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**FUTURE CONVENTIONS:**

APR 10-12, 2017 Mesa, AZ  
 MAR 26-28, 2018 Albuquerque, NM  
 APR 14-17, 2019 Richmond, VA

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**INSURANCE QUESTIONS and  
 CERTIFICATES**

[Tanya@NorthWestBrokers.com](mailto:Tanya@NorthWestBrokers.com)  
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**MILESTONE AWARD**

**WINNER 2016**

**Carl Sims**

**July 17, 2016**

Carl Sims passed away on July 17, 2016. He was born and raised on a ranch and joined the U. S. Air Force in the early 1950s. In 1955, he was stationed in Japan. Through a friend, he met a beautiful Japanese lady and married Tamae while stationed there. He was sent back to the U. S. at Rapid City, South Dakota where they learned to square dance. He was transferred back to Japan in 1960 at Yokota Air Force Base with his wife and children. They continued square dancing with a group on the base and he began learning to call. The club caller was sent back to the U. S. and Carl became the new club caller.

Carl and Tame became friends with three young Japanese teenagers (one girl and two boys) who were members of a folk dance club near Tokyo. They were doing old dances from different countries, including traditional dances from the U. S. like Birdie In The Cage, Dip & Dive, Virginia Reel and others using 78 rpm records and translated instructions. After a few visits, the folk dance club asked Carl to teach them modern square dancing. He agreed to do so and a class was organized with two squares of young people, most of whom were strangers to each other. **Masaru Wada** and his girlfriend, and now wife, Yumiko, were in the first group.

This was “the introduction” of Modern Western Square Dancing (MWSA) to the country of Japan. Masaru began learning to call during this timeframe. Carl also taught callers **Tac Ozaki** and **Naru Okumura** to square dance when they were teenagers. Carl is credited by the Japanese with introducing MWSA to their country. Carl’s wife, Tamae, was his interpreter, as she could speak both languages.

He was very instrumental in helping to improve the relationship between the American and Japanese dancers. He got the Americans to move a Labor Day weekend from Mt. Fuji to an island in Tokyo Bay, where both American and Japanese dancers could attend and dance together with more than 300 in attendance. Carl helped lay the foundation for the Japan Square Dance Association and the Tokyo Callers Association.

Carl received the CALLERLAB Milestone Award in March of 2016 and his family was in attendance to see him receive this award.



## FROM THE CHAIR

By Vernon Jones

If you have ever had the chance to attend a CALLERLAB Convention, you will know that you receive a Convention envelope filled with lots of information. One of the things that you receive is a critique sheet. This is your chance to let the folks who plan the next Convention know what you thought about the Convention you just attended. It is our hope that everyone would fill out these sheets honestly, because we do take your considerations seriously. The Executive Committee, along with the Executive Director, reads every sheet that is turned in. To be very honest, we find the information contained in these sheets to be very interesting. The information we glean from these sheets run the gamut from the “very well thought out” to the other extreme of “what convention did we attend”? One of the questions on the sheet asks, “Why did you attend this year’s Convention?” The answers that we receive are many. Some say they attend every year. Some will say the location was close to home. Others will say that they have never been to that part of the Country and wanted to see what it was like. Still others will say they have never been to a Convention and wanted to see what kind of experience they would have.

There was one answer that really hit home with me. That answer came from **Mike Seastrom** and he said, “It’s in my blood.” That is a great way to look at the square dance activity, and it is one that I think too many of us have gotten away from. Square dancing should be in our blood! CALLERLAB should be in our blood! What is in my blood is building our base back! Our base has eroded and needs to be built back up so that it does not collapse on itself. We need a new base of new dancers if we have any hope of providing a sustainable and positive future for square dancing. Out of this base will come the leaders and callers of tomorrow. We need to cater to this new base and make them feel like they are an important part of square dancing. It is my sincere hope that all of us will re-evaluate our thinking and put more emphasis into re-establishing our base and provide a solid and firm foundation for this activity we love!

In this issue of *DIRECTION* you will find the list of candidates running for the Board of Governors. Please take a look at these candidates and then exercise your right to vote! Voting for the Board of Governors should be a serious thing and one that you should not take lightly. Take the time and put forth the effort to return your ballots.

You will also see in this issue, information about next year’s Convention in Mesa, Arizona. Please seriously consider attending. Your Convention planning committee has put in a lot of hard work, and the Convention promises to provide some very interesting topics and panels. The theme is “Build The Base--Now!”, which I believe shows that CALLERLAB believes that the building of a new base is essential for the future of square dancing!

