

Newsletter  
for members of  
**CALLERLAB**  
The International Association  
of Square Dance Callers



# 41st CALLERLAB

## Convention

Sparks, Nevada

**“MAKE SOMETHING HAPPEN!”**



April 14-16, 2014

# INDEX

## Interest Sessions (all recorded except F.A.T. City Video) Informals and Special

### Room Locations:

	<u>CP=Central Pacific</u>	<u>SP = Southern Pacific</u>	
Appealing to a Younger Crowd	CP	2:30 p.m.	Tues.
Beautiful Basics	SP-C	1:00 p.m.	Mon.
Communicating With Dancers	SP-D	2:30 p.m.	Mon.
Competition (The Last Taboo)	SP-D	4:00 p.m.	Mon.
Condensed 12 Lesson			
Teach Order	CP	4:00 p.m.	Tues.
Dance Party Building	SP-D	1:00 p.m.	Tues.
Dancing Recovery	SP-B	2:30 p.m.	Tues.
Digital Music Transition	SP-B	10:45 a.m.	Mon.
F.A.T. City	CP	2:30 p.m.	Mon.
Figuring Singing Calls	SP-C	10:45 a.m.	Mon.
How To Be a Rain Maker	SP-B	10:30 a.m.	Tues.
How To Teach Styling	CP	10:30 a.m.	Tues.
I Don't Understand	CP	4:00 p.m.	Mon.
Magical Mainstream	SP-C	4:00 p.m.	Mon.
Mentoring Callers	SP-B	4:00 p.m.	Tues.
Microphones	SP-C	4:00 p.m.	Tues.
Modules Masquerade	SP-D	4:00 p.m.	Tues.
Musical Metering	SP-C	2:30 p.m.	Tues.
Presentation Techniques for			
Creative Choreography	SP-B	4:00 p.m.	Mon.
Proficient Plus	SP-C	2:30 p.m.	Mon.
Recruiting Veronica	CP	10:45 a.m.	Mon.
Showmanship	SP-B	1:00 p.m.	Tues.
Sicilian Circle	CP	9:00 a.m.	Tues.
Sight Module			
Resolution System	SP-D	2:30 p.m.	Tues.
Singing Call Harmony	SP-C	10:30 a.m.	Tues.
Social Glue	SP-D	1:00 p.m.	Mon.
Sophisticated Sight Resolution	SP-B	2:30 p.m.	Mon.
Specialty Get-outs	SP-D	10:30 a.m.	Tues.
Starting From Scratch	SP-D	10:45 a.m.	Mon.
Tech Marketing	SP-D	9:00 a.m.	Tues.
The "R" in FASR	SP-B	9:00 a.m.	Tues.
Utilizing Voice	SP-C	9:00 a.m.	Tues.
Visit with the Legends	CP	1:00 p.m.	Tues.
What Did You Say?	CP	1:00 p.m.	Mon.
WIC Vocal Sweet Spot	SP-C	1:00 p.m.	Tues.
Working with Others	SP-B	1:00 p.m.	Mon.

## Birds of a Feather

### (not recorded)

The "NEST"	SP-B	5:15 p.m.	Mon.
Dance Programs Working Together	SP-C	5:15 p.m.	Mon.
Calling Overseas	SP-B	5:15 p.m.	Tues.
Producing Music	SP-C	5:15 p.m.	Tues.

## Dances

### (all sessions recorded)

CCTD	Bonanza	3:00 p.m.	Sun.
Plus Dance	Bonanza	8:00 p.m.	Sun.
Talent and Skits	Rose B	9:00 p.m.	Mon.
Basic Dance	Bonanza	10:00 p.m.	Mon.
Karaoke	Showcase	9:00 p.m.	Tues.

### (not recorded)

Board of Governors Informal (1)	Executive BR	2:30 p.m.	Mon.
Board of Governors Informal (2)	Executive BR	2:30 p.m.	Tues.
Caller-Coach Informal (1)	Executive BR	1:00 p.m.	Mon.
Caller-Coach Informal (2)	Executive BR	1:00 p.m.	Tues.
Planning Meeting	Executive BR	9:00 a.m.	Tues.

