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CALL TO CONVENTION

In accordance with the Bylaws, notice is hereby given of the Call to Convention to be held at the John Ascuaga’s Hotel and Casino in Sparks (Reno), NV from April 14-16, 2014. All Active Members, Associate Members, Apprentice Members, Life Members (Gold Card Holders), and Youth Members are cordially invited to attend. Convention invitations and registration information was sent in January 2014. If you did not receive information and wish to attend the Convention, please contact the Home Office. The Bylaws provide the following concerning matters to be voted on at the annual meeting: “Section 4. Quorum. The quorum for any meeting of the Members shall be a majority of the Voting Members present at such meeting. However, if less than one-third of the corporation's Voting Members actually attend the meeting, then the only matters that may be voted upon are those which were described generally in the notice of the meeting. The Voting Members present at a duly held meeting at which a quorum is present may continue to do business until adjournment, notwithstanding the withdrawal of enough Members to leave less than a quorum. Resolutions may be presented, discussed, and voted on during the annual business meeting.” Resolutions being considered for presentation:

1. A motion to revise the current Bylaws provisions regarding Removal or Expulsion of Members; Article II, Section, 4, (B) and Reinstatement; Article II, Section 4 (C).
2. A motion to allow Retired Members to serve on committees.

Convention attendees will receive a copy of proposed change (s) in their Convention registration package. Voting on the proposed changes will take place at the annual business meeting on Wednesday, April 16, 2014. This will allow adequate time for all Members to review the changes and obtain answers to any questions prior to the vote.

PLUS EMPHASIS CALL: – Peel The Top
ADVANCED EMPHASIS CALL - Transfer and (Anything)

FUTURE CONVENTIONS:
 APR 14 - 16, 2014 Sparks (Reno), NV
 MAR 30 - APR 1, 2015 Springfield, MO
 MAR 21 - 23, 2016 Lansdowne, VA (Washington DC)
 APR 10 - 12, 2017 Mesa, AZ

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INSURANCE QUESTIONS & CERTIFICATES
 Jenny@NorthWestBrokers.com 208-322-8300



FROM THE CHAIR

By Barry Clasper,
Chairman

Remember Pa Cartwright from the TV show “Bonanza”? Well, I do. The actor who played him, Lorne Greene, was a fellow Canadian. Lorne Greene started his career as a newsreader for the Canadian Broadcasting Corporation (CBC). His sonorous baritone prompted the publicity folks at CBC to dub him “The Voice of Canada”. Soon after, however, WWII began. His role in delivering news of the horrors of war caused listeners to revise his nickname to “The Voice of Doom”.

Lorne Greene's nickname occurred to me because in past articles I have painted a gloomy picture and mused at length about how we came to this sorry pass. I have no desire to become Square Dancing's “Voice of Doom”, so this article will be different. I'm going to outline where I think we need to go, and some initiatives we (the EC and the BOG) have underway to start moving down that road.

The road ahead is neither obvious nor easy, but there are some travel preparations we clearly need to make:

- Stop expecting someone else to fix things.
- Start talking to one another and generating ideas.
- Start experimenting to see which ideas pan out.
- Communicate the results of those experiments.

The first is perhaps the hardest. It is always tempting to wait for someone to lead us to the Promised Land, but our future is in *our own hands*. We - each of us - has to adjust our attitudes away from rigidity, apathy, and passivity towards engagement, experimentation, flexibility, and compromise. We need to honestly examine what we do and ask ourselves “How’s that workin' out for me?” When the answer isn't

positive, we need to figure out how to do it differently—or do something else entirely.

Of course, that's easier said than done, which brings us to the second point. We each have to think about how we're going to contribute, but that doesn't mean we're in it alone. There *are* lots of us, and our solutions will come out of the free exchange of ideas between committed and passionate individuals. In the past we had an infrastructure of callers' associations (local and regional), note services, national festivals, and dancer associations that provided conduits for discussion. We have allowed it to atrophy and it is something we need to rebuild. Further, it is too often the case that those organizations that remain are suspicious of both the motives and competence of other groups. Productive discussion requires that we give each other the benefit of the doubt. Modern technology offers the ability to have discussions among people who are geographically separated: e-mail discussion groups; Facebook; Twitter; blogs; etc. We can exploit these technologies to foster the discussions we need.

Nevertheless, there is no substitute for face-to-face discussion. Certainly, the premier forum for idea exchange is the CALLERLAB Convention. Those who attend regularly invariably come away re-energized and brimming with new ideas and information. If you have been waffling about attending, this is the year to make the decision to come. Join us in Reno and recharge your batteries. If circumstances don't allow you to attend, get the session recordings (\$25 for Members) and listen to the presentations that interest you. If you can't come but have ideas you want to share, write an article for *DIRECTION* (I'm happy to give you some of my space.)

Generating ideas out of a productive discussion is one thing, trying them out is another. We have all come out of a meeting or discussion awash in new ideas, enthusiasm, and good intentions. Then real life intrudes—enthusiasm wanes, and the ideas lie unrealized. We cannot

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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.

afford that. We have to harness ideas and experiment with them to sift the jewels from the duds. Too often ideas with potential are discarded because they “probably won't work”. We have a lot of natural biases that foster this inertia. We naturally want to avoid fruitless work, or we don't have the time, or we don't think we can persuade the naysayers, or we can't see immediate solutions to obstacles, or we don't have the money, etc., etc., etc. It is true that there are ideas that are just silly, unworkable, or impossible. At the other end of the continuum there are those ideas that are obvious winners. Our natural inclination is to avoid anything that is not an obvious winner. We need to recalibrate that. Granted, we don't want to start wasting time trying to do the impossible, but we need to start harnessing the “needs a little work”.

