLY MAKE PROGRAM CHANGES HAPPEN?

By Jeff Garbutt

The April 2012 copy of *DIRECTION* was a breath of fresh air. There was an overall theme of recognition that: 1) we are losing dancers; 2) we need to shorten the time needed for new dancers, and 3) we need to do something now and not procrastinate. In short, there seemed to be a general agreement that we need to change our programs and we need to make change now. Fantastic, I thought!

Then within days we received the news that the Mainstream Triennial Review Committee had decided to make no changes. It seemed almost oxymoronic—everyone knows we need change, but we can't agree on how to make change.

Make no mistake, I believe and support the process and I am on the Mainstream Committee. I support the concept of gradual, logical and effective changes. I participated in the process and actively read all the ideas and submitted my votes for changes. But it was not enough for the change to happen. What is going wrong?

In the Chairman's article opening article he stated: "There will always be a certain amount of resistance to change and some who are dissatisfied." I believe the fundamental problem we have is that CALLERLAB is too democratic. To back up the reason I make this statement, please take some time to reflect back on the wise words of **Ed Gilmore**. "Every time you ask the group to vote you're having a contest." If you ask a group to vote, "Shall we have refreshments next week or shall we not have refreshments?" maybe 80 people in the group vote 'yes' and 4 vote 'no'. Those 4 will have indigestion next week. "They shouldn't have refreshments. I voted against it." They've lost and that's important. But if somebody just says, "We're going to have refreshments next week" they will say "Oh?" and no one will have indigestion. The problem is that we are so concerned about the 4 people who might get indigestion we are not making any meaningful change for the greater good. So what can we do?

I believe we need to go back to our grass roots where CALLERLAB came from, such as the

Blue Ribbon Committees of the early 1970s. I believe we need to form a smaller working group to work through all the programs and reorganize them to better suit the needs of contemporary times. Democracy is great, but sometimes we need to turn to a small management group for a strategic direction. And maybe those few people who resist will just accept the changes and not have indigestion.

Do I have an idea of how we could make change? Of course I do! But it is probably too simple to initiate:

Step 1: Put all calls from Basic, Mainstream, Plus, A1, A2 into a “to be resorted list”.

Step 2: Resort all the moves in the “to be resorted list” into a more logical teaching order, at the same time removing a few moves.

Step 3: Cut the new “resorted list” into new manageable size programs.

Step 4: Rename the new programs.

But like I said, this is probably too simple, and I’m sure that others will have better models of how to reorganize our programs. So let’s hear them!

But, regardless of what model we go for, we need to make changes now. Until now we have been trying to clean parts of a dirty plate every three years. Perhaps it’s time to clean the whole plate to remove dirty spots that have been left behind after several years of partial cleaning. We can still have timely reviews afterwards, but let’s start off with a clean plate instead of trying to clean parts of the plate.



## AMPLIFIER ON A BUDGET

By Wade Morrow

I wanted to get myself a Hilton MA150, but my budget just couldn’t swing the cost of a brand new unit. I started looking for a used one and found those to be nearly impossible to find. This led me to what I am using today. I purchased a Dayton Audio PMA250 250W PA Module with Mixer from <http://www.parts-express.com/pe/showdetl.cfm?Partnumber=300-797>. This is an amplifier that is intended to be mounted in the side of a large speaker to create a powered speaker. Two hundred fifty watts is plenty of power and the ¼ inch jacks are just what the doctor ordered. After using this for some time, I found the down-

sides were that the bass and treble controls are for the whole end product instead for each microphone. I also only had two microphone jacks instead of the four in the Hilton Product. Since the amplifier is built to be put into a speaker, it has a huge heat sink on the top so I was able to use it still in the original box it was shipped in. This is not as good looking as the Hilton, but I am on a small budget. I was also having a problem with not having an additional output for hearing assist systems. To fix this problem, I purchased a “Behringer XENYX 8 Input 2 Bus Mixer with Microphone Preamps and Equalizer” [www.mcmelectronics.com/product/555-10790](http://www.mcmelectronics.com/product/555-10790). This gives me plenty of inputs and controls. The only down sides I have found are that my amplifier is a bit heavier than a MA150 and I don’t have a place for the remote volume control to hook into. I will probably fix this on my system, but I have a degree in electronics and a soldering iron which you might not have. I have been using it for over a year now and am very happy.