## Committees Meetings

### (not recorded)

	<b>Southern Pacific</b>		
Advanced Committee	A	2:30 p.m.	Mon.
ARC Committee	E	9:00 a.m.	Tues.
Caller Training Committee	E	10:30 a.m.	Tues.
Caller-Coach Committee	F	2:30 p.m.	Tues.
Challenge Committee	A	4:00 p.m.	Mon.
Choreo Applications Committee	E	1:00 p.m.	Tues.
CCTD	F	10:30 a.m.	Tues.
Definitions Committee	E	4:00 p.m.	Tues.
History Committee	F	1:00 p.m.	Tues.
International Advisory Committee	E	2:30 p.m.	Tues.
Mainstream Committee	E	10:45 a.m.	Mon.
Marketing Committee- Mtg. 1	E	2:30 p.m.	Mon.
Marketing Committee- Mtg. 2	E	4:00 p.m.	Mon.
Music Producers Committee- Mtg. 1	F	10:45 a.m.	Mon.
Music Producers Committee- Mtg. 2	F	2:30 p.m.	Mon.
Partners' Committee	F	4:00 p.m.	Mon.
Plus Committee	E	1:00 p.m.	Mon.
Ways and Means Committee	F	9:00 a.m.	Tues.
Women In Calling Committee	F	1:00 p.m.	Mon.
Youth Activities Committee	A	1:00 p.m.	Mon.

## Everyone

### (all recorded except for Welcome Reception)

Marketing on a Shoestring Budget	Rose B	3:00 p.m.	Sun.
Welcome Reception	Poolside Terrace	5:30 p.m.	Sun.
Orientation	Rose B	7:00 p.m.	Sun.
Opening Session	Rose B	8:45 p.m.	Mon.
Annual Closing Session	Rose B	9:00 a.m.	Wed.

**Purchase your MP3s at the CALLERLAB Registration Desk before the close of the Convention. The Home Office staff will be happy to help you.**

# WELCOME TO CONVENTION

From the Chairman of the Board

Barry Clasper



On behalf of the Executive Committee, the Board of Governors, and the Home Office—welcome to this year's annual CALLERLAB Convention at John Ascuaga's Nugget Hotel and Casino in Reno, NV. We appreciate you taking the time to attend and **contribute to this year's Convention. I know that you** will find your time and money well spent and you will go home energized and armed with new tools to **"MAKE SOMETHING HAPPEN"**.

Once again, we have planned a great Convention for you. We have scheduled sessions and events with a few surprises that should please everyone. Please check your packets for information regarding these sessions, meal times, etc. Convention CDs are with us again and will be recording most sessions. You will have the opportunity to purchase a complete set of all recorded sessions on MP3s at a great price of \$25 through the CALLERLAB Home Office. No outside video or audio recorders will be allowed during sessions. Please turn off pagers and cell phones while attending sessions.

As always, our Registration Desk will be managed by our fantastic Home Office staff. They will be glad to answer any questions that you may have. Please make it a point to thank them and, in addition, thank your Board of Governors for the work they have done this year. Please be sure to welcome all first-time attendees, as well as those who have attended before. Don't forget to make good use of all the great opportunities you will have to network, renew old connections, and make new ones.

Once again, I sincerely thank each of you for attending this year's Convention. I know you will go home primed to **"MAKE SOMETHING HAPPEN"**.

# CONVENTION MEALS WILL BE SERVED TO THOSE WEARING A BADGE!

Your Convention badge not only identifies you as an official attendee, but it is also your meal ticket for Convention meals. The wait staff has been instructed *not* to serve a meal unless you are wearing your badge.

NO BADGE, NO MEAL, NO EXCEPTIONS!

If you have requested a special diet, your Convention registration package includes cards with your name, day and meal, (Monday, Lunch, etc.). Please take the appropriate card to the dining room with you. Place the card on the table in front of you. The wait staff has been instructed to look for this card and to ask you which diet meal you ordered. They will also collect the card.

While the formal Opening Ceremony starts on Monday morning at 8:45 a.m., there will be a **Beginner Dance Party Leader's Seminar on Saturday and Sunday. Also on Sunday, there will be a dance sponsored by the Committee for Community and Traditional Dance at 3:00 p.m., and a marketing session with featured speaker, Patrick Schwerdtfeger, begins at 3:00 p.m. A Welcome Reception starts at 5:30 p.m., and the Orientation Session at 7:00 p.m. Mike Seastrom will emcee a Plus Square Dance beginning at 8:00 p.m.**

Friends of Bill W. may meet in the Fremont Room (on second floor behind the Registration office) during the Convention.

