



**TABLE OF CONTENTS**

CALL TO CONVENTION .....1  
 CHAIRMAN’S ARTICLE.....2  
 46TH CONVENTION SITE CHOSEN ..... 3  
 2015-2016 MEMBERSHIP RENEWAL ..... 3  
 REASONS TO ATTEND CONVENTION .. 4  
 CONVENTION RECORDINGS ..... 4  
 MINI LAB 2016—SEATTLE, WA..... 4  
 COMMUNITY DANCE LEADERSHIP ..... 5  
 25 AND 50 YEARS CERTIFICATES ..... 5  
 43RD CONVENTION NEWS..... 5  
 ARTS –NEW LOGO & SLOGAN ..... 5  
 ONCE UPON A TIME– CLENDENIN ..... 6  
 DONATIONS TO CALLERLAB..... 6  
 LLOYD SHAW & THE CHEYENNE  
 MOUNTAIN DANCERS-CAMPBELL..... 8  
 DONATIONS TO THE FOUNDATION..... 8  
 FOUNDATION DONATIONS REQUEST... 8  
 EXHIBITORS AND VENDORS ..... 9  
 CONVENTION—OTHER ACTIVITIES ..... 9  
 CONVENTION AUCTION!..... 9  
 EDUCATION AT THE 64TH NSDC..... 10  
 ARTS PRESS RELEASE..... 12  
 LEFT TOUCH A QUARTER ..... 13  
 DIXIE STYLE TO AN OCEAN WAVE ..... 15  
 CONVENTION INVITATION ..... 17  
 GUILD OF PRIDE ..... 21  
 42ND CONVENTION REGISTRATION ... 22

**FUTURE CONVENTIONS:**

- MAR 30-APR 1, 2015 Springfield, MO
- MAR 21-23, 2016      Lansdowne, VA
- APR 10-12, 2017      Mesa, AZ
- MAR 26-28, 2018      Albuquerque, NM

**CALLERLAB OFFICE HOURS:**

8:30 a.m. to 4:30 p.m. Central Time, Monday - Friday  
 Phone: 1-785-783-3665 or 1-800-331-2577 (Business Only)  
 FAX: 1-785-783-3696  
 E-mail: [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com)  
 Website: [www.callerlab.org](http://www.callerlab.org)

**INSURANCE QUESTIONS & CERTIFICATES**

[Jenny@NorthWestBrokers.com](mailto:Jenny@NorthWestBrokers.com) (1-208-322-8300)

**CALL TO CONVENTION**

In accordance with the Bylaws, notice is hereby given of the Call to Convention to be held at the University Plaza Hotel, Springfield, Missouri from March 30—April 1, 2015. 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 2015. 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.” A resolution has been received from a Member to be considered at the annual membership meeting.

1. A motion to clarify the current Bylaws provisions regarding funds due CALLERLAB: ARTICLE II., Section 3. (A).

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, 2015. This will allow adequate time for all Members to review the changes and obtain answers to any questions prior to the vote.



## FROM THE CHAIR

By Barry Clasper,  
Chairman

As hard as it may be to believe, our CALLERLAB Convention is once again just over the horizon (March 29). This year's theme is "Talk It Up #squaredancing". For those of you who have so far managed to avoid Twitter, the "#squaredancing" is something called a "hashtag". It serves as a kind of flag to identify the general topic of a "tweet" (a short message posted on Twitter (ain't jargon wonderful?). This theme continues our focus on embracing the new digital technologies that enable us to talk to the rest of the world about square dancing (mostly for free). As our keynote speaker last year said so memorably, "Nobody is talking about square dancing because nobody is talking about square dancing." We need to learn how to talk about square dancing so the rest of the world follows suit.

You can find all the information you need about our 42<sup>nd</sup> Convention in Springfield, Missouri on the CALLERLAB website. (Note this is a different Springfield from the location of the 2015 U.S. National.) Just click on "2015 Convention Invitation" in the News Flash area of the main page. That pulls up a four-page document which provides extensive information about the Convention, including:

- How to Register
- How to Book the Hotel
- Where to Find Tourist Information
- Topics of Currently Planned Sessions
- What's Included in the Convention Fees
- Convention Attire
- Room Sharing
- .... and more!

