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HOLIDAY SCHEDULE

The CALLERLAB Home Office will be closed Monday, September 2, 2013 for U.S.A.'s Labor Day Holiday.

PLUS EMPHASIS CALL: Spin Chain the Gears
ADVANCED EMPHASIS CALL: Transfer and (Anything)

FUTURE CONVENTIONS:

APR 14 - 16, 2014 Sparks (Reno), NV
MAR 30 - APR 1, 2015 Springfield, MO
MAR 21 - MAR 23, 2016 Leesburg, VA

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FROM THE CHAIR

By Barry Clasper, Chairman

In our last issue of *DIRECTION* we announced a revised mission statement for CALLERLAB.

“To foster the art of square dance calling, and improve caller skills.”

It is not even a new mission—just a more concise restatement of our old mission (12 words that replace 117 words). What is that all about? Shuffling deckchairs on the Titanic! What a waste of time! How does that help any of the problems that face square dancing today?

Well, let me tell you.

Or rather, let me ask you: “How many of you knew what our old mission statement was? Even if you had some idea of the gist of it, how many of you could quote it?” Organizations whose members don't have a clear idea of their purpose tend to wander. Initiatives become fuzzy, opinions diverge, efforts get diffused, successes are harder to find. Maybe that sounds familiar.

We all agree that our current situation is not a happy one. The first step in plotting a course to something better is to articulate a clear goal—something everyone can remember and work toward. That's our mission statement. But we already had a mission statement, didn't we? Well, yes, but it wasn't exactly easy to remember. We were like a pilot trying to land on an airfield shrouded in fog. Shortening the mission statement to something we can easily remember is equivalent to turning on the runway lights. Now we can see where we're going. We know who we are and what we are trying to do.

We also agree that the central element of our unhappy situation is the steadily eroding population of square dancers. Our mission statement says nothing about dancers or square dancing itself; it only addresses calling. True enough.

But clearly, the art of square dance calling can't thrive without dancers. So increasing the population of square dancers flows naturally from our mission statement. And at the present time, measured against other things we can do to foster the art of calling, increasing the number of dancers is far and away the most important.

Therefore, for the foreseeable future, our first priority has to be increasing the number of square dancers. To be sure, we also have to “keep the lights on”. We already engage in a variety of activities that foster the art of calling, such as maintaining programs and definitions, training callers, and communicating with other caller/dancer organizations. Stopping those sorts of activities would be counter-productive, even though it is true that much of that activity will not put one additional dancer on the floor. But now, in addition to these traditional activities, we are going to tightly focus on growing the number of dancers. There will be new initiatives directly aimed at that, but also our traditional activities will now be conducted with an eye to how they contribute to that goal.

The Executive Committee met in Reno in early June. We very much had these initiatives in the front of our minds, and the discussion was intense. How can we make yards towards our goals? We came to a number of conclusions that will shape our future plans:

1. Conventional “mass marketing” methods will not work for us. We have neither the money to mount a campaign on that scale, nor the infrastructure needed to handle any interest such a campaign might generate. That last statement is a reference to the increasingly common feeling that our entry programs are too complicated and take too long to teach. In today's world, it is just too hard to convince busy people to sign up for months of classes. As a community, we are still in the process of figuring out how to deal with that.
2. In the past, we have offered financial support for initiatives aimed at gaining attention for our activity in strategic places such as schools and universities. We have allocated Foundation money for grant programs that has gone almost entirely unclaimed. Our assumption was that if we offered money, people would apply for it. It hasn't happened. We need to be much more proactive and much more selective.

3. It's true there are a number of ideas floating around out there, often claiming to be the magic elixir that will cure our ills. But few have compelling evidence to support their claims, and most address only a portion of the problems. Some may indeed be useful, but we currently have little data on which to base conclusions. We need to experiment. Try things and see how they work out. And most important, we need to document what gets tried and how it turns out. In theory, we have a vehicle for that; New Initiatives (formerly called Winning Ways). But it has lain fallow for a number of years now. It has to be reinvigorated.
4. No one person, or committee, or organization can wave a wand and change our world. There is nobody who can say, “Make it so”, and so it will be. Our activity is a folk art. That means it is no more and no less than what its practitioners make of it. Solutions to our problems will not come down from on high. They will come from the grass roots. From YOU. From ALL of us.

The EC is still working out details on some specific initiatives that flow from these conclusions, and I will write more about them in future newsletters. But our general thrust will be to encourage new ideas, fertilize new experiments, and record and disseminate the results. This seems like we're starting small; and we are. Think of our activity as a lawn that has gone brown from drought. We're going to scatter some seeds, see where they grow, and then figure out how to transplant success to the rest of the lawn.

We are prepared to water and fertilize new grassroots initiatives that show promise. That support could be in the form of a grant from the Foundation, but equally could be sharing information, providing a respected speaker, education, or anything else CALLERLAB is in a position to provide. It will take us a while to get formal grant programs up and running. But don't feel you have to wait around. If you believe you have an opportunity, you can approach the EC at any time to ask for support. Make no mistake: CALLERLAB will not do the job for you. CALLERLAB can only help YOU to do the job.

September is coming—the time of year we are most likely to see new recruits. We will reap what we sow. If CALLERLAB can help you with that job, tell us how.

CALLERLAB AT THE 62nd NSDC

CALLERLAB made its annual appearance at the 62nd National Square Dance Convention in Oklahoma City, OK. CALLERLAB also participated in the Showcase of Ideas. The CALLERLAB booth provided a positive presence before the dancing public and elicited a great response from everyone who stopped by to visit.