All interest sessions will be recorded by Convention CDs, Inc. (CCD). The audio of the interest sessions will be available in MP3 format. This year, CALLERLAB has arranged to purchase the master of all the recorded sessions and is offering a complete set to Members at a reduced cost of only \$25. This a great value and one that everyone should consider to help capitalize on the information provided at this Convention. An order form is included in your registration packet. Please see the Home Office staff at the Registration Desk for more information.

You are a major part of CALLERLAB. Make the most of your attendance at this Convention and become involved. Speak up if you have something to say, and ask questions if you're not sure. We encourage you to participate. Your opinions count!

## PLEASE—NO SMOKING IN ANY MEETING ROOM, REGISTRATION, OR SALES AREA!

(Please see your mini schedule for a map of the Conference Center)

### Saturday – April 12, 2014

9:00 a.m. Beginner Dance Party Leaders Seminar Bonanza Ballroom A  
This session presents various ideas for conducting Beginner Dance Parties. Enhance your abilities to present dance parties by attending. There is an additional cost to attend, so register with the Home Office staff. Bob Riggs, Chairman of the Committee for Community and Traditional Dance, will host this event.

1:00 p.m. to 5:00 p.m. - Registration Carson  
Early birds may register until 5:00 p.m. Royce Dent and Donna Schirmer from the Home Office staff will be manning the Registration Desk. You may also be assisted by Tom and Cindy Hollinberger.


### Sunday – April 13, 2014


9:00 a.m. to 1:00 p.m. Beginner Dance Party Leaders Seminar Bonanza Ballroom A  
Continuation of Saturday Session (see above)


9:00 a.m. to 5:00 p.m. - Registration Carson  
Convention registration continues.


Exhibit Area – Please Support Our Vendors Alpine  
Vendor hours: Sunday - April 13th, Noon to 5:00 p.m.  
Monday - April 14th, 9:00 a.m. to 5:00 p.m.  
Tuesday - April 15th, 9:00 a.m. to 5:00 p.m.


## Sunday April 13, 2014 Continued

3:00 p.m. to 5:00 p.m. - CCTD Dance  Bonanza Ballroom  
Bob Riggs and the Committee for Community and Traditional Dance (CCTD) will host a dance session highlighting Community Dancing. Sign up to present a dance or two for the enjoyment of our Convention attendees if you use Community Dance material. A variety of interesting subjects will be presented.


3:00 p.m. to 5:00 p.m. – **“Marketing on a Shoestring Budget”**  Rose Ballroom B  
CALLERLAB proudly present Patrick Schwerdtfeger, author of *Marketing Shortcuts for the Self-Employed*, to present a two hour marketing session entitled **“Marketing on a Shoestring Budget”**. Patrick will present ideas on utilizing social media and other networking marketing ideas.


5:30 p.m. - 6:30 p.m. Welcome Reception  Poolside Terrace  
The Executive Committee will host the Reception. Look for them in the receiving line. This is also a good opportunity to chat with members of the Board of Governors (identified by a red ribbon on their badge), their partners, and various committee chairmen and vice chairmen (blue ribbons). The reception also provides a chance to renew acquaintances or make new friends. A cash bar will be available. Snacks and non-alcoholic punch will be provided.

7:00 p.m. - Orientation Session  Rose Ballroom B  
Pam Clasper will moderate this session. Arlene Kaspik will join her. The session is designed to be an informative one, especially for the first-time attendee, but it is also a good review for attendees who have not been to a Convention for some time. There will be an opportunity to ask questions after the formal session is over. We encourage you to ask any questions you may have about the Convention or about CALLERLAB.

8:00 p.m. – Plus Dance  Bonanza Ballroom  
Mike Seastrom will host a Plus Dance starting at 8 p.m. so dancers may attend and dance to those recording artists attending the CALLERLAB Convention. There is no cost for the dance, but callers and dancers may make donations to the CALLERLAB Foundation if they so desire.

## Monday, April 14, 2014

8:00 a.m. to Noon and 1:00 p.m. to 5:00 p.m. - Registration  Carson  
The Registration Office will be open for late registrants and for attendees who have questions about the Convention or about their membership. Vendors and CALLERLAB sales will be located in Alpine and Foyer areas.