Remember that Convention is not restricted to CALLERLAB Members. It is open to everyone, and there are many sessions of general interest in addition to those addressing technical calling subjects.

**If you haven't registered yet—stop reading right now, and DO IT! I'll wait .....**

Convention is our primary vehicle for meeting face-to-face. There is no question that face-to-face is the most effective way to have discussions and get

work done. But the reality is we must make progress throughout the year, not just during Convention. The vast bulk of CALLERLAB work product is generated by committees conducting business via e-mail throughout the year. This means that if even if you are not able to come to Convention, you can still participate fully in the work of CALLERLAB. You can join committees, participate in discussions, and make a full contribution. And we NEED you to do that. Yes, YOU! CALLERLAB is not a regulatory body, or an agency, or a bureau. There is no "command structure". CALLERLAB is an **Association!** In order to accomplish anything useful, we need you to **associate**. That means applying your time, your talent, and your insights to moving things forward. Join a committee and work on a project you find interesting; or suggest a new project if you don't see any existing ones that compel you; or a new committee to address something you don't see us working on yet; or indicate you're willing to serve as a committee officer (Chair or Vice-Chair); or run for the Board Of Governors.

Maybe none of that is really your bag, but you have ideas and you're trying things in your own vegetable patch. Or maybe you're doing things with your local association—that's great! Tell us about them! One of the primary functions of CALLERLAB is to serve as a communications nexus—a place where people can go to discover what's going on elsewhere in the community. We aim to facilitate the flow of information throughout the square dance community so that good ideas can be repeated and lessons learned are available to all. You can tell us about your projects by submitting your stories to the New Initiatives Committee, or by putting an article in *DIRECTION* in the "From Our Members" section. The stories can be about anything related to calling, forming clubs, advertising dances, teaching, obtaining equipment, finding resources, etc.: you get the idea!

If you've been paying attention and haven't gone to sleep yet, you'll have noticed that the activities I'm talking about all involve communication. And right now, our methods of communication need a lot of improvement. That's why we have a project underway to launch a new website. We're planning for it to streamline, standardize, and centralize communication within CALLERLAB and provide a foundation for collecting and dissemi-

nating information to a wider community.

The year 2015 holds great promise for square dancing. We are hearing reports of larger classes, new classes, and more attention from the general public. Let's capitalize on this momentum: "Talk It Up #squaredancing!"

(Convention Invitation and Registration Form is attached to this Call to Convention *DIRECTION*.)

### **HOTEL COST SHARING**

If you are interested in sharing a room with another attendee at the 2015 CALLERLAB Convention in Springfield, MO, please contact the Home Office and ask that your name be added to our list of attendees who wish to share a room. The Home Office offers this service only to help those who would like to share the expense of a room. All arrangements must be made between individuals who will be sharing. If you are attending the Convention as a single individual and would like to defray some of the costs, please contact the Home Office. The staff will advise you if there are others who are looking to share a room and provide you e-mail or telephone numbers for contact purposes.

### **OFFICE CLOSING**

The Home Office will be closed for the CALLERLAB Convention beginning March 26th. The office will reopen Monday, April 6, 2015. Have you renewed your membership yet? Have you registered for the Convention yet? Please do so soon.

### **45th CALLERLAB CONVENTION SITE CHOSEN**

CALLERLAB has selected the Embassy Suites in Albuquerque, NM for the 45th CALLERLAB Convention scheduled for March 26 to March 28, 2018. This venue will offer a free hot breakfast as part of room rates along with free Wi-Fi service and a free manager reception every evening. This location will also offer many attractions for those attending this Convention. Make your plans to attend.

## **MEMBERSHIP RENEWAL**

Membership renewal information has been sent both electronically and by mail for the membership year 2015/2016. Your current membership expires March 31, 2015. If you reside in the U.S.A., your BMI/ASCAP music performance license and group liability insurance coverage also expire that day. Your membership renewal dues and fees must be received at the Home Office by March 31, 2015 to prevent an interruption in your membership. CALLERLAB membership dues for the 2015/2016 membership year are \$105.00. However, those receiving *DIRECTION* electronically will receive a \$10 discount. If you live in the U.S.A., you will also need to pay your insurance and BMI/ASCAP fees. Be sure to mail your membership renewals to reach the office by March 31, 2015. The office will be closed March 26 - April 5, 2015 to attend the CALLERLAB Convention. If you have not received your new membership card prior to April 1, your application will be processed as soon as possible after the Convention.