Few of the experiments we need to try are easy or short. Mostly they require a significant investment of time and effort—and communication. It is crucial that we report on what we're attempting, how we're going about it, and how it worked out—whether the results are good or bad. It is always nice to brag about a great success, but it is also important to understand what didn't work and why. Sometimes failure does not stem from the overall value of the idea, but rather from surrounding circumstances, or from some small element that can be fixed on another attempt. We will create a much more robust infrastructure, so we can celebrate our experiences (good and bad) and search out the experiences of others.

With the above ideas as our guide, the EC and the BOG have started to launch some initiatives. All are aimed at fostering discussion and communication, generating experimentation, and sharing experiences. These are only a beginning and they are still in their formative stages, but as they gain traction we are hoping to measure and share progress. Watch the CALLERLAB website and *DIRECTION* for details on each of these as they are formally launched:

1. Lesson Grant Program

This program is modeled on a successful program in Texas. Clubs that have successfully graduated dancers from a beginner's program can apply for a \$250 grant to defray costs. This program is near launch, and complete

information on how it works and how to apply will be posted on the website by the end of January.

2. Leadership Seminar Program

We have become aware of a couple of areas that run successful leadership events on a regular basis. These events provide an excellent forum for the exchange of ideas on a local and regional level. We are building a program to support the spread of such events to new areas. This effort is being undertaken in conjunction with USDA. The project is just getting underway. If you have suggestions, thoughts, or comments, please contact the Home Office, **Tim Marriner**, or **John Marshall**.

3. Club Development Program

In the past, we have allocated Foundation funds to encourage the formation of new dance groups in colleges and schools. It's become clear that simply making funds available is insufficient. We need to be more proactive in supporting the formation of new groups. Another discovery is that every potential new group faces different circumstances, which makes it quite difficult to craft a set of grant rules that ensure wise use of resources without being unduly arbitrary or restrictive. Often the support needed is not money, but rather information, help finding instructors, help setting a teaching program, etc.

Currently there are two projects in flight: one has just graduated an enthusiastic group of dancers at UC Berkeley, and another is just getting underway at Central Maine Community College. While both are at schools, they are wildly different. There is, however, one glaring similarity. In both cases, the initiative is being driven by a small group of individuals who are devoted to making it happen. Without that element, nothing happens. While every case will be unique and require its own plan, the first step in creating a new group will always be the same: find the “sparkplugs” on the ground who are willing to do the work.

Our experience with them makes it clear that any support program has to be able to adapt to unique circumstances on a case-by-case basis. If you have an idea for creating a new group, whether in a college, school, or elsewhere, and you feel you need help, or you can support others with this, contact the Home Office at callerlab@aol.com. We will do everything we can to help you.

4.New Initiative Program

We have had a New Initiatives Program in place for many years now, but of late it has lain fallow. We are reorganizing it to make it easier to use and to cast a wider net. It will be featured more prominently on the website and will be easier to search. Further, we are investigating ways to encourage more people to report their experiences. For example, sponsoring a contest that would award a prize to the best submission of the year is being considered. If you have ideas to help with the capture of new initiatives, please let us know by contacting the Home Office.

These are small beginnings. But our small beginnings will encourage other small beginnings, and before long we'll be "promenading to our future".



Past Chairman's Article By Tim Crawford

Occasionally I wake up and realize that I am a "Past" Chairman of CALLERLAB. It's as befuddling as the time I woke up as Chairman of CALLERLAB. Being the "Past"

Chairman gives great rise to reflection; about the issues we dealt with, the ones we didn't, the challenges of the day, the goals we both achieved, and those that despite our best efforts, eluded us. Serving as Chairman was certainly one of the highest achievements of my calling career and yet even today, I feel like the timing on many of the goals we set out seeking was simply wrong—and rightfully so, because even today, I believe strongly in those goals, as do all the other Past Chairmen of CALLERLAB with their beliefs. It's in those beliefs that the Past Chairman's Committee will, in the coming months and years help drive CALLERLAB to an enviable position in the reconstruction of our activity. Those beliefs do not die with us, rather we continue to work towards those goals we set in the belief that the time was just not right.

I served you all as Chairman for two terms in 2004 through 2006. Working with me was an amazing Executive Committee, a dedicated Board of Directors, and a simply awe inspiring Home Office staff under the direction of **Jerry Reed**. To this day, I believe that this group of people, together, only touched the potential of

what we were capable of and, given the opportunity to give it another go, armed with the knowledge we all gained from that experience, that much more could be achieved. Instead, we wait with that knowledge for the timing; that moment in time when what we believe in becomes reality manifesting itself in positive, lasting and measurable results leading to that goal that we envisioned during our time of leadership.