8:45 a.m. - Opening Session  Rose Ballroom B  
Barry Clasper, Chairman of the Board, will be presiding along with Dana Schirmer, Executive Director. The Board of Governors and representatives from various square dance organizations will be introduced. Newly elected members of the Board will be sworn in. Dana will present an overview of the Convention and announce any changes to the schedule. This year, Patrick Schwerdtfeger will be a part of our Monday morning opening session, and will present a motivational speech to help kick off the Convention with a positive, uplifting message.

10:30 a.m. - Beverage Break  Foyer Area—In front of Carson

**WANTED:** Candidates to run for the Board of Governors. Must have a sincere interest in the future of CALLERLAB and the square dance activity. Monetary pay is non-existent, but personal rewards are priceless and you do get to work with some really nice people. Convention is a good time to pass a petition to run for the Board. To be eligible, candidates must have been a Voting Member in good standing for the past four years and provide a Petition with 25 signatures of Voting Members.

Monday April 14, 2014 (Continued)

10:45 a.m. - Breakout Sessions

Recruiting Veronica 

Central Pacific

Moderator Mike Seastrom and Panelist, Lea Veronica. There are many ideas and several systems for bringing new dancers into your new dancer program. Lea, a prominent dance leader and the long-time editor of *The Open Squares*, Southern California's Monthly Directory of Modern Square Dance Events, has a very effective way to grow your new dancer program. This successful system has been used for many years in several areas of the country and it works. This session could really "Make Something Happen" for your group too!

Digital Music Transitions 

Southern Pacific B

Moderator, Michael Maltenfort and Panelist, Barry Johnson. **Today's music editing software is incredibly powerful.** What's next if you already know how to convert vinyl to MP3s, use noise reduction, delete extra silence, loop music, and change pitch or tempo? This session will look at several lesser-known techniques. How can you take a recording and extend the length of the track using copy and paste? How do you make cuts in the music that sound smooth? How can you take the called side of a recording and splice in vocal backups to the uncalled side? How do you convert from stereo to mono? There may be time to work with one or two attendees, so if you have music that needs to be cut or extended, bring it to this session.

Figuring Singing Calls 

Southern Pacific C

Moderator, John Marshall and Panelist, Randy Dougherty. **This session will "Make Something Happen"** by presenting how to create singing call figures from scratch, particularly that feature just taught calls or that use a limited number of calls (for working with a class).

Starting From Scratch 

Southern Pacific D

Moderator, Patty Greene and Panelist, Justin Russell. If you have to start a club or a dance group from nothing, what are the steps? What do you have to do? The panel will present ideas as well as solicit ideas **from those in attendance. Come prepared to learn, contribute and "Make Something Happen".**

Mainstream Committee

Southern Pacific E

Chairman, **"Bear" Miller** and Vice Chairman, Stephen Cole. The Committee will discuss reports on the current status of the Mainstream Definitions updates from the Definitions Committee, and the Basic Ad Hoc. The Committee will also discuss ways to update the Mainstream Teaching Tips document as well as how to create a list of calls and choreography for Emphasis calls to be published.

Music Producers Committee

Southern Pacific F

Chairman, Wade Driver and Vice Chairman, Buddy Weaver. The Committee will be holding two meetings at this year's **CALLERLAB Convention. One will be an open meeting where all Convention attendees** are invited to discuss what is happening in the world of square dance music production. Topics will include music piracy, escalating costs, and many others. Your input is valuable, and the Committee welcomes the opportunity to answer all questions and objectively explore any suggestions made from the floor. Committee business will be discussed at the second meeting, which is open to Committee members only.

12:00 p.m. - LUNCH FOR ALL ATTENDEES

Rose Ballroom A

NO BADGE, NO FOOD, NO EXCEPTIONS!