## GCA CALL SHEET

By Allan Hurst

After a one-year sabbatical, the *GCA Call Sheet* has resumed publication and is seeking articles from callers, partners, and dancers.

Publishing square dance articles in *The Call Sheet*, which serves as the professional journal of the Gay Callers Association, is open to all authors. *The Call Sheet* serves not just callers supporting the GLBTQ\* community, but ALL callers regardless of personal orientation.

Some types of articles that we're seeking include:

- Choreographic tips.
- Analyses of and extended applications for CALLERLAB periodic selections and emphasis calls, past and present.
- Music reviews.
- Tutorials on technology (hardware, software, audio engineering, etcetera).
- Resolution techniques.
- Caller school experiences (running, attending or teaching).
- Experiences becoming a CALLERLAB Certified Caller-Coach.

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## USDA DRESS CODE REQUEST

By John & Alitia Becker  
President, USDA

Dear Esteemed CALLERLAB Associates and Members,

As all linked with the festive practice of square dancing are aware, dancers and callers portray an image that is traditional, proud and recognized by the public. The attire that a square dancer displays is what the United Square Dancers of America (USDA) publication IS-018 explains as "lively and...truly a costume appropriate for our square dance hobby." The square dancer is expected to be in costume to be allowed to dance, alongside the fact that the dress adds to the joy of the activity. In turn for the dancer appropriately dressed, the caller also has an expected image. The USDA publication IS-058 reminds that callers are to "Adhere to a caller 'Code of Ethics' to the maximum extent possible," "Set an example for Club officers and members to follow to include; "dress," and "present a professional appearance and attitude at all square dance functions..."

This letter is delivered with an endearing nature as a request to be heard before "official complaints" are received. The USDA Executive Committee has been informally notified of some inappropriate dress by callers at different events. Certain callers have chosen to wear short sleeve shirts, flip-flops and even short pants to dances. This dress is not found to be an adherence to "professional nomenclature" as described in the CALLERLAB Dress code.

### DRESS CODE:

All callers should recognize that their attire and appearance at any event sets an example for dancers and others in the profession. We are in the business of entertainment and audiences will hold us to a higher standard. Our attire may reflect our individual style, but the idea of "dress for success" always applies. Consideration and respect should be given to the type of event in which a caller is participating. Proper dress should be neat, clean, and professional.

We would appreciate this being brought to the attention of your members in whatever form you deem appropriate.

Sincerely,

## 61st NSDC PROGRAM COMMITTEE

By Frank & Kathy Chase

I just wanted to thank all for the great job you did in calling and helping the Program Committee put on a great convention. I know we had some problems with scheduling of Callers and Cuers before the convention and Callers & Cuers not showing up for their time slots at the Convention, but we got through it. I think this would be a great time for you all to contact CALLERLAB and Roundalab about your ideas to make it easier for the Program Chair of further conventions to program all callers and cuers. Please give them your useful ideas and not your disappointments. Remember the Program Committees are all volunteers doing this for the love of the activity. When I took on this job six years ago, we knew it was going to be a big job.

We hope we have created new friends in the square dance world. I know we couldn't have done this without all your help. We need everyone to work together to bring back this great activity. Thanks again for all your hard work in this great activity.

Squarely,

## TOKYO SQUARE DANCE CALLERS ASSOCIATION

To Elmer Sheffield,

With great surprise and with many thanks I have received the plaque from CALLERLAB celebrating 50 years of activities of the Tokyo Square Dance Callers Association.

This is a great honor to every member of TSDCA. I will display this in the main dancing hall and report the receipt to all of the dancers at the ceremony time at the 50th anniversary dance day.

We will make further efforts to improve our calling skills and techniques so that many square dancers may enjoy dancing and the numbers may increase.

Again, thank you very much for the thoughtfulness by you and CALLERLAB.