Members requiring proof of insurance or needing a certificate of additional insured naming a rental facility are reminded that the necessary certificates must be obtained directly from the insurance company. The certificates are only available by calling Northwest Insurance Brokers at 1-(208) 322-8300 or e-mailing [Jenny@NorthWestBrokers.com](mailto:Jenny@NorthWestBrokers.com). Identify yourself as a Member of CALLERLAB and they will issue the certificate after verifying your Membership. Certificates are mailed within 72 hours. This insurance program is only available to U.S. Members.

### **IN MEMORIAM**

Darrell Holder—Indiana  
Bill "Wild Bill" Horst-California  
Chris Pinkham—New Hampshire  
Danny Wilkerson -Florida

## **MISSION STATEMENT**

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

# REASONS TO ATTEND CALLERLAB CONVENTION

Reasons to attend the CALLERLAB Convention in SPRINGFIELD, MISSOURI:

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

## CONVENTION RECORDINGS

### “WOW—WHAT A DEAL!”

In the past, the cost of a complete set of Convention CDs when purchased directly from Convention CDs, Inc. (CCD) was **\$189**. This year, CALLERLAB has contracted with CCD to purchase the complete master of the audio recordings of the special interest sessions presented in Springfield, Missouri. This arrangement was made to better serve the Membership of CALLERLAB by being able to sell the complete sets of MP3s at the reduced price of **only \$25—an unbelievable savings of \$164**. This amazing offer is available to our Members, affiliated associations, and members of an affiliated association. This opportunity, however, is

only available if orders are placed on or before March 31, 2015. Non-Members will be charged \$75. While CALLERLAB has made this financial commitment on behalf of its Members, we request that copies not be produced nor provided to others. Why not order yours now?

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

The MP3 orders will be processed shortly after the Convention when the Home Office reopens on April 6, 2015. Your set of Convention MP3s will ship approximately two weeks following receipt of your order. Don't wait! Order today!

### 2016 MINI-LAB SEATTLE, WA

**The Northwest Callers Association has presented an application to conduct a Mini-lab to be held in the Seattle, Washington area scheduled for July 29—31, 2016. The CALLERLAB Executive Committee has approved their request.**

**Additional information will be coming soon so be sure to save the date and plan to attend. Congratulations to the Northwest Callers Association and thank you for scheduling this event.**

**“You can't help getting older, but you don't have to get old.”**

## COMMUNITY DANCE LEADER'S SEMINAR

A Community Dance Leader's Seminar is planned beginning Saturday, March 28, 2015 prior to the start of the CALLERLAB Convention in Springfield, Missouri. The seminar will begin at 9:00 a.m. on Saturday, March 28th and end at 1:00 p.m. on Sunday, March 29th. The location will be in the University Plaza Hotel. Cost will be \$50 per leader. Spouses and/or partners will be admitted free. Topics will include many of the items important to a successful dance party. Checks should be made payable to CALLERLAB and sent to the Home Office at 200 SW 30<sup>th</sup> St., Suite 104, Topeka, KS 66611. To charge by Discover, MasterCard or Visa, please call 1- (785) 783-3665 or e-mail [CALLERLAB@aol.com](mailto:CALLERLAB@aol.com). Pay Pal may be sent to [callerlab@aol.com](mailto:callerlab@aol.com). For more information, contact **Bob Riggs** at: [Bob@squareDanceEtc.com](mailto:Bob@squareDanceEtc.com) or the CALLERLAB Office.

### 25 and 50 YEAR CERTIFICATES

Will 2015 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 Certificates 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 2015 (started calling in 1990 (25) or 1965 (50), please contact the Home Office to verify we have the correct information within our files.