From the Home Office Staff:

We hope you are enjoying your Convention. If you have any questions or issues (other than your roommate), please be sure to stop at the Convention registration area and let **the staff know. We want your Convention experience to be fantastic! If we don't know your problem (s), we can't fix it or even attempt to fix it. We are here to serve YOU!**

# Monday April 14, 2014 (Continued)

## 1:00 p.m. Breakout Sessions

### What Did You Say?

Central Pacific

Presenter Susan Healea. As square dance callers, we communicate with dancers using several mediums, but primarily auditory. Dancers react to our verbal commands. Due to the increasing age of dancers, statistics indicate that a large percentage of them more than likely have a significant hearing impairment, even if **they do not wear hearing aids. Learn why people can “hear, but not understand”; the effects of background noise on comprehension; why people prefer different levels of loudness and louder isn’t always better;** whether or not hearing aids help, and more. Improve your calling by learning techniques to help all dancers hear and understand you better. Susan is a Clinical Audiologist with over 30 years of experience.

### Working With Others

Southern Pacific B

Moderator Mike Seastrom and Panelist, Joe Saltel. Working with others on stage, but also working with others in your area to coordinate programs, special dances, teaching orders, etc.

### Beautiful Basics

Southern Pacific C

Moderator, Jim Mayo and Panelists, Walt Burr and **Masaharu “Doc” Hiraga.** Can we call creative and **interesting choreography with fewer calls? The panel says, “YES!” The challenge is to use fewer calls in** creative ways which will be entertaining and keep the dancers dancing. Is this something we do all the time? Probably not. Is it easy and will not take any extra effort? Probably not. Can callers learn to use this type of choreography? Definitely, YES! Will the caller and the dancers benefit? Again, YES. Come listen, learn, and take home some new choreography tips.

### Social Glue

Southern Pacific D

Moderator, Pam Clasper and Panelists, **“Bear” Miller** and Sharon Parker. This session will look for ways to encourage more social interaction within a club or group. We have neglected the social side of our activity for too many years, and that may have contributed to lower retention rates. Lasting friendships have always been one of square dancing's most valuable rewards. Folks tend to be more forgiving and enjoy square dancing more when they are among friends. We will brainstorm as many ideas as possible, looking for ways to build friendships among club members new and old.

### Plus Committee

Southern Pacific E

Chairman, Ken Ritucci and Vice Chairman, Eric Henerlau. The Plus Committee meeting will discuss the Plus Program in general including Emphasis Calls.

### Women In Calling Committee

Southern Pacific F

Chairman, Deborah Carroll-Jones and Vice Chairman, Patty Greene. The Women in Calling Committee will meet to discuss ideas and future projects. Your comments and suggestions about what the future holds for the Committee will be most helpful. Join us for what could prove to be a very lively discussion.

### Youth Activities Committee

Southern Pacific A&G

Chairman, Justin Russell and Vice Chairman, Donna Schirmer. The Youth Activities Committee will meet to discuss the implementation of the new Youth Convention Waiver for the first time attendee. The Committee will also focus on the roll-out of the new one year online caller school program. Finally, the Committee will explore ways to create more dialogue within the Committee itself and recruit new members.

### Caller-Coach Informal (1 of 2)

Executive Boardroom

Jerry Junck, Tim Marriner, and Paul Henze (all Accredited Caller-Coaches) will staff this session. This is your chance to discuss any aspect of the calling profession with Accredited Caller-Coaches. Information about accreditation and reaccreditation procedures will be available. This is the first of two sessions, but you do not need to attend them both. If you are interested in coaching callers, we invite you to attend one of these two sessions.


2:15 p.m. - Beverage Break

Second Floor Foyer (In front of Carson)


## Monday April 14, 2014 (Continued)

### 2:30 p.m. - Breakout Sessions

F.A.T. City Video (Not recorded) Central Pacific  
Moderator, Eric Henerlau and Panelist, Clark Baker. **We will watch a 70 minute video (“How Difficult Can This Be?”) about how some students experience** Frustration, Anxiety, and Tension in a learning environment. While the video is aimed at teachers of students in school, we believe it can also apply to the adults we teach in square dancing. If you have experienced learners who can't seem to keep up with your lessons, perhaps this video will give you some insights and strategies to help them.

Sophisticated Sight Resolution  Southern Pacific B  
Moderator, Ken Ritucci and Panelist, Ed Foote. This session will emphasize quick and fast ways to resolve the square using variations of established sight resolution methods. It will be assumed that the audience knows established formulas for resolution (such as Two-Faced Lines Sight, Facing Lines Sight, Isolated Sight) and will proceed from that point to look how variations of these formulas can create exciting get-outs. The session will also show creative choreography get-outs that are pre-planned to be used at a moment's notice.