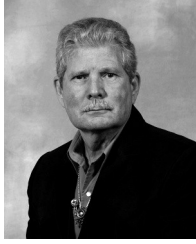
Akihisa Nakajima  
President

Tokyo Square Dance Callers Association



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## CANDIDATES FOR THE BOARD OF GOVERNORS 2012 - 2013



**Bill Boyd**, Altamonte Springs, Florida, has been involved in square dancing for over 30 years; is a current member of the Board of Governors of CALLERLAB; currently publishes the *Florida State Square and Round Dance Magazine* and has done so for over 20 years; publishes *American Square Dance* (the International Magazine of Square Dancing); currently calls for 2 clubs in the Central Florida area, several area festivals, the Florida State Convention, and numerous one night parties. He has been in the printing business since 1979 and has served on the Board of the Apopka Chamber of Commerce, the Rotary Board of Directors, and worked with small business groups throughout Central Florida. He has chaired a committee of Grow Your Business and is currently serving as Assistant Chairman of the Ways and Means Committee. He hopes that his combination of business experience, public speaking experience, community service, calling and square dance experience will continue to have a positive impact on the Board and his contributions will benefit square dancing.



**Walt Burr** started square dancing in 1976 when he joined a Mainstream class offered by the International Squares in Kaiserslautern, Germany. His calling career began in 1980 when the Air Force stationed him back home in Macon, Georgia. He has called in 28 states and 11 countries, including Germany, Sweden, France, Czech Republic, England, Austria, Belgium, Netherlands, Japan, and Canada.

In 1995 Walt retired from the U.S. military. His last station was in Great Britain. He stayed there working as a civilian and calling for several clubs for the next 15 years. In July 2010 he retired completely and moved to Germany.

Currently, Walt calls Basic-A2 for his own and other clubs in the Munich area. He is on the staff of A&S records and has released three singing calls.

Walt played a key role in starting the Grand Square International-UK team and served as Team Leader from 2003 to 2009, leading the team through two very successful callers' schools and festivals. He was also President of the Square Dance Callers Club of Great Britain from 2007-2010. In 2009 Walt became the GSI-Europe representative and he continues to hold that position. He is a strong believer in good quality, on-going training for callers and has been a staff member at GSI schools in England and Sweden as well as teaching seminars for the European Callers & Teachers Association.

Walt is an Accredited Member of ECTA and CALLERLAB, and is working on becoming a CALLERLAB Accredited Caller Coach.

(Continued)



**Scot Byars.** If you are going to walk on thin ice, you might as well dance! The times we live in are filled with choices. You can choose which technology you use to communicate. You can choose how you purchase and listen to music. And you can choose which recreation to devote your time to. You have many fine choices in your leadership. CALLERLAB needs leaders that are not afraid to dance on thin ice. Leaders that not only have lived through the history of our activity, but can see what the future can bring. Leaders that are not afraid of change, and are not afraid to step out with new and innovative ideas like accelerated classes and new marketing techniques like integrated web apps. Whose choices in music encompass the widest spectrum of audience music from the 20s and 30s to present day artists? I started dancing in 1965 and have been calling for over 40 years. I became a full-time caller in 2003 and have year-round programs in the San Francisco Bay and Sacramento Valley areas, calling and teaching new dancers through C-1 weekly. I am the author of the Square Dance 101 program and currently working on the next generation of teaching techniques through Square Dance 201. I have served as Chairman of the Ways & Means Committee and currently hold the Chairmanship of the Competition in Schools Ad Hoc Committee. I served on the BOG from 2010-2012 and I am seeking re-election. I humbly request your vote.



**Deborah Carroll-Jones** has been a CALLERLAB Accredited Caller since 1985, having attended 26 Conventions. A CALLERLAB Accredited Caller Coach since 1995, Chairman of the Women In Calling Committee for 13 years, and member of many other committees, I suit up, show up, and have a 100% voting participation in all issues before the CALLERLAB Board of Governors. I have currently served 2 terms (also 2 terms previously in the 1990s) and been fortunate to travel world-wide representing CALLERLAB. I would very much appreciate your continuing vote of confidence.



**Trevor Day**, Manchester, England, has been calling since 1979. He calls weekly for two clubs and teaches the CALLERLAB Basic, Mainstream and Plus programs. Trevor has called within Europe and the U.S.A., is an Accredited Caller and Council Membership Officer of the Square Dance Callers' Club of Great Britain, and Chairman of the Northern Area (of England) Regional Callers' Assembly. He is an Active Member of the European Callers' and Teachers' Association (ECTA) and has attended Conventions annually since 2006.