## MEMBERSHIP ROSTER

If you are needing a new Membership Roster, please contact the Home Office. The cost for postal mailing a hard copy of the roster is \$6. You may also ask that a pdf copy be sent to you via e-mail at no cost.

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

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

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

## BOG VOTING RESPONSE LOG

The Board of Governors (BOG) has established a policy that a report of the BOG and Executive Committee (EC) voting record responding to issues (LOGs) which require a response will be sent to the Membership at least once a year. The following is a report of the voting actions taken by the 2015/2016 BOG and the 2015/2016 EC.

BOG Response Log	Logs	Votes	Voting %
Bob Asp	4	4	100%
Clark Baker	4	4	100%
Scott Bennett	4	4	100%
Bill Boyd	4	4	100%
Walt Burr	4	4	100%
Scot Byars	4	4	100%
Mike Callahan	4	4	100%
Deborah Carroll-Jones	4	4	100%
Barry Clasper	4	4	100%
Betsy Gotta	4	4	100%
Patty Greene	4	4	100%
Bill Harrison	4	4	100%
Eric Henerlau	4	4	100%
Mike Hogan	4	4	100%
Jerry Jestin	4	4	100%
Vernon Jones	4	4	100%
John Marshall	4	4	100%
Jim Mayo	4	4	100%
“Bear” Miller	4	4	100%
Tom Miller	4	4	100%
Bob Poyner	4	4	100%
Jerry Reed	4	4	100%
Ken Ritucci	4	4	100%
Justin Russell	4	4	100%
Dottie Welch	4	4	100%
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100%</b>

### 2015-2016 EC VOTING RESPONSE

EC Response Log	Total Logs	Total Votes	Voting %
Vernon Jones	26	26	100%
Deborah Carroll-Jones	26	26	100%
Bary Clasper	26	26	100%
Patty Greene	26	26	100%
Ken Ritucci	26	26	100%
<b>TOTAL</b>	<b>130</b>	<b>130</b>	<b>100%</b>

## BOG ATTENDANCE REPORT

The Executive Committee has established a policy that a report of the BOG attendance at meetings will be sent to the Membership at least once a year. The following is an attendance report of the 2015/2016 BOG.

F= Attended Full Meeting

P=Absent Partial Meeting

P\*= Absent Partial Meeting (due to emergency)

A=Absent Entire Meeting

n/a=not applicable—not on BOG

Name	2016	2015	2014
Bob Asp	F	F	n/a
Clark Baker	F	F	F
Scott Bennett	F	F	n/a
Bill Boyd	F	F	P*
Walt Burr	F	F	F
Scot Byars	A	F	n/a
Mike Callahan	F	F	n/a
Deborah Carroll-Jones	F	F	F
Barry Clasper	F	F	F
Betsy Gotta	F	F	F
Patty Greene	F	F	F
Bill Harrison	F	P	P
Eric Henerlau	F	F	F
Mike Hogan	F	F	F
Jerry Jestin	F	F	F
Vernon Jones	F	F	F
John Marshall	F	F	F
Jim Mayo	F	F	F
“Bear” Miller	F	F	F
Tom Miller	F	F	F
Bob Poyner	F	F	F
Jerry Reed	F	F	F
Ken Ritucci	F	F	F
Justin Russell	P	F	n/a
Dottie Welch	F	F	F

*The CALLERLAB Home Office will be  
CLOSED September 5, 2016  
U.S.A. Labor Day Holiday.*



## BOARD OF GOVERNORS ELECTION

The 2017 BOG election is in process. All Voting Members will receive their ballot via U.S. mail. Members eligible to vote will be electing ten Members to be seated on the Board following the 2017 CALLERLAB Convention in Mesa, AZ. Board Members serve a term of three years. If you are a voting Member, please vote!

**Clark Baker, Patty Greene, Bill Harrison, Vernon Jones, “Bear” Miller, Tom Miller, Bob Poyner and Dottie Welch** will complete their current terms on the Board at the 2017 Convention. **Scot Byars and Jerry Jestin** have submitted their resignations from the Board.