Proficient Plus  Southern Pacific C  
Moderator, Bryan Clark and Panelist, Randy Dougherty. The panel will discuss and present ideas to **“Make Something Happen” with Plus calls. Be inventive, be creative, be daring, use magic, explore.**

Communicating with Dancers  Southern Pacific D  
Committee Chairman, Erin Byars and Panelists, Priscilla Davis, Pattie Henze, and Janet Olivieri. Panel will discuss how to use positive communication to resolve negative issues. This panel will discuss some of the pitfalls often encountered in club or association situations and ways to solve them before they become major problems.

The ARTS – Rebranding Square Dancing Southern Pacific E  
Marketing Committee Chairman Mike Hogan and Vice Chairman Jerry Junck will host this session to review a presentation by Jim and Judy Taylor representing USDA and the ARTS. Come and learn about the ARTS project to re-brand square dancing

Music Producers Committee Southern Pacific F  
Chairman, Wade Driver and Vice Chairman, Buddy Weaver. Committee business will be discussed at this meeting and **ONLY** Committee members may attend.

Advanced Committee Southern Pacific A&G  
Chairman, Bill Harrison and Vice Chairman, Skip Cleland. The Advanced Committee will examine the recent e-mail discussions and results from the work from last convention to this years convention. Also will address any issue the members have with the program.

Board of Governors Informal (1 of 2) (Not recorded) Executive Boardroom  
Members of the Board of Governors (BOG), Betsy Gotta and Vernon Jones will be available for you to speak with on an informal basis. We would like to hear your thoughts and ideas about CALLERLAB or square dancing. As a result of these sessions in the past, your Board has made several changes in operating procedures and changes to the Convention agenda. This is the first of two sessions. We invite you to attend either of the two.

3:45 p.m. - Break (No Beverages)

Be sure to visit our vendors. Second floor Alpine Room or in the Foyer area. They made a great commitment to be here for you, so let them know you appreciate their contributions to this Convention.



Monday April 14, 2014 (Continued)

4:00 p.m. - Breakout Sessions

**I Don't Understand**

Central Pacific

Moderator Eric Henerlau and Panelists, Clark Baker and Dottie Welch. This will be a follow-up discussion of the F.A.T. City Video to allow attendees to discuss the video and ask questions.

**Presentation Techniques for Creative Choreography**

Southern Pacific B

Moderator, Ed Foote and Panelist, Ken Ritucci. There have been many panels on Creative Choreography in the past, but very little on the presentation techniques necessary to "sell" this material to the floor. Presentation is 50% of the total package, so if the presentation is not effective it means the choreography will not be successful. While this session will show some creative choreography, the emphasis will be on the specific words needed to sell the choreography, both in a general sense and in specific ways pertinent to specific choreography.

**Magical Mainstream**

Southern Pacific C

Moderator, Jerry Jestin and Panelist, Tim Crawford. **The panel will discuss and present ideas to "Make Something Happen" with Mainstream calls. Be inventive, be creative, be daring, use magic, explore.**

**Competition (The Last Taboo)**

Southern Pacific D

Moderator, Bryan Clark and Panelist, Brett Kappenman. **Some believe that "Square dancing is Friendship Set to Music" and that there is no room in our activity for competition because sometimes competition brings out the worst in people.** This session will cover many different aspects of how to do competition within square dancing from a basic and fun one night stand idea to the Pacific North West Teen Square Dance Festival, and all the differing methods of competition in-between. We will explain why there is room in square dancing for competition and maybe you will walk away with a few fun ideas for your next special dance.

**Marketing Committee**

Southern Pacific E

Chairman, Mike Hogan and Vice Chairman, Jerry Junck. The Marketing Committee will meet to discuss current projects including the re-write of the marketing plan from 2005, methods to put that plan into action, how to support and work in harmony with the ARTS on their re-branding project, and begin discussion on developing a marketing training program to offer assistance to dance groups who need help marketing square dancing on a local level. This session is open to everyone, not just committee members

**Partners' Committee**

Southern Pacific F

Chairman, Erin Byars and Vice Chairman, Janet Olivieri. The Partner's Committee is dedicated to providing support for caller's partners everywhere. Often the partner is overlooked as a source of knowledge and wisdom because they are not in the spotlight, but the partner is usually the one with the best information. We are working to bring partners into their own! Join us as we promote our most recent project and plan new projects for the coming year. Our meetings are open to all attendees of the CALLERLAB Convention and membership is open to all partners of callers.