Trevor has been an active CALLERLAB Member for 19 years, has attended the last 14 CALLERLAB Conventions, and two European Mini Labs. He is currently the Vice Chairman of the International Advisory Committee for Great Britain and a Member of the Mainstream, Plus, Choreographic Applications and Definitions Committees. Trevor believes that, "We can enlarge our dance community allowing new ideas to broaden the appeal and accessibility for future generations throughout the world. By adopting broader and properly structured changes to our current policies and programs, we can retain the fun and enjoyment we have all had as well as encompass our heritage. In addition, we can help those who may not have English as their first language to join our worldwide activity." He seeks your vote to serve on the Board of Governors.



**Betsy Gotta**, North Brunswick, NJ, square dancing since 1952; calling squares since 1962; calling Contras since 1975. She has taught over 50 sets of beginner lessons, over 20 sets of Plus lessons, A-2, C-1, C-2, & C-3A lessons and has Basic, Mainstream, & Plus videos on the market.

She calls regularly for four square dance clubs (Basic through C2) & 2 Basic programs at Senior Centers. Betsy is a CALLERLAB Accredited Caller Coach and serves as Chair of the Caller Training Committee. She has been a Member of CALLERLAB since 1976, has attended every Convention since then, and is serving her 8th term on the Board of Governors. Believing in the entire activity, Betsy is also a member of Roundalab (Board of Directors), Contralab (former Chairman), Lloyd Shaw Foundation, ARTS-Dance (current Vice-Chairman) and GCA, as well as being active in her local callers' association (CCNJ).

*"I believe that there is a place in square dancing for everyone who wants to participate. We need to focus on fun, not the number of calls we are using. It can be tougher to call a dance with a limited number of figures, so CALLERLAB needs to continue to help callers learn to please both current and future dancers. I would like to contribute to this effort by continuing service on the Board of Governors."*



**Eric Henerlau**, Corte Madera, CA, has been calling for 32 years and has been a Member of CALLERLAB since 1982. He is Past Chairman of the Advanced Quarterly Selection Committee and is currently Vice Chairman of the Plus Committee. He is a member of the Board of Governors and serves on the Executive Committee. Robert is also a member of the Marketing, Advanced, Challenge, and Definitions Committees. He has served as moderator and panelist at several CALLERLAB Conventions, including Recruiting Tips, Calling in Schools, Two-Couple Dancing, Alternative Music, and Marketing.

Eric's wide range of experience throughout the organization and years as a caller have given him insight into the most pressing concerns in CALLERLAB: *"No greater issue faces us today than getting more people to dance."* He is a strong advocate that the mission of CALLERLAB, through its committees, initiatives, and relationships with other dance organizations, should be directed toward increasing the number of people square dancing. These include shorter entry programs, youth programs, marketing square dancing, and caller training and support. CALLERLAB's focus should be on where square dancing will be 10, 20 and 30 years from now. Eric would like to continue his work on the Board in moving the activity forward.

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(Continued)





**Mike Hogan** began calling in 1976 and joined CALLERLAB in 1984. He has served on many committees including the Mainstream, Plus, Foundation Fundraising, Grant Writing, and the Ways and Means Committees. Mike served as Vice Chairman of the Marketing and Chairman of the RPM Committees. He now serves as the Chairman of the Marketing Committee. Mike has served as an education panelist at 8 CALLERLAB Conventions, 7 National Conventions, and conducted leadership and marketing clinics in 9 states. Mike assisted in writing the Add-A-Buck fundraising program adopted by the ARTS, the Foundation's Phoenix Plan, CALLERLAB'S Winning Ways recruitment success series, and wrote a comprehensive square dance marketing plan for CALLERLAB that was adopted by the ARTS and Roundalab. Mike calls part-time and travels extensively. He has called in 24 states and at 12 National Conventions calling Basics through A2, and teaches 4 sets of lessons annually. Mike has been a featured caller at several weekends, festivals, and state conventions. Mike works full-time as the General Manager of Rutledge Integrated Marketing, a full service advertising agency. Mike and his wife Denise have 2 children, Rachel and Ryan. As his youngest leaves for college, Mike now has the time to dedicate to serving CALLERLAB on the Board of Governors. If elected, Mike would utilize his business management skills and marketing expertise and work with CALLERLAB to focus on the many issues facing our activity today, including caller and leader education and recruitment and retention of new dancers.