Valid petitions have been received nominating the following: **Clark Baker; Walt Burr; Ed Foote; Al Frazier; Patty Greene; Bill Harrison; Paul Henze; Barry Johnson; Vernon Jones; Tim Marriner; “Bear” Miller; Tom Miller; Susan Morris; Bob Poyner; Mike Sikorsky; Buddy Weaver; and Dottie Welch.**

*The results of this important election will be announced in the next issue of DIRECTION*

## CALLER-COACHES AT 65th NSDC

CALLERLAB made its annual appearance at the 65th National Square Dance Convention in Des Moines, Iowa. CALLERLAB participated in caller education by staffing six seminars dealing with caller education. CALLERLAB would like to thank those Accredited Caller-Coaches who donated their time during the Convention to staff these sessions. Thanks to: **Ed Foote; Betsy Gotta; Tim Marriner; “Bear” Miller; Tom Miller; Randy Page; Tony Oxendine; Ken Ritucci; and Jerry Story.** Numerous other CALLERLAB Members also assisted the NSDC by serving on educational clinics, seminars and workshops, as well as calling at the Nationals.

“In the end, we only regret the chances we didn’t take.”

*Anonymous*

## CALLERLAB AT THE 65th NSDC

CALLERLAB made its annual appearance at the 65th National Square Dance Convention in Des Moines, Iowa. CALLERLAB also participated in the Showcase of Ideas. The CALLERLAB booth provided a positive presence before the dancing public and elicited a great response from everyone who stopped by to visit.

Thanks to the following CALLERLAB Members who volunteered to help staff the booth: **Janienne Alexander; Bill Harrison; Lottie Buckbee; Mike and Wanda Callahan; Ashley Parker; Mike and Janet Olivieri; Bob and Allynn Riggs; Bob and Ann Poyner; Brian and Debbie Freed; Patty Greene; Tom and Cindy Hollinberger; Lawrence Johnstone; Tom Miller; Scot and Erin Byars; Mike and Iris Huddleson; Dottie and Gary Welch; Jon Jones; Deborah Carroll-Jones; Cecil and Barbara Burton; Ken Ritucci; “Bear” Miller; Dee Dee Dougherty-Lottie and Bob Lottie; Betsy and Roy Gotta; Lynn and Don Webster; Dennis and Judy Grossnickle; Royce Dent; and Donna Schirmer.** Please advise if we missed your name.

## GENERAL CALLER ACCREDITATION

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

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

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

A caller seeking accreditation must be accredited first as a General Caller. Once qualified as a Gen-

eral Caller, he/she may also opt to be accredited in any or all five specialty skill categories. These categories include: 1) Square Dance Party; 2) Rounds; 3) Contra; 4) Advanced Dancing; and 5) Challenge Dancing.

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

## CALLERLAB SQUARE DANCE KNOWLEDGE BASE

By Barry Clasper

So let's say you're on the Executive Board of your local square dance club and you're trying to think up new ways to recruit new members. Or maybe you just got assigned the task of running a special event dance and you're looking for guidance. Wondering how you can use social media to help promote your club? Perhaps you're a new caller trying to find material to assist your professional development. Are you hunting for new marketing ideas? You just heard through the grapevine that XYZ Club down the road had 50 new dancers in their class. How did they do that? You know that every year, CALLERLAB runs a Convention with 40 or more hours of recorded education. Where can you get that material? You want to have more than one new dancer intake in a year: how can you adapt your teaching process and club organization to do that?

All of that and much more is available in the new "CALLERLAB Square Dance Knowledgebase". This website (<http://knowledge.callerlab.org>) is designed to house the kind of material that will help you in all of the above areas, and many more. The slogan of the website is:

**"Sharing ideas and experiences for the betterment of square dancing".**

The most important word in that slogan is "sharing". This material is not a series of lectures and dissertations by experts favoring you with their golden thoughts (well, mostly not). The mate-

rial is gathered from people who have experienced something and are willing to share what they learned. Think of it as a collection of newspaper clippings, stories, and scrapbook items. Each one bears on some aspect of Modern Western Square Dancing, but they come from all over the place. They may contain thoughts, opinions, ideas, anecdotes, histories, references, insights, resources, and much more. They all represent something somebody somewhere thought was valuable enough to write down, record, present, or otherwise share.

The Knowledgebase is organized into a number of sections:

**Promoting Square Dancing:** This section contains information relevant to promoting the square dance activity in general. It includes topics such as marketing and advertising, creating videos, social media tips, and other items relevant to conveying a positive image of the square dance activity.

**Developing Dancers:** This section contains information about finding, recruiting, training, and retaining dancers. It also contains information on operating clubs, lesson systems, community and party dances, and other topics.

**Developing Callers:** This section contains information for and about callers. It includes material that callers may use for their own education, as well as materials to help those who are mentoring a potential caller.

**CALLERLAB Conventions:** This section collects recordings of presentations at CALLERLAB Conventions. There are now hundreds of these available, both audio, and in later years, video.