**Challenge Committee**

Southern Pacific A&G

Chairman, Bill Ackerman. The Challenge Committee will meet to discuss the ways challenge callers can promote and help new dancer classes, review the status of ongoing projects including updates to the lists and definitions, and discuss the way the definitions are published.

5:15 p.m. - Free Time / Birds of a Feather (BOF)

5:15 p.m. - Free Time/Standby Rooms

If you need a room for a special meeting or just to get together, please contact Dana or Donna Schirmer. *Please do not go into an empty room; there may be other plans for that space.*

Monday April 14, 2014 (Continued)

5:15 p.m. - Birds of a Feather (BOF)

1) The NEST

Southern Pacific B

**“Bear” Miller** will lead a discussion as a follow-up to the Marketing presentation made last year at the 40th CALLERLAB Convention regarding the NEST. **“Bear” and others have experimented with the plan** and can offer an evaluation of their actions.

2) Dance Programs Working Together

Southern Pacific C

Panel will be Barry Clasper and Jon Jones. As you know, last year the BOG identified the recruitment and retention of new dancers as the first priority for CALLERLAB in the immediate future. As a follow-up, the EC asked all committees to examine their mission and activities and evaluate how they can contribute to that goal. The discussion that emerged revealed that one of the issues impeding our progress is the existence of a number of points of contention and stress within our community. We believe that healing those divides is an essential element in revitalizing square dancing.

What do we mean by these divides? Here are some examples of points of tension:

- Between the BMS/Plus communities and the Advanced/Challenge communities.
- Between "casual" dancers and "hobby" dancers.
- Between "officers" who want to organize and serve as executives, and "members" who don't want that level of commitment.
- **Between those willing to “angel” beginners and those who feel they've "done their bit".**
- Between "socializers" (those who are primarily interested in club social activities: bus trips, pot luck dinners, banner raids, etc.) and "dance scholars" (those who are primarily interested in the dancing itself, and may not appreciate being dragged off to a special event at some other club).
- Between "traditionalists", who want everything to stay as it is, and "reformers", who want to make adjustments to accommodate current conditions.

These and other divides can cause our community to appear fragmented and even dysfunctional to people we are trying to recruit. Healing the fractures means we have to discuss issues with a willingness to hear other points of view and accept compromise. Ask yourself two questions: "What am I willing to give up to see the activity grow?", and "What am I willing to do to see the activity grow?"

Come and join Jon and Barry in a discussion of how we can start building the bridges to lessen these tensions and build a stronger dance community.

6:00 p.m. - Social Hour Begins

Foyer Area in front of Rose Ballroom A

6:30 p.m. - Doors Open for the Banquet

Rose Ballroom A

7:00 p.m. - Banquet

Rose Ballroom A

Jim Mayo **will MC this evening's banquet.** Doug Davis will provide the evening blessing. Committee Chairmen and Vice Chairmen will be seated at the head table. Small World Awards, 25 and 50 Year Certificates, and BOG Service Awards will be presented. *All award recipients—please stay for a group photograph immediately following the banquet.*

9:00 p.m. - Talent night 

Rose Ballroom B

Tom Miller will MC an after dinner talent night of skits and other entertainments. Be sure to **attend and enjoy the “CALLERLAB’s Got Talent” night.**

10:00 p.m. - Beautiful Basic Dance   
(Immediately follows Talent Night)

Bonanza Ballroom

Daryl Clendenin will MC a fun, Basic Program dance delivered by entertaining presenters. Come and enjoy dancing the Beautiful Basic Program!

Tuesday - April 15, 2014

8:00 a.m. to Noon and 1:00 p.m. to 5:00 p.m. - Registration

Carson

The Registration Office will be open for attendees to ask questions about the Convention or about their membership. Vendors and CALLERLAB sales will be located in Alpine and Foyer areas.

## 9:00 a.m. Breakout Sessions

Sicilian Circle 

Central Pacific

Moderator Jerry Junck and Panelist, Daryl Clendenin will discuss how to use Sicilian Circles when teaching square dancing.

**The “R” of FASR** 

Southern Pacific B

Moderator, Walt Burr and Panelist, