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## FROM THE CHAIR

By Barry Clasper, Chairman

In my last article in *DIRECTION*, I talked about our revised mission statement: **“To foster the art of square dance calling, and improve caller skills.”** While

CALLERLAB may be primarily about callers and calling, it is obvious that the art of square dance calling can't be fostered without dancers. Therefore, we identified the recruitment and retention of new dancers as our top priority for the immediate future.

Stated baldly like this, it seems prosaic, mundane, and unexciting not to mention our unoriginal goal. How many times have we heard this? How much discussion, how many articles, how many ideas, and how many silver bullets have we seen aimed at this very subject? I have seen numerous articles in magazines and newsletters, lengthy discussion threads in discussion groups, seminar panels, and Birds Of A Feather sessions, all analyzing our predicament and espousing solutions. Some of these go back 20 or 30 years, reaching back to what many regard as the “good old days”. And now, you're thinking to yourself, “Here's yet another one—yawn!” But don't flip the page just yet. This one has a somewhat different slant.

I think we're all familiar with the usual list of culprits we blame for our unhappy situation. Some blame the “Bowling Alone” syndrome: society has reorganized itself away from social and community activities, and people are too busy to commit to something requiring regular attendance in person. Then there's our limited ability to intake new dancers—only once, or maybe twice a year. We're the elephants of recreation, with a lengthy gestation period that makes growing a big family really difficult. We don't (or can't) mass market, so we rely mostly on word of mouth to make people aware we exist. When we do get them in the door, they see what seems to

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

### FUTURE CONVENTIONS:

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

### CALLERLAB OFFICE HOURS:

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

be a lengthy road of classes and study before the real fun starts. If only the lists were shorter—or had different calls—or maybe different names! Our current club members are all “old”; our image is of an activity for grandparents. This discourages kids and teenagers, and even younger working adults. Also contributing to this image is our music, which is old-fashioned and hokey. And speaking of old-fashioned and hokey, what about those clothes? Assuming we manage to navigate all those obstacles, then we face the “Rush to Plus (or Advanced)” mentality. This is the impression we have created that the grass is always greener in the next program up. Whatever program they dance, dancers often feel unsatisfied because they're told the real fun is elsewhere.

I don't think any of us would argue that any of the above points are completely false. But neither are they universally true. For every one, you can cite instances where groups have enjoyed success despite their influence. Nevertheless, as an aggregate they describe our current difficulties fairly well. So, what are we to do? First, we need to abandon the notion that there is a “silver bullet”—one thing we can change to fix our problems. Our situation is the result of a lot of interrelated factors and fixing only one will not yield much benefit. We need to pay attention to all of them.

Second, we need to not despair that there is no “silver bullet”. Maybe we do have a big interdependent mess, and fixing any one thing might not have a dramatic effect. It can seem like trying to move a mountain. But remember—there are still a lot of us. We don't each have to tackle all the problems. We each can tackle something we think we can change and share our experience with others. Not all areas experience these problems in equal measure. Take a shot at one that is prominent in your area and see what you can do with it.

Third, we need to be **much** better at sharing our experiences. This is where CALLERLAB can offer real help. We can provide a gathering place

and clearing house for ideas and experience. If you try something different—tell us about it. Tell us what you did, whether or not it worked, and what you learned from the experience. Just write a note to [callerlab@aol.com](mailto:callerlab@aol.com). We will gather these stories and make them accessible on our website. Before too long we will have an impressive inventory of “lessons learned” that will streamline the efforts of people trying to tackle one or more of our problems.

What is CALLERLAB's role in this community effort? In general, CALLERLAB's main role is to serve as a communications hub. Our activity is a folk art. It is neither more nor less than what its practitioners make of it. It is the aggregate of all the dances that are held, all the teaching that is done, and all the groups that are organized. CALLERLAB is uniquely positioned to gather information about local initiatives and reflect it back to the larger community so that we can all understand what the broad community consensus is, and what efforts are meeting with success. CALLERLAB can also offer support for local initiatives that show potential. If you think you have a good idea that is being stymied by lack of resources or information, let us know. We can't promise to rescue every effort; our resources are limited and we don't have solutions for all problems. But if you contact the Home Office, the Executive Committee (EC) will review your situation to see if there is anything we can offer. At the moment, this initiative is on an ad hoc basis, but the EC is working to fashion a formal program description that we can publish so that people know what to expect and what criteria they need to satisfy.

So keep those cards and letters coming, folks. Watch the website for new information about what people are trying and how they are faring. And slowly, together as a community, we will start to move the mountain.