**Winning Ways:** This section collects "Winning Ways" stories that have been provided over the years. These are stories sent in by people who have taken the time to share their experience, either positive or negative, with some method or approach to achieving a goal. The Winning Ways section contains the complete stories so you can understand the complete context of the experience. Some of the individual ideas, however, have also been extracted and entered as separate items so you can find them without having to read through the entire story.

Often though, you will want to find articles on a topic more specific than the broad categories above.

Each article is “tagged” with keywords that describe the particular topics it discusses. For instance, an article that deals with ways to advertise would be tagged with “advertising” along with any other topics it specifically discusses. On the right side of every Knowledgebase page is a “tag cloud” (a list of all tags that have been used to describe articles). You can just click on one to see a list of all the articles bearing that tag. And of course, full-text search is also available.

For a full description of how to navigate the material, please read the section on the Homepage titled “How To Use This Knowledgebase”.

As I said earlier, this Knowledgebase is a **collection** – a collection of material provided by many, many people. People like **you!** If you have material you think might be helpful, or have seen material elsewhere you think might be helpful, send a note to [info@callerlab.org](mailto:info@callerlab.org) and specify in the subject line that you have material for the Knowledgebase. Visit soon, and visit often!

<http://knowledge.callerlab.org>

## MAKE YOUR ROOM RESERVATIONS EARLY!

The room rate in Mesa, AZ is \$105 per night, so be sure to ask for the **Convention group code “LAB”**. If you wish to call the hotel to make your reservations, call 1-480-833-5555.

Save the date for the 44th CALLERLAB Convention–April 9 through 12, 2017!

## Ballots are in the Mail

Voting Members should be receiving BOG election ballots in the mail soon. **Ballots MUST be returned before September 15, 2016.** If you do not receive a ballot and you believe you qualify to be a Voting Member, please contact the Home Office to verify your membership status.

### CONVENTION SPECIAL EVENT!

**Rawhide Western Town** excursion on Monday night during the Convention. Cost is \$10 per person to cover transportation cost in addition to Convention fee. Be sure to include this amount when registering for Convention!

## A Special Invitation to Attend the 44th Annual CALLERLAB Convention April 9-12, 2017, Mesa, AZ Hilton Phoenix/Mesa Hotel

The 2017 CALLERLAB Convention will be held at the Hilton Phoenix/Mesa Hotel in Mesa, AZ beginning on April 9, 2017. There’s plenty to do and see for those who decide to arrive early or stay a few days following the Convention.

The CALLERLAB Convention provides tremendous amounts of educational training and materials, as well as great social time and networking with callers from around the world. Come be a part of an unbelievable experience of callers sharing and working together. Inject your thoughts and experiences. Visit with members of the Board and spend time with some of the legends of the activity. This Convention has something for everyone in square dancing. All callers, dancers, and dance leaders are invited to attend.

The Convention fee will remain at \$210 for callers and \$200 for non-callers. If you have any questions, please contact us at the Home Office by phone at: 1-785-783-3665 or by e-mail at: [callerlab@aol.com](mailto:callerlab@aol.com), and we will do our best to assist you.

A dedicated booking website has been created for this event so you may be able to make, modify, and cancel your hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel. To access the website, please click the following link: [http://www.hilton.com/en/hi/groups/personalized/M / M E S H P H F - L A B - 20170406/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/M/MESHPHF-LAB-20170406/index.jhtml?WT.mc_id=POG) .

### IN MEMORIAM

*Dieter Goergner  
Dick Neumann*

*Germany  
California*

“Today’s moments are tomorrow’s memories.”

*Anonymous*

## **“BUILD THE BASE—NOW!”**

Attend 44th CALLERLAB Convention in Mesa, AZ at the Hilton Phoenix/Mesa Hotel. There will be lots of interesting sessions and events planned for this Convention. The theme of “Build the Base—NOW!” has been chosen for the Convention to emphasize a new base of dancers for the future.

## **RESOLUTION PROCEDURES**

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

Resolutions must be submitted by January 1st of the Convention year in order to be listed in the "Call to Convention" and placed on the Convention Agenda. Please contact the Home Office for additional information or for a Resolution Submission Form.

## **AMERICAN SQUARE DANCE MAGAZINE HISTORY**

**Jim Mayo** has secured permission from **Bill Boyd** to scan all issues of *American Square Dance Magazine* dating from 1945 through 2010; 779 issues! **Gardner Patton** scanned all these publications and they are now available through the Home Office on a USB flash drive for the amazing price of \$40. Order yours today! Thanks **Jim, Bill, and Gardner** for making this history available!

Be sure to purchase yours today!

