1970, Sets in Order Hall Of Famers, Lee Helsel, Arnie Kronenberger, Bob Osgood & Bob VanAntwerp, met in what would be the initial states of CALLERLAB, agreeing that Square Dancing needed some standards, both professionally, and functionally
1971 Eleven more hall of famers met
Marshall Flippo, Ed Gilmore, Lee Helsel, Bruce Johnson, Arnie Kronenberger, Frank Lane, Joe Lewis, Bob Osgood, Bob Page, Dave Taylor, Bob VanAntwerp
Unanimously signed an 8 point charter of organization and standardization
And so, CALLERLAB was born
Elmer Sheffield, Jr., Chairman
Larry Cole, Vice Chairman
Executive members…

Barry Clasper
Eric Henerlau
Tom Rudebock
CALLERLAB Board

✓ Clark Baker  Vernon Jones
✓ Bill Boyd    Tim Marriner
✓ Skip Brown  John Marshall
✓ Calvin Campbell  Jim Mayo
✓ Deborah Carroll-Jones  Bear Miller
✓ Barry Clasper  Tom Miller
✓ Larry Cole  Bob Poyner
✓ Wade Driver  Jerry Reed
✓ Betsy Gotta  Ken Ritucci
✓ Patty Greene  Tom Rudebock
✓ Bill Harrison  Elmer Sheffield, Jr.
✓ Eric Henerlau  John Swindle
✓ Jerry Jestin
Universal Dance Programs

More than 25 Years ago, CALLERLAB members developed programs which have been accepted world-wide! Members continue to utilize and maintain those programs through the vital work of our many committee’s.
 Universal Call Definitions

CALLERLAB members documented, and negotiated international agreements on the definition of all the calls we use. Calls are taught the same way in Texas as they are in Canada or the Far East or Europe. Our Committees continue to maintain the definitions and produce documents for both the caller’s and dancer’s benefit.
 Caller Training Materials

CALLERLAB Members have produced countless pages of manuals, and instructional releases for both experienced and new callers, and continues to be “the” source for callers seeking training materials
CALLERLAB
Our Work!

- Publications

- CALLERLAB members have developed thousands of pages of documents aimed at callers, dancers, non dancers and organizations

- Everything from quarterly newsletters, definitions, manuals, press releases, databases, code of ethics, sample contracts, marketing manuals, video tapes, web pages, audio in various media, DVD’s….
CALLERLAB
Our Work!

- On going initiatives..
- Marketing Program/ Phoenix Plan
- Certified Square Dance Teachers (CSDT)
- Accredited Caller-Coach (ACC)
- Program Policy Statement
- Overseas advisory initiatives
- Scholarships
- Education Grants
Goals & Objectives

✓ Develop Marketing & Retention work

✓ Repopulate square dancing & associated dance forms

✓ Continue the work to attract, educate, and inform new and practicing callers
Marketing Plan
Overview

✔ A Plan to Market Square Dancing
✔ Based on Market Studies
✔ Competition for Leisure & Recreation Time
✔ Identify problem areas
✔ Offer solutions
✔ Present Square Dancing as an attractive product
✔ Multi Phase Presentation
Our Strengths

- Widespread agreement - things are desperate
- Funds of over $100,000 have been raised
- Professional help has been contacted
- Support continues to grow
- Plan has been devised
- Helped organize a joint effort among major dance groups - Alliance for Round, Traditional, and Square- Dance (ARTS)
Key Benefits

✓ Properly presented product will attract new Dancers
✓ New Dancers attract new Callers/ Leaders
✓ New Callers attract new Dancers
✓ Renewed enthusiasm
✓ New cycle started
What’s been done?

✓ Widespread agreement- things are desperate
✓ Funds of over $100,000 have been raised
✓ Professional help has been contacted
✓ Support continues to grow
✓ Plan has been devised
✓ Helped organize a joint effort among major dance groups - Alliance for Round, Traditional, and Square- Dance (ARTS)
Research - What did we find?

- 1887 respondents to Internet Panel
- 3 questions asked
- 21% have participated in MWSD
- 74% had either a Neutral or positive opinion of MWSD!!
- 56% said they would or “maybe” join!
- Extremely surprised - positive response
BACKGROUND
Numbers Are Declining

![Graph showing declining numbers of dancers over time. The x-axis represents years (1970, 1980, 1990, 2000), and the y-axis represents the number of dancers (in thousands). The number of dancers decreases from 250 in 1970 to 100 in 2000.)

Dancers x000
Future square dancing will not look like it is today
Change is inevitable, or the end is certain
Alliances will form to rebuild
A new population of dancers, with new ideas will drive the activity
Traditional methods of recruitment and teaching will be revamped
CALLERLAB
The Crystal Ball

- Social pressures will force change
- Demographic subsets will be identified as target markets
- Target marketing will emerge
- Square dancing will enlist the help of the corporate world
- Resources will be under pressure
Eventually effort pays dividend
An upswing will start
Change will be accepted
Cycle starts again
CALLERLAB

 ✓ CALLERLAB is managing the present

 ✓ And planning for the future

 ✓ On behalf of the entire activity
“THIS IS THE PAST THAT SOMEONE IN THE FUTURE WILL LONG TO GET BACK TO”
CALLERLAB Foundation

 ✓ Established by CALLERLAB, as a way to safeguard the history and to promote the growth of square dancing.

 ✓ Mission - Preserve and promote square dancing through the preservation of the heritage of square dancing, the establishment and enhancement of a positive perception of square dancing, and education regarding the benefits of square dancing to the general public.

 ✓ Purpose - support the funding of projects which serve to accomplish the Mission of the Foundation.

 ✓ The Foundation operates through private contributions, public grants, and endowments.
Goal - Develop and maintain a national advertising campaign to promote square dancing, develop and encourage educational programs directed toward the mission of the Foundation, and provide funding through grants and loans to support the mission of the Foundation.
CALLERLAB Foundation
Accomplishments

✔ Funded Internet marketing surveys.
✔ Funded nine focus group surveys in three different cities as part of the Phoenix Plan.
✔ Published and distributed nearly 1,000,000 brochures entitled “A New Song & Dance Routine” to promote square dance lessons.
✔ Produced and distributed over 4,000 promotional videotapes.
CALLERLAB Foundation Accomplishments

✔ Provided a grant to the New England Foundation for the preservation of square dancing.

✔ Provided square dancing educational materials to the Czech Republic.

✔ Continues to provide scholarship grants for caller education and financial support to dancer organization education efforts.
CALLERLAB Foundation Accomplishments

- Funded an educational exchange between master dance instructors from the Peoples Republic of China and square dance leaders in the United States.
- Funded a demographic survey of square dancers, completed.
- Funded several surveys to collect information about the activity.
CALLERLAB Foundation
Accomplishments

✓ Funded the purchase of DVD recording equipment for production of square dance related audio/video presentation.

✓ Provided financial support to a web based promotional effort by The ARTS.

✓ Currently funding a variety of projects all aimed at promoting square dancing.
CALLERLAB & The Foundation

Square Dancing’s Professional Leadership Working For The Future!