**Robert Hurst**, West Sussex, England, has served three terms on the Board and welcomes your support for a fourth term. Being on the Board is a commitment which I make fully. As an active Board member, Robert participates in discussions, decision making processes and fully supports the policies. Robert is prepared to speak up and be counted for his actions.

Robert offers the Board, and membership, over 25 years of International calling experience from clubs to festivals, with a global view of what is happening in square dancing around the world. Robert still has much more to offer the Board and the membership. He calls from Basic to C1, beginners classes, and loves calling for the Handicapable dancers.

Robert feels there is no instant fix for the future of our activity, but there are many small building blocks which create a firm foundation so that we and many generations to come may continue to enjoy what we do and love, namely square dancing.



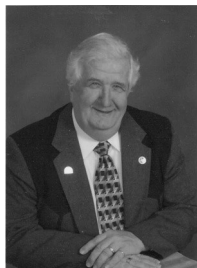
**Ken Ritucci**, West Springfield, MA, began his calling career in 1975.

Ken has a Bachelor's Degree in Secondary Education, English, and also received a Master's degree in Theology in 2006 as well as a Post Master's Degree in Theology in 2007.

Ken has taught beginner square dance classes since 1975, as well as workshops in all programs from Mainstream to C3A. Since 1983, Ken has been instructing callers how to learn the profession of calling. He is an Accredited CALLERLAB Caller-Coach, receiving his Accreditation in 1991. Ken owns and operates his own Callers Schools; The Northeast Callers School, held each October in Manchester, NH; The NorCal Callers School, held each August in San Jose, CA; and the Jubilee Callers School in Fultondale, AL.

Ken is a Member of CALLERLAB and is a Member of the Board of Governors. He is currently the Chairman of the Plus Committee.

Ken calls through the C3A Level and has traveled all over the United States, Canada and Europe, calling for clubs and festivals. He continues to be recognized as a leader in the activity and a trainer of callers. Ken has trained literally hundreds of callers to call in our activity, and seeks your vote.



**Tom Rudebock**, Grafton, OH. I began calling traditional squares right out of high school and have now been calling for 51 years. I am a full-time regional caller, averaging nearly 200 dates a year including workshops, lessons, and classes. I have called at 19 National Conventions and have been on the staff at the Ohio Dance Convention every year since 1984. I also spent several years as an advisor to 2 4-H square dance clubs. I have a strong home club program, having taught for 3 different clubs for many years.

I joined CALLERLAB in 1989 and have attended 14 CALLERLAB Conventions. I am completing my second term on the Board of Governors, have served one term on the Executive Committee, and am Vice Chairman Elect for 2013-2014. I have chaired the RPM (aka Marketing Committee) and have been Chairman of the Mainstream Committee. I was Chairman of the RPM Committee when a marketing plan was written. I have been a presenter at several CALLERLAB and National Conventions and have received the Chairman's Award.

I am a great believer in continuing education and the need to engage our local clubs to communicate and promote square dancing. CALLERLAB needs to develop a vision for the future, and all ideas need to be focused in that direction.

I would appreciate your vote as we work toward that vision. Let's "Accentuate The Positive".



**Dottie Welch** began calling in 1983 for an Advanced tape group. Her preparation included a lifetime love of dance nurtured by square dancing parents, ten years of Modern Western Square Dance experience, years of math teaching, and a musical background. She attended two years of Callers College with Gloria Roth and regularly attended other available workshops. By 1994 her calling had expanded to include beginners through C-2 dancers. Now it also includes party events, calling for school children and for seniors, and a live music contra club. She has called at every Canadian National since 1986 and at the U. S. Nationals since 2009.

Dottie and Gary have been members of the Board of Directors for four Canadian Nationals and Dottie has held numerous jobs in the local and provincial dancer and leader organizations, including organizing and teaching at 5 Alguire Memorial Callers Schools. She joined CALLERLAB in 1995, has attended 15 Conventions and 2 mini-meetings, and has made several interest session presentations. Currently Chairman of the Choreographic Applications Committee, she has worked on the Standard Applications, Lost Squares, Arrangement Charts, and the Sight and Module Resolutions Systems. She is editor of the *CD Journal*, and an active member of Caller Training, Definitions, and all the Program Committees.

Dottie would like to use her broad experience, perspective and organizational skills to help CALLERLAB find an inclusive path into the future with the goal of keeping this wonderful activity functioning and thriving.