Also available from the Home Office are the *Sets “N” Order* CD’s with issues from 1945 to 1985 for \$20.

## **CALLERLAB FOUNDATION**

### **DONATIONS**

#### **FOUNDATION**

**Merle Hall**

**Keith “Shorty” Long**

**Frank Landum**

#### **SCHOLARSHIP FUND**

**Frank Landum**

#### **MEMORY of JOHN KALTENTHALER**

**Deborah Carroll-Jones and Jon Jones**

**Betsy and Roy Gotta**

**Callers Council of New Jersey**

**Dana and Donna Schirmer**

#### **MEMORY of DICK NEUMAN & MARVIN YOUNG**

**San Diego Callers Association**

**Thank you to those who have donated to the  
CALLERLAB Foundation!**

## **INVITE NON-MEMBERS AND DANCE LEADERS TO ATTEND CALLERLAB CONVENTION**

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

## ALTERNATE INVOLVEMENT REQUIREMENT PROCEDURES

### BACKGROUND:

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

### DEFINITION:

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

## WAYS AND MEANS RAFFLE FOR CALLERLAB FOUNDATION SCHOLARSHIP FUND

The Ways and Means Committee, chaired by **Shauna Kaaria** and Vice Chair, **Bill Boyd**, are heading up a raffle to raise funds for the CALLERLAB Foundation. Grand prize will be \$3,000 towards a cruise (your choice as to when and where). Fifteen hundred tickets will be sold at \$10 each before the drawing takes place. **Janienne Alexander** is also assisting in the project. Contact **Shauna, Bill, Janienne**, the Home Office, or any Board member to buy your tickets. You may contact the Home Office by calling 1-800-331-2577 or e-mailing [callerlab@aol.com](mailto:callerlab@aol.com). [Click here to see flyer](#). Tickets will be sold on a first come basis to anyone wishing to purchase. This is a benefit for the CALLERLAB Foundation, so please help out and promote it to dancers and non-dancing friends.

***YOU ARE CALLERLAB—  
JOIN A COMMITTEE TODAY!***

## PAST CHAIRMAN'S ARTICLE

### New Dancer Coordinator

by **Tim Marriner**

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After the club President, the New Dancer Coordinator (NDC) is the next most important officer of a square dance club. They must coordinate between the club President and the club instructor many necessary duties to achieve success. Without new dancers, clubs are destined to fail. New dancers are the lifeblood of our activity. New dancers usually have friends nobody has ever contacted to join the square dance activity. They are often highly motivated and willing to encourage others to join something they find new and exciting. The main objective of the NDC is to provide the best fun-filled learning experience possible. The NDC must also work year round to energize the club to recruit prospective new dancers, not just one month prior to a new dancer session. The task is very rewarding when everything comes together and you are able to achieve club growth. To that avail, below is a list of some of the responsibilities every NDC should strive to achieve.

### New Dancer Coordinator (NDC)

#### List of Responsibilities:

1. Recruitment must be done year round by members. Material needs to be updated and available at all times to facilitate recruitment such as club business cards, new dancer information post cards, and publicity flyers for any new dancer sessions. Other unique promotional materials could also be used such as pens, wooden nickels, and magnets.
2. Plan ahead with the club President and the instructor when a new dancer session is to be held and for how long a period. Most successful clubs offer more than one new dancer session per year, use multi-cycle or condensed teach methods, or a combination of both depending upon hall availability and instructors. The facility must be secured in advance by one of the parties involved; and where available, the set-up should be properly documented.

3. Use existing club members as angels to produce a schedule where there will be three available couples present at each session to fill the odd square. It is possible angels are not needed to even the sets per session, but that is not usually known until the session starts due to unforeseen circumstances.

4. Throughout the year, contact information of prospective new dancers should be collected by members and organized in a database to send reminders or other information regarding the starting dates and times set for open house dance parties and/or the next new dancer session.

5. Often an open house dance party is used as an introduction before a new dancer session begins. This event needs to be well planned and highly advertised by as many means possible. Publications, community news papers, classified ads all help, but the most effective means still is one-on-one recruitment of friends.

6. Temporary name tags should be made available for everyone needing one in order to recognize individuals to encourage conversations.

7. A profile sheet should be available for guests to fill out requesting contact information such as address, phone numbers, and e-mail, along with a few other brief questions such as: how they heard of the new dancer session; if they mind being contacted for future events; and any other clubs or hobbies they wish to share. Knowing the latter can help make connections between members with similar interests, and discloses skills that could have future use.