I am a believer in that premise obviously, and for me during my time as Chairman, I had specific issues that I championed as did all the past and present Chairmen. Mine was the subject of nearly all my "From the Chair" articles and one that to this day, I still believe holds the future of our activity in some way. While I was Chair, the Program Policy Committee, under the direction of **Dick Mazziotti**, wrote a paper entitled the "Program Policy Initiative". This was a piece of work that was both insightful and forward thinking and enlisted the input of membership in a way that previously was not encouraged. It asked Members to give *us* the answers, rather than the answers coming from the hierarchy of the organization. It was meant to invoke input from Members about their true-life experiences with their experiments and ideas in recruiting and teaching and calling in general. The Board of the day adopted the paper and it was referred to thereafter as the "PPI".

The "PPI", in a nutshell, was an attempt to get callers and dance leaders to try something, anything, and then to report back to the PPC. Over time we would generate a "bank" of ideas that were tried and were either successful or were not. Either way, we would be able to develop certain trends made up of those components of the ideas that were good and bad, and perhaps that data would point us in a direction that would help create necessary change that would be palatable to the general non-dancing public, or as I like to refer to them, our "prospects"! The whole premise of this endeavor was to get Members thinking about how they might approach those "prospects" in a different way, because, we all agreed that what we were currently doing seemed not to be working. Sadly, I believe the timing was wrong!

I do believe in the fact that the answer lies in experimentation, and that we must always be changing our approach or we will eventually

outlive our time. As society continues to change, we too must be always searching for the next idea, the next modification, the next set of prospects that will bring with them their unique ideas. Our challenge will be to consider those ideas and maybe even embrace those ideas. Only time will tell, and as I have stated, I will be here to champion my beliefs of acceptance of any new ideas that lead us in a direction that, to quote **Jim Mayo** (Past Chairman of the Board) “turns the ship in a new direction”.

I followed in the footsteps, and by the example, of leaders that inspired me. I am proud to have my name on the list of Past Chairmen next to names like **Jim Mayo, Jack Lasry, Jon Jones, Bob Osgood, Mike Seastrom, Tony Oxendine,** and my most influential mentor, **Larry Cole**. It is because of them and all the other Past Chairs that the activity continues! That, I believe.

The Past Chairman’s Committee was committed while we were chairmen, and we are committed now—it’s only a matter of timing!

“CALLERLAB’S GOT TALENT” KARAOKE NIGHT

Hosted by Phil Farmer

Following the Convention’s Tuesday night banquet in the Nugget Showcase Theater, **Phil Farmer** will host a Karaoke session. This will be on the large showcase theater stage suitable for all our stars. If you would like to showcase your singing talents, contact the Home Office to schedule your name in lights. Phil has a large library of karaoke music or you may bring your own. Solos, duets, and groups are welcome to sign up. Schedule yourself today by e-mailing callerlab@aol.com or calling 1-785-783-3665.

2014 - 2015

MEMBERSHIP RENEWALS

The 2014/2015 Membership renewal information was mailed. We are happy to announce that CALLERLAB dues will not increase for the 2014/2015 membership year, and will remain at \$105. Apprentice dues will be \$85. Those receiving *DIRECTION* electronically will receive a \$10 discount off their dues amount (\$95

instead of \$105) for agreeing to receive it electronically. This discount is provided to Members who have assisted the Home Office in reducing labor, printing, and postage expenses associated with publishing *DIRECTION*. Thanks for “thinking green” and helping CALLERLAB save money!

BMI/ASCAP rates are \$81 for less than 50 dances per year, and \$129 for 50 and over. Insurance renewals will remain at \$25. The Home Office continues to search for ways to reduce expenses. Maintaining our membership numbers has also helped generate cash savings, which in turn helps to prevent membership dues from increasing. Want to help? Encourage non-member callers to join CALLERLAB.

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

CALLERLAB CONVENTION AFTER PARTY

Hosted by Tom Miller

Following the Convention’s Monday night banquet, **Tom Miller** will host an After Party session. If you wish to volunteer to present a skit or other entertainment, please contact Tom at: tommill@verizon.net or the Home Office at: callerlab@aol.com

41st CALLERLAB CONVENTION SPARKS (RENO), NV 2014

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

What you can expect is the ability to hit the slopes in the morning, fairways in the afternoon, and the craps table at night. There is something

for everyone, whether you're into hot stone massages, stand-up paddleboards, or screaming P51 Mustang planes.

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

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

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

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

Learn more about Reno Tahoe by visiting our website at www.VisitRenoTahoe.com or call us at 1-800-FOR-RENO.

CONVENTION ROOM SHARING

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

sharing. If you are attending the Convention as a single individual and would like to defray some of the costs, please contact the Home Office. The staff will be glad to help you.



“MARKETING ON A SHOESTRING BUDGET”

CALLERLAB proudly announces that **Patrick Schwerdtfeger**, author of *Marketing Shortcuts for the Self-Employed*, has been contracted to present a two hour marketing session entitled “Marketing on a Shoestring Budget”. Patrick will present ideas on utilizing social media and other network marketing ideas. This will be offered on Sunday, April 13, 2014 starting at 3:00 p.m. at the John Ascuaga's Nugget Hotel and Casino. All callers and dance leaders are welcome to attend, even if they are not registered for the Convention.

Patrick will then return on Monday morning to present a motivational speech to the attendees of the Convention, which promises to be a great lead into another fantastic annual event.