“We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.” Walt Disney

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

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

## CALLERLAB CALLER-COACHES AT 62nd NSDC

CALLERLAB made its annual appearance at the 62nd National Square Dance Convention in Oklahoma City. CALLERLAB participated in caller education by staffing six seminars dealing with caller education. CALLERLAB would like to thank those Accredited Caller-Coaches who donated their time during the Convention to staff these sessions. They were: **Doug Davis; Betsy Gotta; Deborah Carroll-Jones; Jon Jones; Tony Oxendine; Ken Ritucci; and Jerry Story.** Numerous other CALLERLAB Members also assisted the NSDC by serving on educational clinics, seminars and workshops as well as calling at the Nationals. Thanks to you all!

### VOTING TURNOUT

Ballots for the 2014 Board of Governors election were sent to all Voting Members on July 24, 2013. This year, 765 ballots were mailed: 329 were returned, resulting in a voting percentage of 43.6% compared to 41.2% in 2012. All Voting Members are encouraged to exercise their right to vote. Thank you to all who did just that!

### BOARD OF GOVERNORS ELECTION RESULTS

Congratulations to the following Members who have been elected to a three-year term on the Board of Governors: **Clark Baker; Skip Brown; Patty Greene; Bill Harrison; Jerry Jestin; Vernon Jones; Bear Miller; Tom Miller; and Bob Poyner.**

Thank you to those candidates who, although unsuccessful in this election, took the time and initiative to run for the Board of Governors. They are; **Scot Byars; Skip Cleland; and Dottie Welch.** The newly elected Board Members will begin serving their terms at the conclusion of the 2014 Convention in Reno, NV.

### 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](http://www.visitrenotahoe.com), and John Ascuaga’s Nugget Hotel website is: [www.janugget.com](http://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 at: <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, 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.



### HOME OFFICE HOLIDAY SCHEDULE

The CALLERLAB Home Office will be closed November 28, December 25, 2013, and January 1, 2014 in observance of the seasonal holidays.

### INVITE NON-MEMBERS TO CONVENTION

CALLERLAB would like to encourage you to invite dancers and non-member callers to attend the upcoming 41st annual CALLERLAB Convention. First time attendees will not only be very impressed, but also nearly overwhelmed with the wealth of educational material and information, entertainment, and fun available at the CALLERLAB Convention. Convention session topics available to our attendees include complex technical issues, marketing and recruiting discussions, issues of interest to club as well as association leadership, information for caller partners, topics for dancers, and much, much more. One of the most common comments expressed by first time attendees is, “I wish I had attended long ago.” Think about the folks

you encounter within your square dancing activities and consider inviting those whom you believe would enjoy and benefit by attending our Convention. Contact the Home Office by phone at 785-783-3665 or by e-mail for further information or to obtain Convention invitations. The e-mail address is: [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com).

## CONVENTION ROOM SHARING

If you are interested in sharing a room with another attendee at the 2014 CALLERLAB Convention in Reno, please contact the Home Office and ask that your name be added to our list of attendees who wish to share a room. The Home Office offers this service only to help those who would like to share the expense of a room. All arrangements must be made between individuals who will be sharing. If you are attending the Convention as a single individual and would like to defray some of the costs, please contact the Home Office.

## MEMBERSHIP NUMBERS

As of October 1, 2013, total membership is 1,467 callers with a few new and renewing members each week. This compares to 1,494 members on October 1, 2012. Current membership is broken down as follows:

<u>Category</u>	<u>Total</u>
Active Members	755
Associate Members	428
Apprentice Member	57
Life Members	10
Retired Members	27
Licensees	<u>190</u>
Totals	1,467

The Home Office is happy to announce that the membership numbers are remaining close to those during the past four years. This occurs due to a tremendous and continuing effort by many of our dedicated Members. Encourage other callers to join CALLERLAB and to share in the process of working together to strengthen the square dance activity.

## NEW MISSION STATEMENT

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

## ADVANCED COMMITTEE

By Bill Harrison, Chairman

The Advanced Committee has been working hard to maintain the Advanced Program. The committee membership has grown in the past several years, most likely due to the work the committee has been accomplishing. There are many dedicated members on this committee and we would like to have more. The committee business is handled by discussion phases throughout the year and we have our annual meeting at Convention. If you call the Advanced Program and want to work on a wonderful committee, please contact the Home Office.