## 43rd CALLERLAB CONVENTION NEWS!

The 43rd CALLERLAB Convention will be held in Lansdowne (Leesburg), VA at the National Conference Center. This is a unique and certainly different venue from any other Convention that CALLERLAB has ever used in the past. The Center is the largest and most technologically advanced conference center in the Nation, just 12 miles from Dulles International Airport and 35 miles from Washington, D.C. Rates include three meals daily, continuous refreshment breaks, guest room accommodations, complimentary high speed wired internet service, fitness center and parking. It is located on 110 acres of lovely scenic countryside. The National Conference Center is located near many attractions with commuter train service available to make the trip to downtown Washington, D.C. quick and easy. Make your plans now to attend. Check out their website at: <http://www.conferencecenter.com>. Although the nightly rate may seem higher than our normal hotel room rates, attendees should recognize that the rate is an all inclusive rate (food, beverages and room) compared to just rooms only at our normal Convention hotels. All meals from Sunday night to Wednesday lunch will be included in your daily rate.



### ARTS PRESENTS NEW SQUARE DANCE LOGO AND SLOGAN

By Jerry Reed  
ARTS Executive Director

For many years, various square dance organizations have been reviewing and discussing how to update the image of square dancing. It was agreed that one way to "re-image" square dancing is to update the image to a more modern and stylized logo. Numerous logo designs were presented and discussed. None of the proposed logos met the criteria for an updated, new, and different symbol.

Among the various organizations working on a

way to update and improve the image of square dancing was The Alliance for Round, Traditional, and Square - Dance (ARTS). During the 2013 ARTS meeting in Oklahoma City, OK the ARTS Board created the Re-Image Committee and approved **Jim and Judy Taylor** as Chairman.

Jim and Judy proposed a long range plan which included creation of a new square dance logo and slogan. Initial plans included working with a professional re-imaging company. After much research and discussion, plans to employ a professional company were discarded for various reasons.

The Re-Image Committee began to work very closely with other organizations which were also looking at ways to update the image of square dancing. Extensive discussion and cooperation with the CALLERLAB Marketing Committee resulted in selection and approval of a new slogan and a new logo.



The slogan "**Live Lively - Square Dance**" is intended to project the spirit of square dancing as a lively fun filled activity.

The logo was created by Zackery Turner, Medford, Oklahoma. The logo was selected because it portrays an updated and modernized image of the activity. Various color schemes and sizes may be chosen. The various color schemes are available on the Canadian BC website at the following link:

[http://www.squaredance.bc.ca/Clip\\_Art/logos.shtml](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)

The logo, slogan, and additional information are available on the ARTS website:

[www.arts-dance.org](http://www.arts-dance.org)

## DONATIONS TO CALLERLAB

<b>Ulrich Brandt</b>	<b>Mike Seastrom</b>
<b>Oliver Kuester</b>	<b>Elaine Mekenas</b>
<b>Jeannette Staeuble</b>	<b>Jimmy Roberson</b>
<b>Tim Schares</b>	<b>Barry Johnson</b>

## FROM OUR MEMBERS

*Opinions expressed in letters or article 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.*



### ONCE UPON A TIME By Daryl Clendenin

Once upon a time, in a much simpler time, there existed a happy and playful little country. Though it was a small country, it was very friendly and accepting of strangers, most of whom found it a place where they could easily fit in with all the other residents. They were a simple folk, and enjoyed life without too much pressure. Sure, they still had to work to make a living, children still had to go to school, they were faced with many of the same illnesses and breakdowns that all communities face. But, by working together, and making sure that all were comfy, the community thrived. It seemed to be the kind of a place where everyone wanted to live.

Well, it's safe to say that one of the greatest events enjoyed by this bunch of fun loving people was the potluck gatherings that happened on a very regular basis. Everyone had a special dish that they brought for all to enjoy. Life seemed to be one continuous party.

I'm sorry to say that something happened to change this seemingly perfect living. It's almost impossible to state with any accuracy exactly what happened or who's to blame. It didn't happen all at once, but over the course of many years. This once simple community began to lose its easy style of living. Things that were never important before became important. In some of the folks, there developed a sense of pride in how many material things one could collect. This change started slowly, then began to gain momentum. It was no longer acceptable to have a normal education, job, or lifestyle. It was important to do all you could to stay ahead of the others in your neighborhood.

Needless to say, many of those so happy to be living in their simple little town, were no longer

feeling accepted by this ever expanding need for more. The once joyous potluck gatherings were given up in favor of high class dinners that required reservations and bank accounts that were capable of standing the financial demands. The folks that were happy to just get together and enjoy their camaraderie needed resources beyond their means to participate. They lost their feeling of belonging, and had no desire to keep up with the now dominant group that made up the majority of the town's population.

It wasn't long before the happy little town that was once filling with "simple" folks" began to lose its once growing population. Oh, there were still some people moving in and taking up residence. But, those that thought they were moving into a simple friendly environment, didn't stay long. Only those that were tenacious enough to adjust to the elevated community standards stuck around (survived).

The problem of losing the simple folk, along with the added problem of not attracting people to take their place, finally caught up with the town. They began worrying that with the decrease in population they would be unable to sustain their town. The services upon which they depended upon weren't getting sufficient funding to maintain them. Now these people weren't dumb. They could see that the "simple" people were leaving faster than they were coming. The real unfortunate thing is, they understood the need for a way to keep the simple folk, but no one was willing to do the necessary things to make it happen.

The town died. The end.

"Sort of sounds like square dancing doesn't it?"

All talk and no action is not acceptable!

There is a need to create an ENTRY LEVEL that is not only easily attainable, but doesn't have the demeaning title of Basic or Beginner, or anything else that makes a person feel inferior without climbing,—yes, I said "climbing" to the next level. Our activity is just too hard!

If you ever create an easy entry level (no matter what you call it, *program* or whatever), support it. Support it at their comfort level without pushing them to do more. On their own, those that want or need more will find the program that keeps them satisfied.

Most clubs these days find enough students to make a class feasible. What clubs don't do nearly well enough, is keeping them after the class ends. To increase our numbers, all we have to do is keep those that graduate. To keep them we need a simpler, friendlier entry program that allows them to become comfortable before moving to the next program.

Here's my own personal opinion:

1. There is too much to teach in the time allowed by most clubs to prepare the new folks for the square dance environment that they are expected to join.

2. New dancers don't feel comfortable dancing with their "supposed" peers for at least a year after graduating. That's just too long.

3. No one is ready to lower the expected number of calls, or their applications (DBD, APD, EA, or whatever), at the regular club dances. It's not sufficient to know how to do a Spin the Top. You need to be able to do it from any one of six possible arrangements. Right Handed or Left Handed, it's no longer a dance. It's a contest to see who can do the move in the greatest number of combinations and positions. I believe that most of the folks who begin our lessons, leave because they wanted a dance, and found instead, a brain game. It's still fun, but only to those that enjoy the constant challenge.

Create a "simple" entry level and call it "TODAY'S SQUARE DANCE":

1. We can eliminate calls that are not necessary for the movement of dancers, or can be easily called directionally. Let's face it, if you need to add "TURN THE PARTNER BY THE LEFT, THE CORNER BY THE RIGHT, THE PARTNER BY THE LEFT" in order for the dancers to do a DO PA SO, why bother with the name? Arm turns would be sufficient. Drop DO PA SO.

2. BOX THE GNAT? Isn't it just as easy to call PASS THRU, 'U'TURN BACK, for the same thing, leaving both hands free for the next movement?

3. I think you could add the TURN THRUS to that same list of unnecessary calls PASS THRU, 'U'TURN BACK and PASS THRU. Easy to teach and easy to do.

There are others on the present MS list that could be dropped because of lack of general use, or

redundancy of movement. They are just names. It would be easy to shorten the list of names without sacrificing any of the movement. After all, isn't movement to music what dancing is all about?

Mainstream and Plus could be combined to make a larger and more complex program. Include the concept of Extended Apps. This program may satisfy the current dancer population. I'd call this program "PLUS". Basically, it is what they are now dancing.



**LLOYD SHAW  
AND THE  
CHEYENNE MOUNTAIN  
DANCERS**  
By Calvin Campbell

I only met **Pappy Shaw** once or twice while I was in college. However, I had the fortunate experience of having **Dorothy Stott Shaw** as a friend and a mentor for about 20 years. During those years, I heard and read many pieces and parts of a book that **Pappy** was composing before he died in 1958. **Dorothy Shaw** picked up the threads of that book and added many chapters over the years. Then the manuscript lay dormant for a long time. Pappy's granddaughter picked up the task several years ago and has completed the book.

I had the great pleasure of being asked to read the unfinished manuscript several months ago and to add to the content here and there. It brought back many precious memories, and we had many discussions among the people that Enid picked to be part of that group. Why? **Pappy** and **Dorothy** were largely responsible for my becoming a square dance caller and somewhat of a dance historian. I and many others had asked for the book to be completed and published. Thankfully, Enid has done that.

My copy of *Lloyd Shaw and the Cheyenne Mountain Dancers* arrived today and it looks great. If you are at all curious about who **Pappy Shaw** was and what he and the Cheyenne Mountain Dancers had to do with the rebirth of square dancing in the 1930s, 40s and 50s, I highly recommend that you purchase and read this book.

The book is sold through Amazon.com and can be found by clicking the following URL.

[http://www.amazon.com/Lloyd-Shaw-Cheyenne-Mountain-Dancers/dp/0692335560/ref=sr\\_1\\_1?ie=UTF8&qid=1418145318&sr=8-1&keywords=lloyd+shaw+and+the+cheyenne](http://www.amazon.com/Lloyd-Shaw-Cheyenne-Mountain-Dancers/dp/0692335560/ref=sr_1_1?ie=UTF8&qid=1418145318&sr=8-1&keywords=lloyd+shaw+and+the+cheyenne)

The cost is only \$13.32 in printed format or \$4.99 in Kindle format. It's well worth the money.

If you do choose to read the book, I would enjoy hearing your comments and some of you may wish to add your experiences about the man, his wife, the times and square dancing.

**DONATIONS  
TO THE FOUNDATION**

Jerry Walker	Masaru Hiraga
Bjorn Andersson	Steve Lassiter
Mike Seastrom	Ray Donohoo
Oliver Kuester	Hans Gietl
David Taylor	Elaine Mekenas
Mavis McGaugh	Tim Crawford
Bud Garrett	Gary Evans
Geoff Clarke	Wayne Janssen
Barry Clasper	Jeannette Staeuble
Dick Parrish	

**Scholarship Donations**

Bodo Von Reth	Ronald Raymond
Mike Seastrom	Elaine Mekenas
Oliver Kuester	Peter Baldwin
Jeannette Staeuble	Peggy Anschutz
Mavis McGaugh	

**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!



## EXHIBITORS/VENDORS AT 2015 CONVENTION

CALLERLAB is inviting exhibitors/vendors to attend the 42nd CALLERLAB Convention in Springfield, Missouri. 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 Springfield, Missouri area, please have them contact the CALLERLAB Office by phone at: 1-800-331-2577 or e-mail: [callerlab@aol.com](mailto:callerlab@aol.com).

### CALLERLAB CONVENTION— OTHER ACTIVITIES

- Community Dance Leadership Seminar—Saturday and Sunday. (\$50 Fee).
- Committee for Community Dance Welcome Dance—Sunday afternoon.
- BOG Welcome Reception— Sunday evening.
- Orientation Session—Sunday evening.
- Mainstream Dance (public invited) called by International Callers and Youth Members—Sunday night.
- Social and Banquet—Monday night.
- Ways and Means Auction—Monday night (following banquet).
- Zesty Contra—Monday night (following auction).
- Social and Banquet—Tuesday night.
- Country Western Party—Tuesday night (following banquet).

*Be sure to order your 2015 Convention  
Session recordings (MP3s)  
from the Home Office!  
Fantastic Deal!  
Previous years available also.*

## CALLERLAB FOUNDATION AUCTION DONATIONS NEEDED

The Ways and Means Committee, Chaired by **Gary Felton** and Vice Chairman **Bill Boyd** are planning a “fun” fund raising auction following the Monday night banquet. Previous auctions have always been exciting and fun for all attendees. This year, **Jon Jones, Deborah Carroll-Jones and Vernon and Kayla Jones** will handle the auctioneering services.

HELP is needed. The Committee has received some donations but are needing more. If you have anything you would like to donate, please e-mail or call **Gary Felton** at: [gdfelton1@verizon.net](mailto:gdfelton1@verizon.net) (410) 884-5335; or **Bill Boyd** at: [billboydcaller@gmail.com](mailto:billboydcaller@gmail.com); (407) 886-7151 and let them know or you may contact the Home Office. All proceeds will be presented to the CALLERLAB Foundation.

### *2015 USA WEST SQUARE DANCE CONVENTION*

*August 13-15, 2015*

*Red Lion Inn*

*Helena, Montana*

<http://www.usawest.net/Conventions/current.html>

### *VISIT THE HOME OFFICE*

*TOPEKA, KS*

*Members are encouraged to visit the CALLERLAB Home Office anytime you are in the area. You'll get to meet the staff and also see how we operate.*

*During the past few years, various callers have donated vinyl records to the CALLERLAB Foundation. Come in and browse the collection and perhaps you will find one you want in exchange for a donation to the CALLERLAB Foundation.*

# EDUCATION AT THE 64th NSDC® SPRINGFIELD, MA



For those of you new to the National Square Dance Convention®, there is much to do at the Convention in addition to a full dance program.

Be sure to purchase your **Convention Program Book** to read about the variety of activities, speakers, and exhibits that we hope you will find to be a lively and informative Education Program.

## 64th NSDC® Education Theme in Practice

Our Theme is “Celebrating Our Dance Heritage, Planning Our Dance Future”. In planning our future, the 64th NSDC® will invite dancers to explore the use of technology to promote and learn to square dance. Our education programs will encourage presenters to use multi-media formats in our seminars and panels whenever possible. We want to involve dancers and dance leaders in conversations that look toward the future of our folk dancing.

In celebrating our dance heritage, we are proud to host the first National Square Dance Convention® in New England. Many communities in New England actively participate in forms of folk dance from which modern western square dance has its roots. Education at the 64th will feature a few special events when you can participate in some of these related dance styles, view vintage dance movie footage, and speak with some dance performers and historians about English North American-derived folk dance! Have you ever danced a quadrille? You can in Springfield, MA in June 2015!

## Education Speaker Formats

Education offers speakers in several formats. All the speaking events encourage audience questions and should leave time to do so at the end:

**Keynote Speakers** : A major address featuring the “dynamic duo” of **Paul Cote** and **Ted Lizotte** who have entertained many dancers with their lively and upbeat calling and teaching.

Two more speaker events are 1) **Panels** with two or three speakers discussing a given topic and 2) **Seminars** with one speaker. **Panels** and **Seminars** take place in small classroom type rooms. At the 64th NSDC® we encourage presenters to use multi-media presentations, use handouts, and involve the audience in the discussion.

**Roundtables**: These panel-styled speaker events bring leaders of dancing organizations together to examine issues in the folk dance world we all love. The 64th NSDC® has two **Roundtables** planned.

The first topic is “Dancing for the Next 100 Years”. Roundtable panelists will represent organizations from the different varieties of our folk dancing (modern western square, rounds, line, contra, clog, etc. ). The discussion will focus on what these organizations can do to support each other and support overall participation in folk dancing.

The second Roundtable is “Recruiting Volunteers and Managing Volunteer Time”. Square and round dance leadership organizations take on responsibilities for many critical functions such as organizing conference events, printing regional calendars, negotiating with insurance companies and much more; and this is often all volunteer labor. Panelists will discuss ap-

proaches to recruiting new dance leader volunteers and how avoid burn-out of current volunteers.

**Clinics** are another Education event. They include audience participation and are mostly held in dance halls. **Clinics** are what one might often call a workshop, but the topics vary. The topics range from those targeted for caller audiences, those on general topics, those for introductions to new dance calls and rounds, or those to review dance calls.

#### 64<sup>th</sup> NSDC® Clinic Examples:

- Intro to Dancing by Definition – MS Level  
Intro to New Calls
- Intro to Phase III Tango: Intro to New Cues

#### Dancing Traditional Squares :

- Styling and Etiquette on the Dance Floor
- How to Improve your Angel Techniques  
General Topics and Caller Audience
- The Spin Chain Calls – Plus Level Review  
Review Dance Calls

#### Education Locations, Special Activities, and Information at the Convention

The main education activities are focused on 2<sup>nd</sup> and 3<sup>rd</sup> floors of the Sheraton Hotel, but, don't miss the **Showcase of Ideas** in the Mass-Mutual Center! The Showcase has tables for dance organizations around the U.S.A. and international organizations as well. Organization members will be at their tables to answer questions each morning. We plan our **Education Welcome Table** near the Registration tables to answer general 64<sup>th</sup> education questions for you, the dancer. The **Education Coordination Room** on the Sheraton 3<sup>rd</sup> floor will assist you and check in all education presenters.

The **Archive** and **Publications** displays are

highlights of the NSDC® education activities. Dancers can browse publications from around the world that have insights and opinions on square, round, line, and contra dancing. Historical displays on the development of modern western square dancing and the history of square dance will be appearing for the first time at the National Square Dance Convention®! These displays are a small part of the wonderful collection of the Square Dance Foundation of New England (SDFNE). The SDFNE, in partnership with the University of New Hampshire, may house the largest collection of square and round dance memorabilia in the world. These collections include items from all over the world.

## CONVENTION ATTIRE

The following are merely suggestions:

### GENTLEMEN

Casual attire is appropriate at all sessions. Some men prefer a coat and/or tie for the banquets, but it is not required. Square dance attire at evening dances is certainly appropriate but not required. **Please observe the courtesy of removing your hat during Convention meals.**

### LADIES

Casual attire is appropriate at all sessions.

Most women wear casual clothing during the day and prefer business casual to formal wear for the Monday and Tuesday evening banquets. There will be an evening dance on Sunday evening. However, square dance attire is optional. A light wrap or jacket is also suggested due to the changing temperature of the rooms.

For more information about the Convention, please contact the CALLERLAB Home Office by e-mail at: [callerlab@aol.com](mailto:callerlab@aol.com) or by phone at: **1-785-783-3665**.

Check out our website for updated information about Convention at: [www.CALLERLAB.org](http://www.CALLERLAB.org).



## For Immediate Release

### FEBRUARY 2015

### New Square Dance

### Logo and Slogan



For many years various organizations have been discussing how to update the image of square dancing. It was agreed that one way to “re-image” is to update to a more modern and stylized logo. Numerous logos were discussed. However, none met the desired criteria.

Among the various organizations working on a way to update and improve the image of square dancing was The ARTS. During the 2013 meeting in Oklahoma City, OK the ARTS Board created the Re-Image Committee and approved Jim & Judy Taylor as Chairman. They got right to work and proposed a long range plan, including plans for a new square dance logo and slogan.

The Re-Image Committee began to work with other organizations which were also looking at ways to update the image of square dancing. Extensive research, discussion, and cooperation resulted in selection and approval of a new slogan and a new logo.

The slogan **“Live Lively - Square Dance”** is intended to project the spirit of square dancing as a lively, fun filled activity.

The British Columbia (BC) Square and Round Dance Federation commissioned the new logo to provide its members with a modern logo for promotion posters. The new logo was designed by Zackery Turner, artist in Medford, Oklahoma. The logo portrays an updated and modernized image of the activity. If you look at it carefully -

The dancers could be.....

Square dancers

Round dancers twirling

A contra dancer couple walking up or down the set

They could be in square dance clothes or not

They could be any age, but the general feeling of youth is there

The square and round dance symbol is there

Various color schemes and sizes may be chosen. The various color schemes are available on the Canadian BC web site at the following link: [http://www.squaredance.bc.ca/Clip\\_Art/logos.shtml](http://www.squaredance.bc.ca/Clip_Art/logos.shtml)



The logo and slogan are available on the ARTS web site: [www.arts-dance.org](http://www.arts-dance.org)

The Re-Image Committee created a “SloGo” to incorporate the slogan and the logo in a single graphic.



For more information please contact Jerry Reed, ARTS Executive Director at: [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org).

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The ARTS Governing Board appreciates the support, publicity, and help you can provide in helping to publicize our activities.