8. A welcome letter should be developed and made available for all the new dancers. It should contain all the information they need to know regarding the upcoming new dancer session. Session times, number of sessions, dress considerations, the NDC contact information, goals and objectives, and any other necessary elements they are going to need to know should be provided in this letter. The “do’s and do not’s” information, along with a brief history and list of calls that are to be taught should also be

available, but not necessarily provided until they have officially joined the new dancer sessions. This material should also be reviewed, updated, and maintained for future use.

9. Once the sessions start, the NDC should arrive early to assure the room is set up according to the instructor’s needs, and to make preparations for the new dancers. Water, mints, and other supplies might also be needed.

10. An attendance spread sheet should be developed to track a trend that may become a problem. Occasionally new dancers have scheduled work trips or vacations that should be blocked off on the attendance sheet. Knowing this information ahead of time can assist the NDC to find replacement angels for the missing dancers to keep the squares even. Coordinate with the instructor if a make-up workshop session can be offered one half hour prior to the start time for anyone missing more than one session at a time.

11. Having a club roster available is helpful in case there is a last minute need for an extra angel due to an emergency or illness. Having a roster of new dancers can also be an asset to the group.

12. Sending out an encouraging weekly e-mail reminder listing the new calls taught helps tremendously. Having this information along with a link to Taminations and Saddle Brook Squares will provide the dancers a place to review the material between sessions. Basic/Mainstream handbooks, instructional DVDs, web references, practice dance material, and other publications should be made known to the new dancers for them to review.

13. Coordinate with the club and instructor the times the new dancer group could attend special events that would offer dance tips geared at the proficiency of the new dancer, possibly at the start of the event. This helps with the transitioning between class and club as new dancers get to know more club dancers.

14. Plan and coordinate any graduation ceremonies to be held with all the parties involved. Diplomas need to be filled out and signed. If games are to be played, it is best to do so with the entire room of dancers (not just as an initiation of new dancers) as this could be deemed a form of humiliation. New dancers have been through enough just to learn the calls; no need to stress them out by watching them perform under high duress being blind folded and made to walk on potato chips. Be sure to take a group photograph for all to remember!

15. The NDC must help new dancers with the transition between the new dancer sessions and the club dances. Provide them information they might need to know such as membership dues, badges, club shirts, workshop times; and if utilized, how the dancer rotations system works. Regional and State organizational information could also be provided along with a list of area clubs and special events.

16. One important item is a final evaluation of how well things worked. What was the retention ratio of graduating new dancers per everyone that started the course? Could anything have been done differently to achieve a higher rate of success? Would you recommend adding or changing anything on this list of responsibilities? These details should be kept for future reference correlating any trends and should be shared with the instructor.

17. Training a successor is encouraged so having folks help along the way provides others the opportunity to learn some of the duties of a NDC, while creating a list of prospective candidates for the position in the future.

### COMMITTEE NEWS

The Executive Committee has approved **Jack Pladdys** as the new Vice Chairman of the **Marketing Committee**. Thanks to **Jerry Junck** for serving as Vice Chairman for several years and to Jack for agreeing to serve.

The Executive Committee has also approved **Eric Henerlau** as new Chairman of the **Plus Committee**. Special thanks to **Ken Ritucci** who has served as Chairman for several years and to Eric for agreeing to step up.

### 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.*

### Flash Mob Square Dancing

By Don Wood

Our area here in the State of Washington is most progressive when it comes to square dancing. Our most recent target is at the Western Washington State Fair in September. This is just before lessons start. Here is what we are doing and I am certain it will wind up on You-tube soon.

FLASH MOB SQUARE DANCING. This was an idea promulgated by a caller in our area, Brett Kappenman. A local dance leader couple, Lane and Gail Johnston, began to work with Brett. The theory is this.

We have approximately 8 minutes of simple patter. The music starts (64) beats and as that ends, a square forms and we start. As the music reaches 32 beat segments, more squares form up and begin dancing. We had hoped for 4 or 5 squares. Clubs are encouraged to hand out flyers, etc. Well, suffice it to say it has blossomed. We have moved from 1 caller to 3, and our goal of 40 dancers has just crossed the threshold of 500 dancers representing 50 clubs in the State. Each dancer receives a free all day pass to the fair and a button that says MOB SQUAD. As one of the callers for this event, I am very excited. It is this type of advertising that will help to preserve our activity.

### SCHOLARSHIPS AWARDED

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

**Steve Duval and Michelle Dolan**

Congratulations To You Both!

The **Plus Committee** is searching for a new Vice Chairman. Please contact **Eric Henerlau**, Chairman or the Home Office if interested.