## COMMITTEE FOR COMMUNITY & TRADITIONAL DANCE

By Bob Riggs, Chairman

The Committee for Community & Traditional Dance is working to organize another exciting and educational seminar for the weekend just prior to the Reno CALLERLAB Convention, April 12 and 13, 2014. As we look at limited basic programs that will allow us to recruit new friends to the square dance community, we must understand that the 26 basics of the Community Dance Program come from the CALLERLAB Basic 1 list. It is an entry point that would allow many dance communities to build a strong foundation of infrequent dancers that would form a base for a Basic 51 destination, Mainstream destination or even Plus. A strong foundation would be invaluable to the dance community. The BDPLS would help you learn to provide an entertaining evening of dance entertainment using a limited vocabulary. Come learn from and with your peers. Please contact the Home Office with your registration for the seminar or to sign up for your issue of the *Community Dance Journal*. Please contact Bob Riggs if you would like to present at the seminar, suggest topics for the seminar, or are just wondering about what we refer to as community dancing.

## CALLER TRAINING

By Betsy Gotta, Chairman

You have been hearing about the Caller Training Committee's work on a Mentoring Guidelines Document for several years. The document has been reviewed and approved by committee members and the BOG. A final editing has also

been done. It will be available as a download on the CALLERLAB website and as a printed copy for the cost of printing and postage. If you are working with new callers, this document provides a step by step procedure to help you decide how to proceed with the person you are mentoring. Many committee members from all over the world helped write the document and the Committee Chair and Vice Chair thank them for their contributions. Contributors are: **Daryl Clendenin**, Portland, OR; **Joe Dungan**, King George, VA; **Ed Foote**, Wexford, PA; **Betsy Gotta**, North Brunswick, NJ; **Mike Jacobs**, Deceased; **Jerry Junck**, Wayne, NE or Mesa, AZ; **Tomas "Doug" Machalik**, Czech Republic; **Tim Marriner**, Rock Hill, SC; **Jim Mayo**, Hampstead, NH; **Richard Neumann**, El Cajon, CA; and **Dottie Welch**, Lawrencetown, NS, Canada. Thank you all for your hard work!

If you want to work with new callers, you can become a Mentor. I recommend that you get a copy of this document to help you assist new caller (s).

Remember—any CALLERLAB Member who is teaching new callers or who wants to teach new callers can join the Caller Training Committee. Members of this committee do not have to go through the Caller-Coach Accrediting process. We will be working on several projects in the upcoming year and will need people to help us.

## CALLER PARTNERS COMMITTEE

By Erin Byars, Chairman  
Presenting the EME Award

When the 50-Year Awards were being presented at the 2013 CALLERLAB Convention in Cary, North Carolina, **Carter Ackerman** stated that his certificate should have read "Carter and Ruby Ackerman", because he would never have made it as a caller without her. We know that Carter is not alone, and many callers feel the same way about their partners.

It is so customary for our eyes to follow the spotlight (which, of course, is on the caller) while the partner remains in the background. But there in the background the partner accomplishes so much! And much of what they do remains unnoticed and unsung. The Partner's Committee has made a small move toward correcting this oversight. Enter the EME Award! Named for

Erna M. Egender (partner of legendary caller and square dance historian **Herb Egender**), the EME will honor a caller's partner who has exhibited outstanding contributions to his/her caller, square dancing, and CALLERLAB as a whole.

Suggested by a member of the Partner's Committee, the EME will serve as a way to recognize those partners who work tirelessly every day to keep square dancing alive and healthy, both in their little corner of the world, and elsewhere. Nomination forms are available as a fill-able PDF form. This means you can either print the form and fill it out, or fill it out on your computer and e-mail it in. To receive a copy of the form or if you have any questions, please e-mail Erin Byars, Committee Chair, at [byars@surewest.net](mailto:byars@surewest.net)

The deadline to nominate someone for the 2014 EME, to be presented in Reno, is October 31, 2013. The first EME award will be presented during the Partner's Committee meeting in Reno. I'm sure each of you knows a partner who deserves to receive the EME. Please send in your nomination forms and allow us to share in recognizing them worldwide.

## NEW INITIATIVES COMMITTEE

By Mike Olivieri, Chairman

Planning to try a Flash Mob Square Dance? Wondering what the success rate is on twice a week lessons? Looking for new ideas on how to recruit new dancers? All these answers and more are part of the New Initiatives Committee information found in the *Winning Ways* documents book. Documents are available from the CALLERLAB Home Office. Even though we have some answers and ideas, we are always looking for more. If you or your club have tried something that you know everyone else, or maybe even one person might be interested in, send it to the Home Office for review by the New Initiatives Committee. Be sure to include your contact information so that additional material for the article can be obtained if needed. Your idea may be included in the *Winning Ways* files with other out of the box thinking methods that have resulted in positively promoting our activity.