Thanks to the following CALLERLAB Members who volunteered to help staff the booth: **Walt Burr; Bob Rollins; Bob Worley; Bob Poyner; Dee Dee Dougherty-Lottie; Bob Lottie; Wade and Laura Morrow; Doug Davis; Bear Miller; Patty Greene; Jon Jones; Deborah Carroll-Jones; Lawrence Johnstone; Darren Taylor; Scot and Erin Byars; Mike Huddleson; Dottie Welch; Ken Ritucci; Betsy and Roy Gotta; Royce Dent and Donna Schirmer.**

RESOLUTION PROCEDURES

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.

"Those who danced were thought to be quite insane by those who could not hear the music."
Angela Monet

Foundation Equipment Donations

**Bill Boyd
Family of Milt Bennett
Jerry Reed**

BOG 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 following is a report of the voting actions taken by the 2012/2013 (BOG) and the 2012/2013(EC).

BOG Response Log	Total Logs	Total Votes	Voting %
Clark Baker	9	9	100%
Bill Boyd	9	9	100%
Skip Brown	9	9	100%
Calvin Campbell	9	9	100%
Deborah Carroll-Jones	9	9	100%
Barry Clasper	9	9	100%
Larry Cole	9	9	100%
Wade Driver	9	9	100%
Betsy Gotta	9	9	100%
Patty Greene	9	9	100%
Bill Harrison	9	9	100%
Eric Henerlau	9	9	100%
Jerry Jestin	9	9	100%
Vernon Jones	9	9	100%
Tim Marriner	9	9	100%
John Marshall	9	9	100%
Jim Mayo	9	9	100%
Bear Miller	9	9	100%
Tom Miller	9	9	100%
Bob Poyner	9	9	100%
Jerry Reed	9	9	100%
Ken Ritucci	9	9	100%
Tom Rudebock	9	9	100%
Elmer Sheffield	9	9	100%
John Swindle	9	9	100%
TOTAL	225	225	100%

The following is a report of the voting actions taken by the
2012/2013 CALLERLAB Executive
Committee (EC)

EC Response Log	Tot Logs	Tot Votes	Voting %
Elmer Sheffield	13	13	100%
Larry Cole	13	13	100%
Barry Clasper	13	13	100%
Eric Henerlau	13	13	100%
Tom Rudebock	13	13	100%
TOTAL	65	65	100%

41st CALLERLAB CONVENTION Sparks (Reno), NV April 13-16, 2014

The CALLERLAB Executive Committee has chosen “**Make Something Happen**” as the theme for the 41st CALLERLAB Convention to be held at the John Ascuaga’s Nugget Hotel and Casino in Sparks (Reno), NV. As always, there will be technical sessions to peak your interest as well as social events with plenty of friends. The Reno/Sparks/Tahoe Visitors Bureau website is: www.visitrenotahoe.com, and John Ascuaga’s Nugget website is: www.janugget.com.

For room reservations, call the toll-free number (1-800-648-1177) and ask for rooms listed under **GCALLER** or go to the Nugget website: <http://www.janugget.net/go/gcaller>. Enter the dates and your rate will automatically load into the reservation. Select your preferred room type and then fill in your personal information.

Room rates at the Nugget will be \$83 Sunday through Thursday and \$95 on Friday and Saturday. The hotel also charges a \$5 per night room resort fee which covers various services such as shuttle transportation to the airport, pool, fitness center, valet and self-parking, and other amenities.

Save the date and come to CALLERLAB’s 41st Convention! Convention fees include two lunches, two banquet meals, and beverage breaks.

“I am still learning.”
Michelangelo.....at age 70

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 include: 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.

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 reaccruited 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.

BOARD OF GOVERNORS ELECTION

The 2014 BOG election is in process. All voting members will receive their ballot via U.S. mail. Members eligible to vote will be electing nine members to be seated on the Board following the 2014 CALLERLAB Convention in Sparks (Reno), NV. Board Members serve a term of three years. If you are a voting member, please vote!

Clark Baker, Patty Greene, Bill Harrison, Jerry Jestin, Vernon Jones, Bear Miller, Tom Miller, Bob Poyner, and John Swindle will complete their current terms on the Board at the 2014 convention.

Valid petitions have been received from the following: **Clark Baker; Skip Brown; Scot Byars; Skip Cleland; Patty Greene; Bill Harrison; Jerry Jestin; Vernon Jones; Bear Miller; Tom Miller; Bob Poyner; and Dottie Welch.** **John Swindle** has 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.

YOUTH & NEWER CALLERS' EQUIPMENT NEEDED

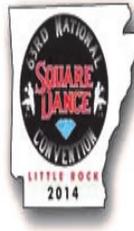
Even though CALLERLAB has received some equipment that has been made available for the Youth and Newer Callers' Equipment Grant Program, additional donations are still needed to help build an inventory for anticipated future requests. Please contact the Home Office for information on how to donate equipment.

"Failure is the condiment that gives success its flavor." *Truman Capote*

**GIFT CERTIFICATES AVAILABLE
THROUGH THE HOME OFFICE!**

NEW MISSION STATEMENT

"To foster the art of square dance calling and improve caller skills."



63rd National Square Dance Convention®

June 25 - 28, 2014

Little Rock, Arkansas

Welcome to Little Rock

We are so excited to be hosting the 63rd National Square Dance Convention® in Little Rock, Arkansas. The Committees are hard at work organizing activities and planning everything for your enjoyment during your visit to our wonderful state.