Patrick Schwerdtfeger is a leading authority on global business trends including 'big data', self-employment, and the social media revolution. He's the author of the award-winning book, *Marketing Shortcuts for the Self-Employed* (2011, Wiley), and a regular speaker for Bloomberg TV. See more at: <http://www.patrickschwerdtfeger.com/>

COMMITTEE FOR COMMUNITY AND TRADITIONAL DANCE

By **Bob Riggs**, Chairman

The Committee for Community and Traditional Dance is again sponsoring the Beginner Dance Party Leader Seminar (BDPLS) on Saturday and Sunday, April 12-13, prior to the 2014 CALLERLAB Convention in Sparks (Reno), NV. We are planning 10 sessions starting Saturday morning at 9:00 a.m. and concluding at 1:00 p.m. on Sunday. The seminar will include a variety of

dance material suited for the one night party, community dance, or limited basic square dance. We will have sessions on how to program a party dance with a wide variety of material and plenty of time for participants to practice their presentation skills. Bring your microphone and ask us for material/music that would fit a situation. Come to learn how to entertain with a minimal set of basics and in formations that may be new to you. In addition, during the Convention the CCTD Committee will be holding its annual Committee meeting. Please come and help us formulate new actions that will help our dance activity prosper.

APPLICATION REVIEW COMMITTEE

By **Jon Jones, Chairman**

The ARC will have a meeting at Convention this year. At the present, there are five issues about call applications to be presented and discussed: 1) In the B Program, Half Sashay from an Ocean Wave; 2) B,MS, and P Programs, Swing Thru, Spin the Top, and Spin Chain the Gears from Two Faced Lines; 3) A-2, All Four Couples Box the Gnat from a Static Square (new definition); 4) A-2, Checkmate the Column from an Eight Chain Thru; 5) A-2, Diamond Chain Thru from Point to Point Diamonds. During the meeting, these applications will be presented and discussed by anybody and everybody present. After discussion, a straw vote will be taken from those in attendance, and this information will then be presented to all ARC members for a final vote as to whether the questioned applications are proper or improper.

Everyone is invited to attend and present their viewpoints, which create valuable information for the entire Committee. Check the Convention Schedule for the time and place of the meeting.

“Common sense ain’t common.” *Will Rogers*

INTERNATIONAL ADVISORY

By **Jeff Priest, Chairman**

I am very pleased to advise that many international callers are still very busy translating the Basic/Mainstream definitions to German. This is a huge undertaking, and much work has been accomplished by several

European callers. This is a work in progress that will continue until all calls have been translated.

We are communicating with current CALLERLAB Members who have indicated an interest in translating some CALLERLAB smaller documents into their native language in order to share this information with non-members. It is our hope that this will encourage others to join CALLERLAB. This is currently being done in Czech and we are hoping to have this done in Danish and French starting this spring.

We are still looking for a Vice Chair to represent Sweden, Denmark and Norway. If you are interested in joining this Committee as a Vice Chair to support this region, please contact the Home Office or Committee Chairman, **Jeffrey Priest** at: jeff@jeffreypriest.com.

We hope to hold an International Advisory Committee meeting at the Convention once again this year, Please check your Program when you arrive to find the time and location.

“It takes courage to grow up and become who you really are.” *E. E. Cummings*

MARKETING COMMITTEE

By **Mike Hogan, Chairman**

If you have read the articles from our Chairman of the Board, **Barry Clasper**, you should be well aware that 2014 brings with it an increased dedication from CALLERLAB to increase dancer population. The Marketing Committee will have a big role in helping accomplish this goal. As Chairman of the Marketing Committee, I want to share with you the projects my committee is working on and ask for your help!

In 2005, through an ad hoc committee, I wrote and presented a marketing plan for Square Dancing to the Board of Governors. The plan included research, target demographics, benefits, competition comparisons, goals, overall strategy, and marketing tactics from logo and website development through mass media marketing. It also included suggested timelines and fundraising strategies. If you would like to see the plan, it is on the ARTS website (www.arts-dance.org) under “Recruiting Plan”, or on the CALLERLAB site (www.callerlab.org) by searching for “Marketing Plan”.

My first goal for 2014 is to write a new marketing plan with a focus on low cost, and no cost marketing tactics that can be carried out on a local basis. These tactics might include networking, social media, press releases, exhibitions, e-mail campaigns, paid search and internet display campaigns, testimonials and referrals, as well as a few more traditional but inexpensive tactics. My hope is to provide callers and dancers with complete instructions on how to set up and run these various campaigns effectively.

In each issue of *DIRECTION*, we plan to include an article on various marketing topics. These may include featuring one of the tactics in the marketing plan in detail, or sharing success stories and the specific marketing tactics used to accomplish those successes.

We plan to develop and propose a marketing training program CALLERLAB can offer inexpensively, or with funding assistance, to affiliated organizations and dance groups. We will create and distribute short length videos to promote square dancing that can be distributed through social media, along with instructions on how to accomplish distribution.

Finally, we are going to attempt to get local and possibly national network coverage of each year's National Square Dance Convention (NSDC). The Publicity Chairman for each NSDC has this goal, so this will likely be a joint effort between CALLERLAB and the Publicity Chairman for each Convention.

Here's how you can help. We need to tap into the expertise of our Membership. If you have experience with internet marketing, website development, video production, audio production, social media, copywriting, graphic arts, or any of the other topics I listed, we need your help. If you don't, but still want to be involved in our planning, we need your help. Please consider joining the Marketing Committee. Just send an e-mail to me at: mike.hogan@cox.net, or to the Home Office at: CALLERLAB@aol.com.

*Be sure to order your 2014 Convention
Session recordings (MP3s)
from the Home Office!
Fantastic Deal!*

DONATIONS TO CALLERLAB

Tim Crawford	Oliver Kuester
Ron Counts	Kenzo Osanai
Fred Strang	Ron Black
Wil Stans	Mike Preskitt
Ron Keeling	Rod Bradish
Shozo Nishimura	

DONATIONS TO THE FOUNDATION

Tim Crawford	Geoff Clarke
David Taylor	Ray Donohoo
Betsy Gotta	Clyde Herron
Oliver Kuester	Richard Berry
Hans Gietl	Gary Evans
Steve Ocskasy	Ed Holyoke
Bud Garrett	Mike Preskitt
"Yodeling" Bill Gordon	Frank Roberts
Bob Brundage	Keiko Yaoko
Naru Okumura	Wayne Janssen
Marshall Flippo	Charles Tomlinson
Andrea Helwig	Berlon Graham

Scholarship Donations

Tim Crawford	Oliver Kuester
Andy Shore	Peggy Anschutz
Mike Preskitt	Bob Wilson
Elmer Claycomb	John Krolczyk
Brian and Debbie Freed	

HISTORY COMMITTEE

By Jerry Reed, Chairman

The History Committee reports that it is in the initial stage of creating a report of the history of square dance music producers. This project will be discussed during the Committee meeting during the 2014 CALLERLAB Convention. If you are interested in this topic or any other history project, please plan to attend the History Committee meeting at the Convention. We are always looking for interested members to join us in discussing other history projects.

RESOLUTION PROCEDURES

The Board of Governors has approved a process whereby Proposals (Resolutions) may be offered by any CALLERLAB Member (Active, Life, Associate, or Apprentice) to the Membership for consideration, discussion, and vote. Such Resolutions shall be in writing, signed by the author with a second, each of whom shall be a Member (Active, Life, Associate, or Apprentice) in good standing of CALLERLAB. Resolutions

shall be presented to the Executive Director in writing either in person, by mail, or fax to the Home Office. An explanation in writing of why the presenter feels the Resolution is necessary shall accompany the Resolution.

The procedures require Resolutions to be submitted by January 1 of the Convention year so they may be listed in the "Call to Convention" and placed on the Convention Agenda. Please contact the Home Office for additional information or for a Resolution Submission Form.

25 and 50 YEAR CERTIFICATES

Will 2014 be the year you reach 25 or 50 years as a caller? If so, below is the established policy and procedure regarding this very important and historic milestone in any caller's career. The following is the policy for presenting the 25 and 50 Year Certificates:

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

If you believe you will be eligible in 2014 (started calling in 1989 (25) or 1964 (50), please contact the Home Office to verify we have the correct information within our files.

HOME OFFICE OPEN DURING CONVENTION

Due to family commitments, Kathy Dexter, Office Assistant, will not be able to attend the 2014 Convention. Therefore, she will remain in the Home Office during regular business hours to serve our Members .

"Show me a person who doesn't make mistakes and I'll show you a person who doesn't do anything."
Leonard Rubino

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.



2014 USA WEST CONVENTION By Daryl Clendenin

The 2014 USA West Square Dance Convention will be held in Pendleton, Oregon August 14-16, 2014. We would be thrilled to have you attend and be a part of the calling program for this annual event. This should be one of the largest meetings of dancers in the Western states, and could give an exposure of your calling that is hard to equal.

The Ghost Riders will be there to play at all three evening sessions. Local and National callers have been invited to call with them. Please let us know if you are interested in performing at the Convention.

Once again, I have agreed to be in charge of programming callers for this event. In order to be programmed, it is required that you be registered and submit a caller's profile. Registration forms are available now on our web site: www.usawestor.com. Weekend pre-registration is \$50. At the door it will be \$60.

If you would like to be included in the program, please complete both forms and send the registration along with the appropriate fees to the address on the form. The caller's profile sheet can be requested and sent directly to me at: daryl@clendenin.net .

If you have program questions, please contact me via e-mail or directly by phone at: 1-(503) 970-3673

You can also find additional information at: <http://www.usawestor.com/>

Join us for a great weekend of dancing and calling. We look forward to seeing you there next August!

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 gifts. Phone: 1-800-331-2577 or E-mail: 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.

SCHOLARSHIP AWARDED

The following scholarship was recently approved by the Foundation Executive Board of Directors:

GSI SCHOLARSHIP

**Recipient: Jay Bickford
Congratulations!**

EXHIBITORS/VENDORS AT 2014 CONVENTION

CALLERLAB is inviting exhibitors/vendors to attend the 41st CALLERLAB Convention in Sparks, NV. The exhibitor/vendor must be registered at the Convention hotel to participate. If you are a CALLERLAB Member, you may display and sell products or services of any kind. Non-members may participate at the Convention only if the product or service is primarily for square dance callers. If you have any questions, please contact the Home Office. If you know of vendors in the Sparks, NV area, please have them contact the CALLERLAB Office by phone at: 1-800-331-2577 or E-mail: callerlab@aol.com.

FOUNDATION REQUEST

Donations to the Foundation are requested and appreciated to help in the various areas of square dance promotion and preservation. Funds donated will be used for caller education scholarships, lesson grants, leadership seminars, school grants, organizational grants, equipment for the Youth Caller Program, and much more. Let's support our activity's future!

MEMBERSHIP INPUT NEEDED!

Membership in any organization has privileges and importance. This often varies from member to member whether in CALLERLAB, clubs, or associations. What is important to you? What can CALLERLAB do or provide that would help you in your calling activities?

Did you know there is a useful tool available to our CALLERLAB Membership that evidently few know about? On the CALLERLAB website in the 'Members Corner' section, there is an "Ask CALLERLAB Forum" that allows Members to present questions, ideas, and suggestions as well as to comment on other's posts. In order to use this feature, you must register and login to the 'Membership Corner'. We encourage you to check it out, ask your questions, present your ideas, and make comments: let people know your thoughts. If we don't know your needs, we can't provide the desired results. Become involved today! CALLERLAB is YOU!

REASONS TO ATTEND CALLERLAB CONVENTION

Reasons to attend the CALLERLAB Convention in SPARKS/RENO, NV, in 2014:

- 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) Meet members of the Board of Governors. Attend informal sessions hosted by members of the Board to express your concerns and ideas.

**63rd NATIONAL SQUARE
DANCE CONVENTION ®
JUNE 25-28, 2014
PRESS RELEASE**

Come Dance With Us and....

Rock - N - Little Rock!!

**Current Scheduled Location
of Dance Halls:**

Governor's Hall I.....Advanced
Governor's Hall II.....Mainstream/Live Band
Governor's Hall III...Plus/Exhibitions
Fulton Room.....Youth/Family
Miller Room.....Clogging
Izard.....Handicapable/Lines/Singles
Pope.....Contra
Ballroom A.....Round Dance Phase 3/4
Ballroom B.....Round Dance Phase 5/6
Ballroom C.....Round Dance Phase 2/3
Grand Salon A Marriott.....Mainstream/Rounds
Grand Salon B Marriott.....Challenge/DBD
Grand Salon C Marriott.....Plus/Rounds

Be sure to refer to your Daily Program Book for more information on callers and the time they call in each hall.

The need to pre-order your Program Book cannot be stressed enough. The Program Book and Dailies will contain the most up-to-date listing of Callers, Cuers, Prompters and Country Western/Line Dance available during the convention. Included in this listing will be times, halls, and songs that will be sung. You **MUST** pre-order the program Book. There will be very few extra Program Books printed. The Program Book and Dailies are \$10 if ordered before April 30, 2014, from the long form.

Dancing? Yes, lots and lots of dancing. Arrive early and dance Tuesday night June 24th. Dancing Tuesday evening is considered a "Trail" dance and not part of the 63rd registration fee. There will be a \$10 admission to either the Plus or Mainstream hall per person.

Past Conventions have had Contra Lab sponsor a Tuesday evening dance with live music. This year, "Tony and Friends" will have a Plus dance Tuesday evening. **Tony Oxendine, Ken Bower, Jerry Story and Gary Shoemake** will be on stage in Marriott Hotel, "Governors Hall

3", from 7:30 to 10:00 p.m. Enjoy Plus dancing all evening for \$10 per person. What a warm-up before the convention!

Mainstream dancers—we have a special dance for you. **Lottie Ainsworth**, our Vice-Chairman, Square Dancing, has an outstanding Tuesday evening planed for you. "Best of the Bests" will be on stage for the dancers. **Lottie Ainsworth, Mike Seastrom, Mike Bramlett, and Buddy Weaver** will keep the Mainstream dancers dancing. What better way to kick off a convention? Join us at the Marriott Hotel, "Salon A", from 7:30 to 10:00 p.m., \$10 per person.

After the opening ceremonies on Wednesday, June 25, 2014, come join us for a delicious dinner before the show. Dinner will be in the *Robinson Exhibition Hall*, and will feature fried catfish, barbequed pulled pork sandwich, baked beans, coleslaw, corn on the cob, rolls, butter, coffee and tea.

When you've finished your dinner, stroll over to the beautiful *Robinson Music Hall* for the performance of a lifetime. Enjoy **Ronnie McDowell**. Sit back, relax, and enjoy the music.

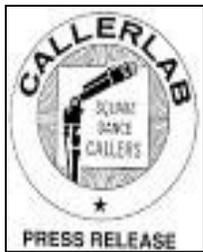
Advance tickets are needed to attend the dinner and **Ronnie McDowell** show. Pre-order dinner and show tickets by returning the completed long registration form to our Registration Committee. Print our registration form from www.63nsdc.com. Program book, syllabus for Rounds, Clogging and Contra can also be pre-ordered. Sew 'n Save the "Natural Way", our *Diamond Recipes Cookbook*, and bus passes should be ordered from our long registration form for the lowest price.

Wednesday night dancing begins after the **Ronnie McDowell** show. Wednesday night dancing is free. Choose your level from Mainstream, Plus, Advance and Round Dancing.

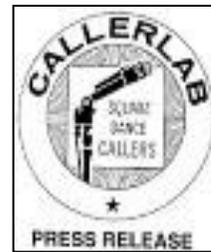
Dancing begins Thursday, Friday, and Saturday at 10:00 a.m. and ends each evening at 11:00 p.m.

We are pleased to announce that the 63rd National Square Dance Convention® will have floating hardwood or wood parquet flooring in all carpeted dance halls.

Hope to see you in Reno, NV, April 14-16, 2014!



FOR IMMEDIATE RELEASE
January 2014



******* START *******

CALLERLAB FOUNDATION LESSON GRANT PROGRAM

CALLERLAB Foundation Executive Directors (FED) announces the creation of a new Lesson Grant Program to offer cash assistance to those conducting Basic/Mainstream classes.

- Applications must be submitted in writing after lessons have been completed.
- Instructor must be a current Member of CALLERLAB.
- Lessons must cover all the calls on the CALLERLAB Mainstream Program (If destination is Basic, lessons must cover all the calls of the CALLERLAB Basic Program.).
- Grant amount is limited to a maximum of \$250.

The CALLERLAB Foundation Executive Directors will consider all applications and review the applicants' supporting documentation and consider for approval. Funds are limited.

Contact the Home Office for Grant procedures or obtain them from the CALLERLAB website or the CALLERLAB Foundation Website.

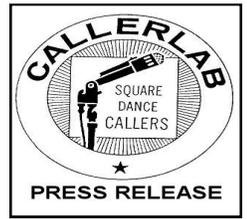
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**We thank you for the coverage you have given us in the past and for
your continued support in the future.**

THE CALLERLAB FOUNDATION BOARD OF DIRECTORS



**FOR IMMEDIATE RELEASE
(JANUARY 2014)
(Dance Example 6 Revised)**



* * * * * **START** * * * * *

Plus Emphasis Call

PEEL THE TOP

Ken Ritucci, Chairman of the Plus Committee, is pleased to announce that Peel the Top has been selected as the Plus Emphasis Call for the period starting December 1, 2013.

STARTING FORMATION: Starting formation - Box Circulate or Z-Formation.

DEFINITION: The lead dancers Peel Off as the trailing dancers step straight forward and take adjacent hands; everyone then does a Fan the Top.

STYLING: Lead dancers have arms in natural dance position and adjust hands to appropriate position for next call. It is important that dancers move slightly forward before starting the "peeling" motion. Trailing dancers use hands up position and styling as described in the basic Swing Thru.

TIMING - 6

PLACES TO USE PEEL THE TOP: (1) RH Waves - Ends Fold (both Boys & Girls as ends); (2) LH Waves - Ends Fold (both Boys & Girls as ends); (3) RH Tidal Wave - each wave have Ends Fold (both Boys & Girls as Ends); (4) LH Tidal Wave - each Wave have Ends Fold (both Boys & Girls as ends); (5) RH Box in columns - Leaders of each Box Fold (both Boys & Girls); (6) LH Box in columns - Leaders of each Box Fold (both Boys & Girls).

FOR GROUPS LOOKING FOR DBD: (1) T-bones. Set-up by having standard facing lines Pass Thru, then either Boys Face Right or Girls Face Left. Ending formation after Peel the Top: Diamonds; (2) Parallel Waves: Each Box of 4 does the call - finish in tidal set-up.

WARNING: For use from Columns: Never set-up your Columns by calling Touch 1/4 - Peel the Top. This is a direct reversal of body flow for the leader in each Box. Instead call: Touch 1/4, All 8 Circulate, Peel the Top.

DANCE EXAMPLES:

1. (RH Waves) Heads Pass the Ocean, Extend, Swing Thru, Girls Fold, Peel the Top, Recycle, Touch 1/4, Circulate, Boys Run, Swing Thru, RLG.
2. (RH Waves) Heads lead To The Right, Swing Thru, Girls Fold, Peel The Top, Right & Left Thru, Pass Thru, Bend The Line, Pass The Ocean, Swing Thru, Girls Fold, Peel The Top, Single Hinge, Coordinate, Wheel & Deal, Pass To The Center, Centers Square Thru 3, LA.
3. (LH Waves) Heads Fan The Top, Extend, Trade The Wave, All Eight Circulate, Girls Fold, Peel The Top, Cast Off 3/4, Boys Run, Square Thru But on 3rd Hand, Turn Thru, LA.

(continued next page)

Peel The Top

DANCE EXAMPLES (Continued:)

4. (Tidal Wave) Sides Touch $\frac{1}{4}$, Side Boys Run, Left Swing Thru, (With Left Hand) Spin The Top, Grand Left Swing Thru, Boys Fold, Peel The Top, Recycle, Pass Thru, LA.

5. (Columns) Heads Square Thru 2, Pass The Ocean, Single Hinge, Circulate, Peel The Top, Girls Run, Wheel And Deal, Pass Thru, Girls Trade, Split Circulate, Hinge, RLG.

6. (T-Bone) * Heads Lead Right & Circle To A Line Of Four, Right and Left Thru; Pass Thru, Boys Face Right, Peel The Top, Diamond Circulate, Girls Swing Thru, Flip The Diamond, All 8 Circulate 1 $\frac{1}{2}$, RLG (Ends At Home). (Revised from December 2013 submission)**

7. (Parallel LH Ocean Waves)*** Sides Touch $\frac{1}{4}$, Side Boys Run, Left Touch $\frac{1}{4}$, Scoot back, Peel the Top, Boys Run, Ferris Wheel, Double Pass Thru, Partner Trade, Centers Slide Thru & Back Away, You're Home.

*** Denotes very difficult formations and arrangements. Callers should use judgment before attempting this type of material.

SINGING CALL:

Heads Square Thru Four, Swing Thru, Girls Fold, Peel the Top, Right & Left Thru, Flutter Wheel, Sweep $\frac{1}{4}$, Swing Corner & Promenade.

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

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

THE CALLERLAB BOARD OF GOVERNORS



FOR IMMEDIATE RELEASE
(JANUARY 2014)



* * * * * START * * * * *

THE DANCE STEP IN SQUARE DANCING
Co-Written by Jon Jones and "Bear" Miller

Approved and Presented by the Mainstream Committee

In many of the definitions, the calls are described by stating that the dancers are to "walk" to get to the specified destination. Grand Square and Promenade are two examples, and there are many more. For everyone's information, the terms "walk" and "dance" are to be considered synonymous, or the same.

The dance step should be a smooth, effortless gliding step in which the ball of the foot touches and slides across the surface of the floor before the heel is gently lowered to the floor. The length of stride should be fairly short with the movement coming mostly from the knees down. The dance step must be coordinated with the beat of the music. In general terms, short gliding steps on the balls of the feet make a comfortable dance step.

If done correctly, the dancing will make a shuffling, sandpaper-like sound on the floor. This is music to a caller's ears.

Square dancers should dance smoothly and considerately, and not do anything that could cause another dancer to feel uncomfortable or confused. The light, sliding step is what should be used. A good square dancer's feet should never be lifted from the floor. If the dancers "walk" to get from one point to another, it creates a "clomping" sound that is not only annoying, but is certainly not dancing. The heels of the dancer's shoes or boots will create this sound. However, this same footwear can be used for dancing with great success.

When the music starts, good dancers are in a "ready" position and they are focused on the music and the caller. Let's describe this position.

A. Chin up!

By reminding yourself to keep your chin up every once in a while, you will give off the perception that you are confident and happy to be dancing. When dancers learn something new or lack confidence in what they are doing, the chin tends to go straight down subconsciously. An additional benefit is that keeping your chin up enables you to literally "look up" at your fellow dancers as you dance, which will be understood as a sign of respect.

B. Shoulders Back! Dance Tall!

With any of these tips, thinking of the opposite provides an instant reason for why the tip looks good. In this case, the opposite would be hunched shoulders. Since square dancing involves the hands in a lot of movements, the shoulders back in a confident, relaxed position will make it easier to react to calls. Turn at the shoulders as well as the hips to make hands available for calls. Keep your nose over your toes and your body under control and in balance at all times. Good posture is generally a good recipe for success.

(continued next page)

THE DANCE STEP IN SQUARE DANCING (Continued:)

C. Arm and Hand Style

When standing in the squared set, each couple should join hands in what is considered a "Couples Handhold". Normal couples have the man on the left side of the lady. Their adjacent hands (man's right hand, lady's left hand) should be joined with the man's hand palm up and the lady's hand palm down. The elbow should be bent and the hands held just above the height of the elbow. The other hand and arm should be relaxed by their side. When dance action begins, both hands should be in "ready dance position", which means that each dancer is ready to use either hand as required to execute the calls.

An unpleasant feature of bad handholds is roughness, which means that a man (usually the man, but not always) applies awkward or painful forces to a lady. In most cases, he can't do it unless his hold is really a strong grip. And he can't take a strong grip except by clenching something between his fingers and opposed thumb. So, the way to prevent roughness is to teach the dancers, particularly the men, to keep their thumbs out of the action when they take handholds (most of the time).

Touching hands provides instant feedback in formation awareness. Good dancers touch hands as quickly as possible providing an anchor for themselves and the others in the square. Dancers who simply do their part without touching hands negatively impact the square's success and detract from the overall social experience. The best dancers are aware that hand-touching is more for the square than for the self.

D. Knees Flexed and on the Balls of Your Feet

Simply keeping your knees flexed and staying on the balls of your feet can completely change how you move and make your steps look smooth. Dancers who are flat footed and have their knees locked will usually move slower and be a step behind as they have to engage muscles to get out of that position before they can dance the next step.

E. Smile!

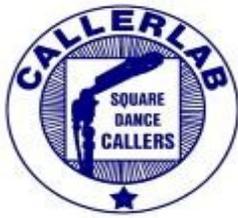
Remember: dancing is an artistic expression using the body, including expressions of the face. This may not be a skill that separates dancers of different proficiency levels, but it definitely separates dancers with different attitudes! Whether you messed up, your partners did, or if it was someone else, brush it off with a smile. It makes the dancing more fun.

DANCE, DANCE, DANCE!

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

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

THE CALLERLAB BOARD OF GOVERNORS



2014 CALLERLAB
CONVENTION RECORDINGS
(RECORDED BY CCD, Inc.)



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CALLERLAB



41st Annual Convention

SPARKS (RENO), NEVADA

April 14-16, 2014

Register Now With A Minimum Deposit (\$100) or More.

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