## Sustainable Square Dancing

### Committee

By Jim Mayo

The newly formed Sustainable Square Dancing Committee is charged with developing a list of about 50 calls that are expected to be the basis of a new or alternative program of dancing. I think that is a great idea. MWSD has been increasing the difficulty of entry into our activity for several decades. Unfortunately, the Committee's charge continues with these words: "*Subsequent exposure to Extended Application usages of the base calls will serve to anchor dancers in the entry program until their skills are fully developed.*"

I believe this is a serious mistake repeating the same error that we (CALLERLAB) made in 1979 when we invented the words "All Position Dancing" (APD).

A year later, **Jack Lasry** had this to say: "My conclusion is that we should establish a very minimum APD program to be taught with the beginners' classes and at Mainstream dances." His judgment was based on the overwhelming negative reaction the APD concept got from the dancer community. Unfortunately, we overlooked his advice. Instead we tried to hide our (callers') interest in making choreography more "interesting". We changed the name to DBD (Dance By Definition). That was just about the time that MWSD growth began to slow.

It is certainly possible to believe that our growth slowdown had nothing to do with what we have done to MWSD. My experience and observation over the last couple of decades suggests that is a blind error. It's been several years since I have been actively involved with calling or teaching callers, but I still talk with both experienced and newer callers. My observations and the wording of the charge to the new Committee make clear that we are still promoting "Extended Applications" as the right way to present choreography.

I have asked to be a member of the new Committee so that I can argue for major restraint in the way we encourage using Extended Applications. Danc-

ers don't like it and few callers are able to present anything beyond standard call use so that dancers can succeed with good timing and comfortable movement. Most student callers want to learn sight resolution. Few succeed, and adding extended applications only damages the smoothness and timing of their calling.

I would urge any of our Members who share this point of view to join the new Committee and me in arguing for an easier program of dancing better suited to the available time of today's busy people.

### 2016 USA WEST

#### SQUARE DANCE CONVENTION

"Scootback to Pocatello"

August 17-20, 2016

Red Lion Inn, Pocatello Idaho

<http://www.idaho.usawest.net>

Come join us in Pocatello for the 2016 USA West Square Dance. The Red Lion Inn will be the host hotel for squares and the Clarion Inn as the host hotel for rounds. Just minutes apart (on foot), you will have great dancing choices for your convention weekend. Start by clicking on the Registration page to get our latest registration form. Also, check out the housing section as we begin our adventure to USA West 2016.

### 55th ALL JAPAN

#### SQUARE DANCE CONVENTION

In Yokohama, Japan

August 5 - 7, 2016

At Shin Yokohama Prince Hotel

<http://www.princehotels.com/shinyokohama>

### REGISTER FOR THE

#### 44TH CALLERLAB CONVENTION

A drawing will take place of those registered for the 44th CALLERLAB Convention before September 30, 2016. Special prizes will include room nights, gift cards, recordings, and other items!



# CALLERLAB COMMITTEE CHAIRMEN AND VICE CHAIRMEN

July 26, 2016

## **MISSION SUPPORT - Executive Committee Liaison- Barry Clasper**

ADVANCED - CH Bill Harrison; VC, Skip Cleland  
APPLICATIONS REVIEW - CH, Tim Crawford; VC, Jerry Story  
CHALLENGE - CH, Bill Ackerman; VC, Harlan Kerr  
CHOREOGRAPHIC APPLICATIONS - CH, Dottie Welch; VC, Elmer Claycomb  
CHOREOGRAPHIC REVIEW COORDINATOR - Ed Foote  
COMMITTEE FOR COMMUNITY DANCE- CH, Bob Riggs; VC, Calvin Campbell  
DEFINITIONS - CH, Clark Baker; VC, Michael Maltenfort  
MAINSTREAM - CH, Stephen Cole; VC, Jeff Palmer  
SUSTAINABLE SQUARE DANCE – CH Jerry Story; VC, Noah Siegmann  
PLUS - CH, Eric Henerlau; VC, Vacant

## **PRIORITY SUPPORT - Executive Committee Liaison-Patty Greene**

CALLER-COACH - CH, Paul Henze; VC, Tony Oxendine  
CALLER TRAINING - CH, Betsy Gotta; VC, John Marshall  
MARKETING - CH, Mike Hogan; VC, Jack Pladdys  
NEW INITIATIVES – CH, Mike Olivieri; VC, Barry Clasper  
WAYS & MEANS - CH, Shauna Kaaria; VC, Bill Boyd

## **MEMBERSHIP SUPPORT - Executive Committee Liaison – Ken Ritucci**

CALLERS PARTNERS - CH, Erin Byars; VC, Janet Olivieri  
INTERNATIONAL ADVISORY - CH, Jeff Priest (Canada);  
VC, Sweden, Denmark and Norway – Vacant; VC, England - Trevor Day; VC,  
Australia and New Zealand - Graham Elliot - VC, Netherlands, Belgium, Austria  
and Switzerland - Jeannette Staeuble; VC, Japan – Hiroshi Nakagawa;  
VC, Czech Republic - Tomas Doug Machalik; VC, Taiwan - Nancy Chen;  
VC Germany - vacant;  
MUSIC PRODUCERS – CH, Buddy Weaver; VC, Mike Sikorsky  
PAST CHAIRMAN- CH, Barry Clasper  
PROFESSIONAL CONDUCT – CH, Barry Clasper  
WOMEN IN CALLING - CH, Patty Greene, VC, Susan Morris  
YOUTH ACTIVITIES – CH, Peggy Pingel, VC, Donna Schirmer

## **OUTREACH (LIAISON) – Executive Committee Liaison – John Marshall**

ARTS – Betsy Gotta  
HANDICAPABLE – Charlie Wheatley  
HISTORY-CH, Pam Clasper; VC, Jim Mayo  
INTERNATIONAL OUTREACH  
PUBLIC RELATIONS – CH, Wendy VanderMeulen; VC, Tom Rainer  
RESEARCH AND DEVELOPMENT- Pam Clasper  
OTHER ORGANIZATIONS

# REQUEST TO SERVE ON A CALLERLAB COMMITTEE

NAME \_\_\_\_\_ DATE \_\_\_\_\_

If you are a member of CALLERLAB and have been calling three years or longer, you are eligible to serve on committees and vote on committee business. Some committees have prerequisites or calling criteria which must be met.

Please indicate your choice below and mail, fax, email, or call the CALLERLAB Home Office listed below. Thank you!

- Advanced Committee\*
- Caller Training Committee\*
- Challenge Committee\*
- Choreographic Applications Committee
- Committee for Community and Traditional Dance (CCTD) \*\*
- Definitions Committee\*\*
- History Committee\*\*
- International Advisory Committee (Must reside outside the USA)\*\*
- Mainstream Committee\*
- Marketing Committee \*\*
- Winning Ways Sub Committee\*\*
- Plus Committee\*
- Public Relations Committee\*\*
- Sustainable Square Dancing
- Ways and Means Committee\*\*
- Women in Calling Committee\*
- Youth Activities Committee\*\*

Please check below if you are a partner who would like to be a member of the Partners Committee.

- Partners Committee\*\*

**Mail to:** CALLERLAB  
200 SW 30<sup>th</sup> St., Suite 104  
Topeka, KS 66611  
**Phone:** (785) 783-3665  
**FAX:** (785) 783-3696  
**E-mail:** [CALLERLAB@AOL.COM](mailto:CALLERLAB@AOL.COM)

- \* Committees with prerequisites. The Home Office will send applications if required.
- \*\* Committees which Callers' Partners may join.

Visit the CALLERLAB website (<http://www.callerlab.org/goto/committees/>) to learn more about any of the above committees.



# CALLERLAB



## Save the Date!

### 44<sup>th</sup> CALLERLAB Convention

### Mesa, Arizona

### April 10 - 12, 2017

We will be staying at the beautiful  
Hilton Hotel in Mesa, Arizona

*Register Before  
September 30, 2016  
To be eligible  
for door prizes*

Save your spot. Save the date. Save your price.

Caller First & Last Name \_\_\_\_\_ Partner's First & Last Name (If attending) \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State : \_\_\_\_\_ Zip: \_\_\_\_\_ Country \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Callers (\$210.00 each) .....	\$ _____
Partners (200.00 each) .....	\$ _____
Dancers (\$200.00 each).....	\$ _____

Rawhide Transportation (\$10 per person) .....	\$ _____
Beginner Dance Leadership Seminar (\$50) .....	\$ _____
2017 Convention Recording MP3 (\$25) .....	\$ _____

**Minimum deposit is \$100.00 per person**

Total	\$ _____
Deposit Amount	\$ _____
Balance Due	\$ _____

**Payment in full due by March 25, 2017**

MasterCard, Discover, American Express, Visa or PayPal—callerlab@aol.com

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

Signature: \_\_\_\_\_

Return to: CALLERLAB, 200 SW 30th St, Suite 104, Topeka, KS 66611

If you have special needs (ex: dietary) please write below, continue on back if needed.