We are working with Little Rock Tours and have some great tours for you to choose from: The Little Rock Tour, Digging for Diamonds, Branson, Hot Springs, Garvan Gardens, Ozark Folk Center, Graceland and Crystal Bridges. Little Rock is located in the middle of the state so it doesn't take more than three hours in any direction to see something exciting. You can even get to some pretty neat sites just over the border of any adjoining state.

There are many attractions to visit within walking distance of the Convention Center. Ride the Trolley and get a history of many places along the route. See the Bill Clinton Library just down the street. Check out Heifer International located beside the Clinton Library. It is free and there are so many interesting things to learn. Downtown Little Rock has over 30 restaurants within walking distance along with the buffet and kiosks that you will find in the Convention Center.

We know we are small, but we plan for your visit to really be a "Diamond". We are going to have some of the best callers, cuers, and entertainment in the world. Our goal is for everyone to go home saying, "The 63rd National Square Dance Convention® was the Best of the Best. We will have education opportunities with clinics, seminars, and a keynote speaker all hosted by knowledgeable leaders. Sew and save will have chances for you to win all kinds of things and get great ideas and patterns for that new dress or shirt that you have been wanting. You will also want to check out our Ways and Means and see what Arkansas has that you just can't live without. Did I mention dancing? Dancing for everyone; Mainstream, Plus, Advanced and Challenge square dancing; round dancing, handicapable dancing, contra, clogging, and line dancing.

Find us on our website, (www.63nsdc.com). You may also find us on Facebook under the 63rd National Square Dance Convention®.

We look forward to seeing you in Little Rock, Arkansas, June 25-28, 2014.

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.



What It Is We Really Do By Daryl Clendenin

Why is it called square dancing? The only reason I can come up with is: we begin in a square and we end in a square. Of course, a square is a geometric formation with four equal sides. It seems practically everything we do, other than eight dancer Star Figures and Circle Figures (both sort of the same) is done in formations consisting of two equal sides and not four. Considering the choreography that we use most frequently, it would seem more accurate to call it "Rectangle Dancing."

If you stop and think about it, Lines, Waves, Columns, Eight Chain Thru, Double Pass Thru and most other commonly used formations (at least at Basic and Mainstream) have two equal sides and can be pretty easily visualized as a rectangle of different lengths (or widths if you prefer).

Now, if you can accept any of that, I submit that the most heavily used of these formations is what I refer to as the "grid." That would be the rectangle of dancers (geometrically speaking) that exists in an Eight Chain Thru or Double Pass Thru formation. Typically, we use this "grid" as a *pathway* to get the dancers from one side of the set to the other. The most common ways this is done are: Pass Thru & Trade By or Couples Circulate or All Eight Circulate or Dive Thru & Pass Thru.

"So what?" you say. Well, here again, other than the commonly used Circle figures such as Allemande Thars, Alamo Style Waves, Circle Lefts, etc., practically everything we do involves two (not eight) dancers working with each other. Thinking of the grid as a pathway lends itself to the idea that the dancer movement back and forth is actually traffic with a destination, rather than just words to be learned and remembered. The only reason I can see for moving two dancers to the other side of the grid is to:

1. Confuse the dancers into believing that they went somewhere.
2. Make the same type of material used on the previous side of the grid look different.
3. Give each fellow a chance to wink at a new girl.

The fact is, nearly all that we do in our dance choreography involves only two couples. That is, two couples on each side of the grid. I don't care if we're in Mini Boxes, Waves, Diamonds, Two Faced Lines, Facing Lines or whatever: while they are confined to that one side of the grid, it is Two Couple Dancing.

There are just a few movements while in the grid that involves all eight dancers. Spin Chain Thru, All 8 Circulate (and couples), Trade By, Eight Chain Thru (2-3-4), Pass to the Center and Ferris Wheel come quickly to mind. Other than those (and maybe one I missed) everything involves only two couples. That's 6 or 7 moves out of the listed 68.

As callers, we sometimes like to think we are taking the dancers a lot of different places, when in fact, what we typically do is just move them back and forth across the grid. That really seems to be the vast majority of our real traffic in the square. The rest is just two couples fiddling around where they are.

Knowing and accepting this fact should make it somewhat easier to come up with MODULES: Zeroes, Equivalentents, Invert and Rotates, Fractionals, Technicals, Set-ups, Get outs, Conversions and groups of movements that just flow well together.

Regardless of the method of choreographic control or resolution technique you use, everyone uses modules. Without having some idea of the starting and ending positions of calls along with the possible preceding and following calls, there is NO dance. Flow and timing suffer to the extent that it just isn't dancing. Any combination of movements for any intentional reason is automatically a module of some sort. We are ALL Modular callers. Either that or pretty lousy dance prompters.

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

Unknown



Are You Proactive or Reactive?

By Denise Ryan

In a recent strategic planning session I led, I asked my clients what their competitive advantage was. The group agreed it was their outstanding customer service. I asked for examples. They had some excellent ones: a customer had equipment problems and they rushed out a new unit; they responded amazingly quickly to any service call; billing issues were resolved above and beyond expectations. Customer problems were handled in the best and quickest way possible. They all agreed. Definitely, what set them apart from their competition was their customer service.

I asked, “So, you’re saying your competitive advantage is reactive rather than proactive?” There was a moment of silence.

The CEO broke it by saying, “I don’t know what I’m paying you, but whatever it is, that insight alone is worth it.”

Think about it; if the only time customers know what great service you provide is when they have a problem, most of them will never know you provide great service. You have to determine how you can provide great service to ALL your customers. How you can provide great service before there is a problem or if there never is a problem, how you can be proactive.

What’s YOUR competitive advantage? You can’t afford to just be reactive with it anymore. In today’s world, you have to be proactive.

How can you do this with customer service? Lots of ways:

- Make courtesy calls to check in and see how your customers have been enjoying your product or service. Don’t try to sell anything.
- If you do have a great new product or a sale that you think would benefit them, let them know! I love it when my Estee Lauder rep calls to tell me about a promotion they have going.
- Thank them for their business. Every year end I send out a gift to that year’s top clients. This is in addition to any type of thank you

gift I may have given them at the time of service delivery. I don’t get any type of thank you from the vast majority of companies I do business with—not even a simple handwritten note. I thank all my customers.

I know you can come up with many more ways. Don’t have the people to do this? Then don’t lie to yourself that your competitive advantage is your customer service. Maybe your competitive advantage is your cheapness.

But let’s take this even further. What’s your competitive advantage as a friend? As a spouse? As a parent? Are you proactive or reactive?

Let’s say you think your competitive advantage is how thoughtful you are. But it’s reactive; you do something thoughtful when your spouse is really upset or for a special occasion—birthday, anniversary. If it were proactive, you’d do thoughtful things “just because”. You’d always be thinking of ways to make your spouse’s life easier—even little things. That’s thoughtful.

Reactive parents become parents when there’s a crisis; Little Johnny brings home a bad report card or Susie gets a DUI. Proactive parents study with Little Johnny all the time; they are not surprised by his report card. Susie’s proactive parents knew about the party and gave her cab fare. Is your parenting proactive or reactive?

What works better? Depends on what results you want and who you are. If you’re in business, you can’t afford for your competitive advantage to be reactive. And when you think about your most important relationships, you can’t really afford to be reactive rather than proactive in those either.

What to do?

Apply the proactive/reactive question to your life. If you are a business leader, ask if implementation of your competitive advantage is reactive or proactive. If reactive, craft a plan to change it. Some of the customer service ideas I mentioned could be implemented immediately. DO NOT set up a task force to take six months to study this and then decide it’s too hard to do and just keep being reactive.

If you are an employee ask yourself what your competitive advantage is; why should your employer keep you? Why should you get a raise or promotion? If you say it’s your in-depth

knowledge but you haven't spoken up in a meeting since the 80s and are hoping someone might ask you a question you can answer, you are reactive. How can you proactively deploy all that knowledge? Don't tell me you tried and they won't listen. If that's the case, you better get another competitive advantage.

How about your relationships? How can you be more proactive? Start today; bring your spouse flowers (or chocolate) just because. Send your boyfriend a suggestive text. Ban video games for a day and discuss your child's school work. Invite a friend to lunch.

Do not fall into the trap of thinking you don't have to have a competitive advantage or be proactive; that all you have to do is phone it in. There is always someone else who would love to have your customers, your job, your spouse, even the respect of your kids. I know you don't want to lose any of them. And, doesn't the world deserve the best of you? Bring it!

NEW CALLER-COACH CONGRATULATIONS!



The Caller-Coach Committee announces **Bear Miller** as CALLERLAB's newest Accredited Caller-Coach. Please join with CALLERLAB in recognizing Bear in achieving this outstanding and inspiring accomplishment.

Congratulations, Bear!

On behalf of the CALLERLAB Foundation, we wish to thank the following for their generous donations.

Scholarship Donations

Bill Coleman

Foundation Donations

Peggy Anschutz

Keith "Shorty" Long

Buddy Weaver

In Memoriam

Robert McNabb

Lowell, OH

INVITE NON-MEMBERS TO CONVENTION

Are you aware that CALLERLAB encourages you to invite dancers and non-CALLERLAB Members to attend the annual CALLERLAB Conventions? One of the most common comments we hear from first time attendees is that they wished they had attended earlier. During our formative years we were discussing some complex programming, choreography, and styling issues. Much of this discussion would not have been of interest to many dancers. Currently the topics available to our attendees range from some complex technical issues to marketing, recruiting, and retention discussions and other issues of interest to club and associations leadership. We ask that you invite dancers and callers to attend. Contact the Home Office to arrange a special invitation to your friends.

SCHOLARSHIPS AWARDED

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

Foundation General Scholarship

Recipient: **Al Hipkins**

Kenneth Reid Scholarship

Recipient: **Carlton Burgett**

Mike Jacobs Memorial Scholarship

Recipient: **Monika Reichelt**
Guy Garner

Music Producers Scholarship

Recipient: **Casey Veldhuizen**
Christina Veldhuizen
Charles Bowman

Congratulations, Everyone!

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

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

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

CALLERLAB MENTORING GUIDELINES

Produced by the
Caller Training Committee
Betsy Gotta, Chairman
Ron Markus, Vice Chairman



If you are thinking of becoming a mentor for a new caller, the Caller Training Committee has developed a booklet designed to help a more experienced caller working with a new caller. If a friend wants to learn to call, the experienced caller can just give them a record and help them learn a singing call. However, callers know that there is more to calling than memorizing a singing call. If the experienced caller wants to really help, they need to become a mentor. This booklet will provide ideas for being a mentor to a new caller. The committee expects that the mentor will work with the student caller for a period of time that can be up to two years. The new caller would become more independent over that time, but could consult with the mentor when needed.

A potential caller may get started by trying a singing call at an amateur night, by teaching square dancing in combination with called recordings, or by developing an interest in choreography. Most often, the new/potential caller sings a singing call at a club dance and is encouraged by their dancer friends to continue learning to call. The new caller does not yet have a complete idea of the complexity of calling and needs guidance. As a mentor, you can provide that help, but may yourself want some guidance. CALLERLAB's Caller Training Committee hopes that you will be able to use this booklet as a framework.

First, if a new caller has successfully performed one or more singing calls, they should be encouraged to understand the complexities of learning more about calling. A recommended step would be to have the new caller buy the Starter Kit for New Callers which is available from CALLERLAB at a cost of \$25. This kit includes names and pictograms of formations, names and pictograms of arrangements, some definitions of common terms used by callers, the Standard Basic and Mainstreams Handbook, and copies of the call definitions. The information in this kit gives a new caller a sense of how complex calling

can be. This kit is an excellent reference tool. You, as a mentor, will be the person who can help the new caller use this tool.

Each section of this Mentor's Guide talks about important skills or knowledge that a caller should have. There are also homework sheets and suggested exercises that the mentor caller can use to help the new caller.

CALLERLAB's Caller Training Committee has tried to put the sections in a logical progression, but you may want to vary your approach. The order is not set in stone to be followed exactly. It is designed to be delivered at your discretion so that the student caller can build upon a foundation of knowledge and skills. The student caller should not rush through the sections, but should take the time to master the skills in each chapter. The mentor needs to be able to advise the student caller that they need more practice in a certain skill, and ask for completed homework that shows the skill is being mastered.

Calling is delivering commands to music with timing so that the dancers can move smoothly to the music and commands without stopping. Because music is so important, our first section is designed to introduce the student caller to music structure and help them deliver calls in a way that relates to the music.

Understanding the calls is mandatory to a caller's delivery of smooth flowing patten. Too often a new caller wants to become a "sight caller" and rushes past needed skills to work on sight resolution. We, the committee members who are writing these guidelines, want to stress that without proper foundation knowledge of what the calls accomplish, a caller cannot become an effective "sight caller".

Finally, please understand that members of the Caller Training Committee are interested in helping you to mentor a new caller. If you are confused by any of the content, please contact us through the CALLERLAB Home Office at 1-785-783-3665 or E-mail callerlab@aol.com.

Thank you for becoming a Mentor.

"Tell me and I'll forget, show me and I may remember, involve me and I learn."

Benjamin Franklin

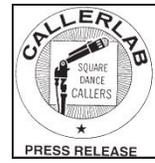
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Press Release CALLERLAB

Experimental Condensed Teaching Order April 1, 2013



The following informational paper should provide greater details as to the work that evolved out of an initial meeting between the American Callers Association (ACA) and CALLERLAB prior to the 39th CALLERLAB Convention held in Nashville, TN in 2012. One of the many topics discussed and agreed upon was the urgent need to find a way to reduce the teach time for new dancers. There was consensus between the groups that our current product is obtaining diminishing returns, mostly because it is being offered to the general non-dancing population once a year. If the content was reduced, it could be offered every three months. In an effort to research this dilemma, CALLERLAB formed an ad hoc committee tasked with developing a reduced teaching framework that could be utilized by groups seeking a faster entry point for new dancers to merge with our activity. Two members from ACA were invited to join the committee that worked several months forging the final document entitled, "The Experimental Condensed Teaching Order".

The resulting "Experimental Condensed Teaching Order" partially reflects dance steps that have a higher frequency of use. It retains fundamental dance actions and includes more dancer-friendly calls. It omits some actions that are redundant, and others less utilized. It was not designed as a new list or a new dance program. It is not a Blast Class or a Fast Track to other dance programs. It is meant to illustrate how one could provide quality entertainment with less material in a reduced teach time. It also questions the necessity of omitted material within our current dance form, with hopes some change could be accepted by our activity.

A condensed teaching order could be utilized by a new stand-alone club in a market without outside influence or area conflicts. A caller could use such an order to establish a quick foundation of new members, by possibly teaching four groups within the timeframe it takes traditional groups one season. As a result, the window of opportunity to teach new dancers is open every three months as opposed to once a year with traditional methods.

One detrimental aspect of this style of teaching, however, is how it affects the mobility of dancers. A group with a limited vocabulary could only dance within their own community unless others outside of it could adopt the change. This could be of little consequence if there are many dancers to support the group. The opinion of the ad hoc committee, however, was that if dancers are being highly entertained, most would not miss the actions that were not initially introduced.

Another way a condensed teaching order could be used is parallel to an existing club. If a current club is willing to support new dancers with a limited vocabulary, they could be integrated at the dances by either alternating tips between the split programs or offering a staggered start time for the newer dancers and the existing club program. Workshops introducing the omitted material could be conducted during the dances as a means to merge the two co-existing groups over an extended period of time.

There may be other ways this idea could be implemented within our activity. What this suggested experimental condensed teaching order demonstrates is how flexible our existing programs could be when it comes to teaching methods. Regional associations could produce an alternative condensed teach format that better suits their needs, as long as the end result is the same. If certain calls or subset family of calls can be deferred to a later time, they could be introduced as directed over an agreed upon schedule within the region.

A group not experiencing any difficulty retaining dancers might not deem this experimental teaching method as useful. However, it may appeal to non-dancers less enthusiastic over the idea of committing to 30 weeks or more to reach a club entry program.

If a current dance group or region is in need of a new teaching approach, it is hoped they might consider adopting a condensed teaching order such as this and provide feedback as to its effectiveness.

If you have any questions, comments, results, or constructive criticism, please contact the CALLERLAB Home Office by phone (1-785-783-3665) or e-mail (CALLERLAB@aol.com).

Experimental Condensed Teaching Order —12 Sessions

Ad Hoc Committee: **Bill Harrison, Paul Marcum, Tim Marriner and Gary Shoemake**

Session 1

Circle Left/Right
Promenade
Wheel Around
Dosado
Stars Left/Right
Swing
Allemande Left/Arm Turns
Right & Left Grand/Weave
Ladies Chain

Session 2

Lead Right/Left
Right & Left Thru
Slide Thru
Pass Thru/Double Pass Thru
U Turn Back

Session 3

Ladies in Men Sashay/1/2 Sashay
Bend the Line
Veer Left/Right
Trades

Session 4

Cloverleaf
Grand Square
Alamo Style
Swing Thru

Session 5

Run
Trade By
Circulates

Session 6

Single Circle to a Wave
Square Thru
Wheel & Deal (out facing lines)

Session 7

Touch $\frac{1}{4}$ / Hinge
Scoot Back
Ferris Wheel

Session 8

Pass to the Center
Zoom

Session 9

Pass the Ocean
Extend

Session 10

Cast Off $\frac{3}{4}$
Fold/Cross Fold

Session 11

Recycle
Sweep $\frac{1}{4}$

Session 12

Flutter Wheel/ Reverse Flutter

**CANDIDATES FOR THE BOARD OF GOVERNORS
2013 - 2014**

Please Vote !

BALLOT AND BIOS HAVE BEEN MAILED

FROM THE HOME OFFICE TO ALL VOTING MEMBERS



CLARK BAKER, Belmont, Massachusetts, began dancing in 1974, calling in 1977, joined CALLERLAB in 1980, and has attended 33 Conventions. He works for Carbonite (the cloud backup folks) as a software engineer and calls part-time, including calling in schools, one-time party dances, occasional Plus and Advanced dances, but mostly Challenge. He has served on many committees, contributing in a variety of areas including call definitions, research and development, choreographic applications, formations, and quarterly selections. He is past Chairman of Research and Development, was our Quarterly Selection Coordinator, and spent four years on the Executive Committee. Currently he serves as Chairman of the Definitions Committee (since 1990) and on your Board (since 1999).

Clark is known for his ability to listen logically and rationally to several sides of a discussion, and assure that everyone is focused on the crux of the issues. He wants our organization and our Members to embrace technology, while preserving our heritage. While we continue to entertain our existing base of dancers and dance programs, our future will more likely be drawn from those who would enjoy a more casual exposure to square dancing—be it dancing in schools, one-time party dances, ABC, or contras and traditional squares. There is no magic bullet to suddenly "fix" square dancing. There can be positive, constant change that effects gradual improvement, without disenfranchising anyone. Not all problems are of CALLERLAB's making, and not all problems are suitable for CALLERLAB to tackle.



SKIP BROWN of Westbrook, Maine began square dancing in Stuttgart, Germany in 1976 and began calling that same year. From 1977 to 1980 he served as Treasurer of the European Association of American Square Dance Clubs (EAASDC). Skip qualified as a full member of the European Callers & Teachers Association (ECTA) in 1979 in Berlin, Germany.

After retiring from the Navy in 1980, Skip began and continues to call for local square dance clubs throughout New England. He is a member of the Tri-State Callers Association; is active in the New England Council of Caller Associations, NECCA, having served as Secretary, Vice Chairman and Chairman. Skip joined CALLERLAB in 1983 and has attended 28 conventions. He is currently a member of the Mainstream and Plus Committees and for 20 years was Vice Chairman and then Chairman of the Plus Committee. In 1997, Skip was involved in organizing the first CALLERLAB "Minilab" held in the continental United States at Portland, Maine.

When Skip began calling in 1976, the requirements to become a Mainstream dancer included learning approximately 70 families of calls. To become a Member of CALLERLAB required calling 50 or more dances per year during the prior 3 year period, and be invited by a CALLERLAB Member. Today, the requirements to become a Member of CALLERLAB are simply to call a dozen "events" in the prior year, and ask for a membership application. Skip feels it's time for some serious changes.



SCOT BYARS, I'm excited about the direction that CALLERLAB is going. There's a great need to "add to" our activity without "taking away from" our existing population of dancers. I believe that CALLERLAB is on the cutting edge, with its efforts in marketing and its recognition of programs such as Multi-Cycle, Accelerated teaching, and ABC.

I believe that the Foundation is the most important weapon we have to financially support college dance programs and newer callers. I still adhere to the belief that education is the key to resolving the attrition of dancers, the education of callers, the education of the dancers, and the education of the public at large. I know that even one person or one caller can make a difference. Through my passion for this activity, I will continue to dedicate my energy towards the promotion of square dancing through the support of youth in our activity, the instruction of competent and compassionate new callers, and by personally teaching and bringing dancers into our activity. I will never be afraid to try something new, and I humbly ask for your vote and confidence once more, to be your voice on the Board of Governors of CALLERLAB.

Accomplishments are as follows: Chairman of the Ways & Means Committee; Chairman of the Competition In Schools Ad Hoc Committee; full-time traveling caller since April 2003; 43 years of calling and teaching; 49 years of dancing; over 2,800 dancers taught; over 80 callers trained; author of "Teach the Teacher" basic square dance instruction CD series.



SKIP CLELAND, Decatur AL, began square dancing in 1982, started calling in 1986, and joined CALLERLAB in 1990. Skip is a Networking Technologies Engineer specializing in Computing Security for the Boeing Company and is a part-time caller who enjoys calling from Florida to Virginia. He calls and teaches the Mainstream through A-2 Programs.

Skip currently serves as Vice Chairman for the Advanced Program Committee, is a member of the Mainstream and Plus Committees, and has been a panelist on multiple CALLERLAB Convention discussion panels. He is a Past President of the Florida Callers' Association and is currently their webmaster. Skip is also a music producer and owns the square dance recording labels, Ramblin' Rose Records and Talon SD Records.

Skip is passionate about square dance calling and the activity. He is also in the generation that understands the "baby boomer" hunger for instant gratification entertainment. He is seeking the opportunity to become a leader in the one organization he knows has the resources to evolve square dancing into the activity that will attract the current adult generations and generations to come.



PATTY GREENE currently lives in Monroe, NC. She began calling in 1995 and, with the exception of the past five years, has taught at least one class/workshop yearly since 1996. She has taught for clubs in New Hampshire and North Carolina, and calls regular club dances and party nights for clubs in the New England, North and South Carolina areas. She also calls for local and National conventions. Patty is a staff caller for Royal Records. She has served in positions of leadership since she started calling for area and local committees and conventions. She is the President of the Metrolina Callers' and Cuers' Association and a member of the North Carolina Callers' Association. By day, she owns PKG DesignWorks, a website programming development company.

Patty joined CALLERLAB in 1996, regularly attends CALLERLAB Conventions, has served on many panels, and has participated in many of the special convention theme dances. She is a member of the Definitions, Mainstream, and Women-in-Calling Committees. She believes strongly in the retention, teaching, and entertaining of our dancers, and the education and leadership development of callers. Patty will offer a fresh perspective, strong organizational skills, a sense of humor, and the ability to think "out of the box" to CALLERLAB Members. She welcomes the opportunity to continue to represent her peers and
w o r k
towards the growth and preservation of this versatile activity.



BILL HARRISON, Cheltenham MD, started square dancing at the age of seven and began calling in 1970. In 1985, he began calling full-time. He has home clubs in the Baltimore, Southern Maryland, and Northern Virginia areas where he calls the CALLERLAB Programs through C-2 and conducts a senior program. He also teaches two beginner lessons, one using the Multi Cycle program and the second using the traditional teaching system.

Bill joined CALLERLAB in 1977. He has served as Chairman and Vice Chairman of the Career Callers' Committee for a total of seven years, Chairman of the Advanced Quarterly Selection Committee for four years, Vice Chairman of the Advanced Committee for four years, and is presently Chairman of the Advanced Committee. He has served several terms on the Board of Governors, including two years on the Executive Committee. He is a member of the Advanced, Applications Review, Definitions, Challenge, Mainstream and Plus Committees.

Bill states that he is running for the Board of Governors (BOG) for another term because he wishes to continue the work that has been started in his past terms. He has seen much change in the BOG over the years and feels a big part of this change. Much work has begun with building the activity and education within the organization. He wishes to follow through as a Board Member for another term. The future of square dancing is one of his major interests.



JERRY JESTIN, originally from Red Deer, Alberta, Canada is based out of College Station, Texas but runs a winter program in Yuma, Arizona. He called his first dance in 1967, and since then has been on staff of callers' schools, seminars, conventions and festivals all over the world.

Jerry has been calling full-time for over 30 years. He does over 600 sessions a year, including lessons for beginners. Jerry is also a very proficient round dance cuer and instructor. This gives him an extra insight into the harmony and cooperation of the 2 activities. Jerry has recorded over 30 square dance records on 7 labels (currently TNT and Gramophone Productions), and has choreographed at least a dozen round dances.

In December of 2010, Jerry graduated from Texas A & M University with a Bachelor of Interdisciplinary Studies majoring in ESL (English as a Second Language).

Jerry has been a member of the Board of Governors for four terms and is an active member on three CALLERLAB committees. Just recently, Jerry became the 38th CALLERLAB member to become an Accredited Caller-Coach. Jerry tries very hard to understand the square dance picture from the local perspective as well as from a professional perspective. He cares deeply about the preservation of our activity for future generations, but realizes that there must be changes to keep up with an ever changing world.



VERNON JONES, has been calling for 36 years. He is a Member of CALLERLAB and has served as Vice Chairman and Chairman of the Callers' Association Liaison Committee. He has also served as the Chairman and Vice Chairman of the Teaching Methods Committee. He is currently a member of the Mainstream, Plus, Advanced, Definitions, and Marketing Committees. He serves on the Board of Governors and has served three terms on the Executive Committee.

Vernon has been on the staff of four Grand Square Inc. Callers' Schools at the National Square Dance Convention. He travels the U.S.A. calling, but he is most proud that he is a local caller with a regular club and teaches new people to learn our activity.

Vernon believes that if we are to grow our activity again, we must find an easier way to attract and keep new dancers while giving them the fun and enjoyment they are looking for. He would appreciate your vote for the Board of Governors.

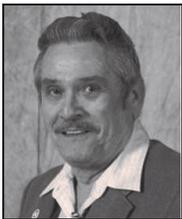


BEAR MILLER “Bear Miller”: I think I know that name. Why should I vote for him? My wife, Sandy, and I began dancing in 1990. I started calling in 1992 and joined CALLERLAB the same year. I am passionate about square dancing. I am a club caller for 4 clubs, have conducted over 75 Mainstream classes, 30+ Plus classes, and a few Advanced. Sandy and I have been received into the Denver Area Council Dancers’ Hall of Fame. I have been President of our Caller Association twice, and was the Vice-Chair of Square Dance at Denver’s 53rd NSDC. Currently, I am Chairman of CALLERLAB’s Mainstream Committee.

Respected by my peers, I am noted for my attention to detail and seeing a job to its completion. Your confidence elected me to the Board of Governors, where I have enjoyed serving and representing you. Like all of its members, I am CALLERLAB. The Board needs that "home program" caller input to give it diversity. Calling an average of 26 nights per month from September through May, I am diligent in our continuing efforts to revitalize our activity. I would appreciate your vote for “Bear” for the Board of Governors.



TOM MILLER along with his two daughters, live in a small community located in Western Pennsylvania named Chest Springs. Tom started calling in 1973. He is a full-time traveling caller, traveling extensively across the United States, Canada, and Europe. He maintains a home program, which includes teaching new dancers yearly, teaching in schools, and keeps an active Handicapable group. His clubs range from Mainstream through the Challenge 1 program. Tom is also a recording artist for ESP Recordings. Currently, Tom is serving on the Board of Governors for CALLERLAB, active on several CALLERLAB committees and is an Accredited Caller-Coach. He is the Past Chairman of the Youth Committee and Fund Raising Committee. With all of this experience, Tom has a large overview of the current trends in the activity. He feels it is vitally important to recruit and maintain new dancers in order to preserve the heritage of square dancing. He is asking for your support in order to continue representing the Members of CALLERLAB.



BOB POYNER, DeFuniak Springs, FL, began calling in 1963 while stationed at Eglin Air Force Base, FL. In 1966 Bob, his wife Ann, and his family moved to Plainfield, IL. While working full-time, Bob was club caller for seven to nine clubs in the Chicago area. He called in several states, averaging four to six nights a week teaching and calling. He was a member and officer in the Chicago Area Callers’ Association and the Illinois Callers’ Association.

After retiring in 1990, Bob and Ann moved to DeFuniak Springs. He presently calls for 5 clubs from Basic through A-2 levels. He has attended and called at over 40 National Square Dance Conventions.

Bob has been a Member of CALLERLAB since 1975, Northwest Florida Callers’ Association since 1993; President, Northwest Florida Callers’ Association; and Florida Callers’ Association since 1993, serving as an officer and President, from 1997-2001. He is also Vice President of the Alabama Callers’ Association.

Bob served on the CALLERLAB Board of Governors from 2006-2014. He would like to return as a member of the Board of Governors and would very much appreciate your vote.



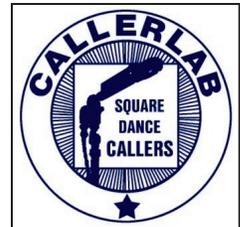
Dottie Welch began calling in 1983 for an Advanced tape group. Her preparation included a lifetime love of dance nurtured by square dancing parents, ten years of Modern Western Square Dance experience, years of math teaching, and a musical background. She attended two years of Callers College with Gloria 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 Nova Scotia and Maritime dancer and leader organizations, including organizing and teaching at 5 Alguire Memorial Callers Schools. She joined CALLERLAB in 1995, has attended 16 Conventions, 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 the 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 thriving as a fun and healthy recreation.



2014 CALLERLAB
CONVENTION RECORDINGS
(RECORDED BY CCD)



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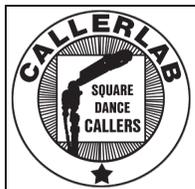
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CALLERLAB COMMITTEE CHAIRMEN AND VICE CHAIRMEN

July 24, 2013

MISSION SUPPORT - Executive Committee Liaison- Tim Marriner

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APPLICATIONS REVIEW - CH, Jon Jones; VC, Jerry Story
CHALLENGE - CH, Bill Ackerman; VC, Vacant
CHOREOGRAPHIC APPLICATIONS - CH, Dottie Welch; VC, Elmer Claycomb
CHOREOGRAPHIC REVIEW COORDINATOR - Ed Foote
COMMITTEE FOR COMMUNITY DANCE- CH, Bob Riggs; VC, Calvin Campbell
DEFINITIONS - CH, Clark Baker; VC, Michael Maltenfort
MAINSTREAM - CH, Bear Miller; VC, Stephen Cole
PLUS - CH, Ken Ritucci; VC, Eric Henerlau

PRIORITY SUPPORT - Executive Committee Liaison-Eric Henerlau

CALLER-COACH - CH, Paul Henze; VC, Tony Oxendine
CALLER TRAINING - CH, Betsy Gotta; VC, Ron Markus
HISTORY-CH, Jerry Reed; VC, Jim Mayo
MARKETING - CH, Mike Hogan; VC, Jerry Junck
NEW INITIATIVES – CH, Mike Olivieri
CALLING IN SCHOOLS Ad Hoc– CH, Ashley Parker; VC, Mike Callahan
WAYS & MEANS - CH, Gary Felton; VC, Bill Boyd

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tralia and Switzerland - Jeannette Staeuble; VC, Japan - Shozo Nishimura;
VC, Czech Republic - Tomas Doug Machalik; VC, Taiwan - Nancy Chen;
VC Germany - Dieter Goergner;
MUSIC PRODUCERS – CH, Wade Driver; VC, Buddy Weaver
PAST CHAIRMAN- CH, Elmer Sheffield
PROFESSIONAL CONDUCT – CH, Elmer Sheffield
WOMEN IN CALLING - CH, Deborah Carroll-Jones; VC, Patty Greene
YOUTH ACTIVITIES – CH, Justin Russell, VC, Donna Schirmer

OUTREACH (LIAISON) – Executive Committee Liaison – John Marshall

RESEARCH AND DEVELOPMENT- Pam Clasper
HANDICAPABLE – Michelle Mabie
NDA – Calvin Campbell
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