Visit our Winning Ways

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



## BEST WESTERN HOTEL'S MEMBERSHIP DISCOUNT PROGRAM

CALLERLAB has arranged a corporate discount program with Best Western Hotels. This program will allow those wishing to participate with the following benefits:

- 10% off the best available rate at all Best Western branded hotels in North America.
- Earn 10 Best Western Rewards points for every dollar spent with each stay.
- Automatic Gold Elite status on your Best Western Rewards account (if you are not already at a higher status), which entitles you to a number of elite benefits including a 10% bonus on points earned at our hotels.
- Exclusive promotions and offers.

This corporate program is offered to CALLERLAB Members. If you have questions, please call Best Western at: 1-855-504-1079 or CALLERLAB's Home Office.

To enroll in the Business Advantage Program and be added as a traveler with the CALLERLAB account:

E-mail [businessadvantage@bestwestern.com](mailto:businessadvantage@bestwestern.com) with the following information:

Your Name

E-mail Address

Phone Number

Best Western Rewards Account Number (if you are already an account member)

**Please indicate that you are a traveler with the CALLERLAB account.**

Once you are enrolled in the program, Best Western will provide you with your Corporate ID number and information on how to take full advantage of the exclusive benefits. For questions and assistance, please call 1-855-504-1079.

## 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; 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.

### **WELCOME TO OFFICE STAFF**

**Kathy Dexter** has joined the CALLERLAB Home Office Staff. Please welcome her when you call in!

## BADGES, JACKETS, SHIRTS and GIFT CERTIFICATES

The Home Office is happy to announce that we have a new all weather, nylon shell, hooded jacket with a combination polyester and cotton lining. The jacket is royal blue in color with an embroidered CALLERLAB logo on the front. It also has an interior pocket, two external hand pockets, and a waist draw string. In addition, we have a new supply of the embroidered long sleeve dress shirts, hooded sweat shirts, and polo shirts.

Need a special Christmas gift? Why not purchase a CALLERLAB gift certificate?

## STARTER KIT FOR NEWER CALLERS

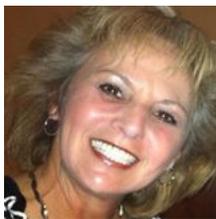
A "Starter Kit for Newer Callers", produced by the Caller Training Committee, is available from the Home Office. The kit contains information important to new and relatively new callers. If you are involved in the training of new callers, you should strongly encourage them to purchase their own copy of this manual. Those of you who are involved with local caller association training programs may also wish to add this informative manual to your library.

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

A list of the CALLERLAB Accredited Caller-Coaches is included, as well as information on available scholarships. The manual is arranged and published in a loose leaf notebook format so that additional material can be added as it becomes available. To order your copy, call or e-mail the Home Office at 1-800-331-2577 or [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com). The cost is \$25.00, which includes shipping.

## 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.*



### **63RD NATIONALS** **By Lottie Ainsworth** **Vice-Chairman, Square** **Dance Programming**

Dear Callers:

The 63<sup>rd</sup> National Square Dance Convention® is fast approaching. As Vice-Chairman of the Square Dance Program, I am contacting all callers to send them out letters of invitation and the caller profile. I'm sure you realize that you must be registered for the 63<sup>rd</sup> in order to call. Caller Profiles must be received on or before December 31, 2013. If you have not received a letter from the Square Dance Committee, please contact me and I will send you one either by snail mail or E-mail. We also will have a link on our website with the profile information on it.

If you've already registered and sent in your Profile, we all look forward to working with you in June 2014. If you've not registered and have not sent your Profile in, please do so quickly as time is flying by. I look forward to having you.

Please direct any questions to me at:

Lottie Ainsworth

170 Jimmy Graham Loop

West Monroe, La 71292

Phone: 318-349-0316

E-mail: [lottiesquaredance7@hotmail.com](mailto:lottiesquaredance7@hotmail.com); or  
[vcprogramsquares@63nsdc.com](mailto:vcprogramsquares@63nsdc.com);



## **CALLING ALL CALLERS** **AND DANCERS**

### **“Are You A Life Boat or A Destroyer?”**

**By Royce Dent**

Before I begin this article, please let me preface it by saying that it is not, nor has it ever been endorsed or approved by any callers' or dancers' organization. The opinions and comments made here come strictly from my heart as a dancer of 35 years, and have been written only to hopefully help all of us take a look at an area that I feel *must* be improved if we are to save an activity that we all love so much—square dancing. So, if you decide to read further, sit down, buckle up, and put your shoes on because I could possibly step on a few toes. Believe me, I've asked myself the same questions that I will be asking you.

When I started lessons, I was a single mom who had just ended a bitter divorce. I needed something that would bring joy and happiness to myself and my young children. My brother, also a square dancer at the time, invited me to bring my boys and try out something he thought would be just what I needed—one night a week where I could include my children, music and dancing (just part of who I am), and a chance to meet some new friends in a healthy environment, right in the small mid-western town where I grew up. As you might imagine, I was reluctant: square dancing—are you kidding, Butch? But I went, and little did I know that night would be the beginning of a whole new world for me! I not only met new friends, but most of those who were there as “Angels” were people I knew growing up. They accepted me “right where I was”, no questions asked. It truly was just as he said, “Friendship Set to Music.” That group truly became my life boat; and the rest is history!

"Many of life's failures are people who did not realize how close they were to success when they gave up.".....Thomas Edison

Needless to say, I've seen many changes in our activity since then—some obvious, and others very subtle. One very obvious change is that square dancing is declining drastically, and there are many ideas about why that is and how we should fix it. Granted, there are many reasons that are extremely evident to all of us and they have been outlined in other articles. There is something, however, that's been on my mind that I'd like everyone, callers and dancers alike, to think about. Is square dancing declining totally because of what we're doing or what we're not doing? Is it because one organization's, "list", or method of teaching is better than another, or is it because personal relationships have deteriorated within our activity?

One thing that has always stayed the same is our motto, "Friendship Set To Music". Is square dancing really about friendship, or is that just something we take for granted today? What kind of picture are we painting to each other, to our communities, and especially to new dancers? Is it really one of friendship and kindness to each other? How can we truly portray friendship to others when perhaps we're still angry at someone for something that happened years ago? Is it a picture of friendship when square dance organizations cannot agree on anything except the rivalry between them and within them? As a dancer, do you avoid other dancers or clubs because of "issues" that may have happened years ago or even last week that you feel are totally unresolvable? Do you believe information that's told to you about another caller or dancer without question, perhaps repeat it, then find out that it was untrue? Were feelings or reputations hurt or damaged in the process? Do you volunteer to help at a dance or a festival because you truly want to do so or do you expect to be recognized for your efforts? Sounds like these actions could become huge "destroyers" to me; and how do any of them help square dancing?

A very wise friend of mine once said, "If you're not helping to fix the problem, then you are part of the problem." I'm not saying we need to make everyone our best friend, but I am saying that if we don't unload our trash trucks, empty the baggage we've created over the years, and think about what's best for square dancing instead of our own egos as individuals, square dancing will not survive. Callers and dancers need each other. Square dancing can be revived, but to do

so each of us must be a life boat not a destroyer. I've made a conscious decision to be the best life boat I can be...will you join me?

## UNITED WE MUST STAND

By Elmer Sheffield



I am a little perplexed each time I read an article that comes from the American Callers Association (ACA), such as the recent newsletter. It seems that each time they stand by the accusation that CALLERLAB and the "lists" are the main reason for the demise of square dancing. The facts are that most of the leaders of ACA were members of CALLERLAB when these "lists" were implemented and they were 100% for them. Let me say right now that lists are not what have caused square dancing to drop off. There are lots of reasons; changes in interest, age, more activities, children, TV, etc. So I suggest we get past this accusation and look for a solution.

While serving proudly for two years as Chairman of the Board of CALLERLAB, I tried very hard to bridge the gap between CALLERLAB and ACA. I received resistance from both sides, but I was determined. I approached both organizations with the idea of a shorter entry system that would be easier and have people dancing in 12 weeks. Leaders from CALLERLAB accepted my idea, and at first ACA leaders were "less than lukewarm". They later decided that they wanted "to do their own thing". I did get help with this project from two ACA members, **Gary Shoemake** and **Paul Marcum**. I then asked two CALLERLAB Members, **Bill Harrison** and **Tim Marriner**, if they would join the group and they agreed to do so. After about three months of working together, we came up with what I thought was a great entry system. It was presented as something that callers could use if they so desired, or they could continue to use what they had. Again, the leadership of ACA rejected this and said they wanted "to do their own thing". Now what really puzzles me is that ACA says that CALLERLAB and the "lists" have hurt square dancing, yet they formed their own association in 1992 and square dancing is still going downhill.

Let me stress again to all callers that no matter which organization you belong to, the only way we are going to bring square dancing back is **by working together**. Let's quit thinking about

which group you belong to, quit name calling and back stabbing, and work together to save the activity that we all love so much. I personally have friends in both organizations, and I and see no reason why we can't work together. After all, both organizations want the same thing—to save square dancing!

I don't have any idea what you are being told, but I can assure you that CALLERLAB is a great organization that is sincerely interested in the future of square dancing. I am no longer an officer in either organization, and this article comes from me personally. It is not endorsed or officially approved by CALLERLAB. It comes from the heart of Elmer Sheffield. If I have said anything that you do not agree with, then please contact me personally.

## DONATIONS TO CALLERLAB

Jaden Frigo  
Sal Fanara

## 2014-2015 MEMBERSHIP DUES

The Executive Committee has approved 2014-2015 Membership dues and insurance to remain the same as the 2013-2014 fees. This represents seven years with no dues nor insurance increase. This has been accomplished by various cost reductions and maintaining our membership numbers. The more members, the less total expense prorated to each member.

Beginning next year, the Executive Committee has approved a "Subscriber" category to allow dance leaders to subscribe and access to CALLERLAB news publications.

Want to help? Encourage other callers to join CALLERLAB! This will help keep dues lower.

We are awaiting BMI and ASCAP to provide licensing information before we can send out renewal information.

Remember, YOU are CALLERLAB!

"Stay committed to your decisions, but stay flexible in your approach." Tony Robbins

## SCHOLARSHIPS AWARDED

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

### Kenneth Reid Scholarship Fund

Recipient: **Luther Kim.**

### Grand Square, Inc. Scholarship Fund

Recipient: **Dick Otis**  
**Jeanne Browning**

### David Krediet Scholarship Fund

Recipient: **Dick Restall**

Congratulations, Everyone!

## 2014 CONVENTION SESSION MP3s

Order your 2014 Convention MP3s today. The cost will remain \$25 for Members.

(Note: Recordings are offered to our Members at reduced pricing as a CALLERLAB membership benefit and are for your sole use. **Do not distribute copies!** MP3s of these recordings have only one license. Please do not share them. If you have friends who wish to have a copy, please direct them to the Home Office. Non-members pricing is \$75.

## FOUNDATION REQUESTS

Donations to the Foundation are requested to help in the various areas of square dance promotion and preservation. Funds donated will be used for caller education scholarships, grants for the various grant requests, equipment for the Youth Caller Program, and much more. Your donations are very much appreciated.

The Foundation is a 501-c-3 educational organization which means donations by U.S.A. Members may be tax deductible. Check with your tax

## In Memoriam

Gail Dietz

Crystal Lake, IL

## 41st CALLERLAB Convention —News!

- 1) The John Ascuaga's Nugget Casino and Hotel does allow smoking in their casino; however, the Convention area is on the second and third floors of the hotel and does not allow smoking, so Convention attendees will be able to travel from their rooms to the Convention sessions without going through the casino.
- 2) The Hotel does have a Starbuck's in the lobby area of the Hotel.
- 3) The Planning Committee has arranged a Karaoke session after the Tuesday night banquet. Please contact the Home Office if you wish to participate.
- 4) On Monday night following the banquet, there will be skits and after party fun. If you wish to participate, please contact the Home Office.
- 5) On Sunday night following the annual orientation session there will be a Plus dance with area dancers invited to attend.
- 6) On Sunday afternoon, the Committee for Community and Traditional Dance will have a welcoming dance.
- 7) Home Office Staff will be manning the registration and Ways and Means area. Volunteers are always welcomed and appreciated.
- 8) Parking at the hotel is free.
- 9) Shuttle to and from the airport is free.
- 10) Rooms have free internet, coffee makers, refrigerators, irons, ironing boards and more.

**Join the Fun! Register today! Come "Make Something Happen"!**

### THE STORY OF THE NUGGET'S GOLDEN ROOSTER

It was May 1958. The Nugget was preparing to open a new restaurant, The Golden Rooster Room. But one question remained unanswered: what could be done to give specific identity to the new facility? The Nugget's other dining rooms had their own insignia, themes and menus and so should it be for the Golden Rooster Room.

Management scheduled a "think tank" session and an idea was soon born: make a solid gold statue of a rooster, regal and beautiful; one that could be classified as a masterpiece of art, one that could be displayed and admired by all Nugget guests.

Permission was quickly granted by the San Francisco Mint to make the Golden Rooster, Newman's Silver Shop of Reno and Shreve's of San Francisco were commissioned to fashion the object d'art from a model created by sculptor - artist, Frank Polk.

Within four months the 18-karat gold statue was completed, transported under guard to Reno, and placed in a custom-made glass case near the entrance to the Golden Rooster Room. The beauty of the sculpture, the uniqueness of the work and its value as a precious metal combined to give the Rooster immediate status as a "must see" attraction for local residents as well as tourists.

Seven months after being on exhibit, the Golden Rooster attracted the attention of the United States Treasury Department, with officials charging that the Nugget was in violation of the Gold Reserve Act which makes it unlawful for a private individual to have more than 50 ounces of gold in possession unless it is in the form of an object of art. The Rooster would have to be confiscated.

The Nugget pleaded its case, informing Treasury representatives that permission had been granted through Shreve's by the U.S. Mint. Following verification of the facts by the Treasury, the matter was dropped for 18 months.

In July 1960, the Nugget was again visited by officers of the Treasury, this time to present the Nugget with a complaint entitled "United States of America vs. One Solid Gold Object in the Form of a Rooster." The Rooster was confiscated and would have to go to jail. The Nugget's attempt to "put up bail" was denied.

After "serving" two years and after two trial postponements, the Golden Rooster was to have his day in court. The decision would center on one question: was the Golden Rooster an object of art? The Nugget contended the Rooster was a customary and artistic use of gold. The government disagreed.

At a jury trial in March 1962, the government was unable to sway the testimony of art critics, all of whom agreed with the Nugget. And so did the jury of ten men and two women. The Rooster was freed. Newspapers and wire services throughout the nation carried the story. News headlines shouted: "Solid Gold Bird Liberated."

Amid much display of public approval, the Golden Rooster was returned to the Nugget and its special perch at the entrance to the "Golden Rooster Room."

In 1987 when workmen began dismantling the Golden Rooster Room to provide space for a new and enlarged Trader Dick's Restaurant and Lounge, the Rooster was again placed "under wraps" in a secured vault to await another decision: where best could it be returned for public display?

With the completion of the Nugget's new hotel lobby and convention center, the answer was obvious. In its new and present location in the hotel lobby, the Golden Rooster is readily visible to all Nugget guests; and again the gold statue is the center of attention.

Gold Rooster's vital statistics are: height 9.5 inches; 18 Karat Solid Gold; and weight 206.3 troy ounces.

## VENDORS FOR CONVENTION

If you are a vendor and would like to have space at Convention, please contact the Home Office right away. We will do our best to insure you an area for your merchandise.



## 63rd NATIONAL SQUARE DANCE CONVENTION® PRESS RELEASE

The 63<sup>rd</sup> National Square Dance Convention® is proud to announce that we will have the following and more for your enjoyment during our convention June 25–28, 2014 in Little Rock, Arkansas.

Ronnie McDowell will be our entertainer for the Wednesday Night Special Event. Register for this event using our registration form which you can find on our website at: [www.63nsdc.com](http://www.63nsdc.com).

The Ghost Riders Band will be featured in our Mainstream Hall each night of the convention.

We will have floating hardwood floors in all carpeted dance halls with two exceptions. We currently have four exhibition groups and are working on more.

## \*\*\*\*\*Callers and Cuers\*\*\*\*\*

If you haven't received a profile sheet in the mail, we don't have your address. The profile sheet is available on our website at: [www.63nsdc.com](http://www.63nsdc.com). Print it and mail it to the address provided. Our Program Committee needs this information to properly fill the caller and cuer slots. The cut-off date for slotting is 12/31/2013.

## \*\*\*\*\*Registration and Housing\*\*\*\*\*

The Marriott Hotel and the Doubletree Hotel are both full. Please fill out the housing request form fully listing all hotel preferences and be sure to include your credit card information. This information is required by the hotels for booking. The hotels listed on our form will have busing available. All hotels on our registration form but the Marriott and Double Tree hotels have free parking. There are several parking garages downtown, but there is a fee for each. There is complimentary shuttle service to and from the airport from our listed hotels.

## SETS IN ORDER 1948-1985

The Lloyd Shaw Foundation has obtained permission to copy all of the *Sets In Order Magazines* from 1948 through 1985 and distribute as a two disc set. This includes 444 Issues, in PDF format, on two discs included in one set.

The CALLERLAB Home Office has several of these sets available at a cost of \$20. These discs contain a wealth of history and leadership information that every caller should have.

Contact the Home Office today to purchase your set; a great idea for Christmas gifts. Phone: 1-800-331-2577 or e-mail [callerlab@aol.com](mailto:callerlab@aol.com).

A portion of proceeds will be donated to the CALLERLAB Foundation in **Bob and Becky Osgood's** memory.

Our thanks to the Lloyd Shaw Foundation and the Osgood family for making them available.

## 2014 PLANNED CONVENTION SESSIONS

Specialty Get-Outs  
Beautiful Basics  
Modules Masquerade  
The “R” of FASR  
Dance Party Building  
Magical Mainstream  
Proficient Plus  
Sight & Module Resolution  
Figuring Singing Calls  
Utilizing Voice  
“What Did You Say?”  
Sophisticated Sight Resolution  
Presentation Techniques for  
Choreo  
Singing Call Harmony  
W.I.C. Vocal Sweet Spot  
Microphones  
Musical Metering  
Music Editing  
FAT City Video  
“I Don’t Understand!”  
Sicilian Circles  
Mentoring Callers  
Showmanship  
How to Teach Styling  
Starting From “Scratch”  
Dancing Recovery  
Working With Others  
Visit With the Legends  
Social Glue  
Appealing To A Younger Crowd  
Tech Marketing  
How To Be A Rainmaker  
Communicating with Dancers  
Competition  
Marketing-Lea Veronica  
Condensed 12 Lessons Teaching  
Order

“Enthusiasm is a vital element toward the individual success of every man or woman.”  
Conrad Hilton

## REASONS TO ATTEND CALLERLAB CONVENTION

Reasons to attend the 41st CALLERLAB Convention in Reno:

- 1) Opportunity to spend time and communicate ideas with leaders within CALLERLAB.
- 2) Educational sessions which introduce new and exciting ideas.
- 3) A great way to renew your enthusiasm for the activity.
- 4) Share your thoughts, ideas, opinions, concerns, and views as they pertain to committees and issues.
- 5) Share in discussions and provide your input to help lead the way and develop the future of square dancing.
- 6) Enjoy demonstrations of different dances and methods of calling, both old and new.
- 7) Meet members of the Board of Governors
- 8) Attend informal sessions hosted by members of the Board to express your concerns and ideas.
- 9) Attend activities such as the Beginner Dance Party Leaders’ Seminar.

### LESSON LEARNED

“Have you not learned great lessons from those who rejected you, and braced themselves against you, or disputed the passage with you?”  
Walt Whitman

### BEGINNER DANCE PARTY LEADER’S SEMINAR

A Beginner Dance Party Leader's Seminar is planned for Saturday, April 12, 2014 prior to the start of the CALLERLAB Convention in Reno, NV. The seminar will begin at 9:00 a.m. on Saturday, April 12th and end at 1:00 p.m. on Sunday, April 13th. The location will be in the Nugget Convention Center. The cost will be \$50 per leader. Spouses and/or partners will be admitted free. Topics will include many of the items important to a successful dance party. Checks should be made payable to CALLERLAB and sent to the Home Office at 200 SW 30<sup>th</sup> St., Suite 104, Topeka, KS 66611. To charge by Discover, MasterCard or Visa, please call 1-(785) 783-3665 or E-mail [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com). Paypal may be sent to [callerlab@aol.com](mailto:callerlab@aol.com).



# 2013-2014 CALLERLAB BOARD OF GOVERNORS

April 19, 2013

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<b>Betsy Gotta</b> (Roy) 2016 2 Laurel Place North Brunswick, NJ 08902-2812 (732) 249-2086 <a href="mailto:ugottadance@optonline.net">ugottadance@optonline.net</a>	<b>Bear Miller</b> (Sandy) 2014 9603 W Tufts Ave Littleton, CO 80123-1039 (303) 973-9529 <a href="mailto:beardenver@comcast.net">beardenver@comcast.net</a>	
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CALLERLAB



# 41st Annual Convention

Save the Date!

**RENO**

**Nevada**

**April 14-16, 2014**

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

We will be staying at the beautiful John Ascuaga's Nugget Casino Resort  
<http://www.janugget.com/>

Save your spot. Save the date.

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

## CALLERLAB 41st Convention

Caller .....	\$210.00
Non-Caller .....	\$200.00

BDPLS (Beginner Dance Party Leader Seminar) ..... \$50.00  
 Session Recordings in MP3 format ..... \$25.00

Minimum deposit is \$100.00 per person

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

Payment in full due by March 31<sup>st</sup> 2014

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

Expiration Date \_\_\_\_\_ (CID#) \_\_\_\_\_

Signature \_\_\_\_\_

Return to:  
 CALLERLAB  
 200 SW 30<sup>th</sup> Suite 104  
 Topeka, KS 66611

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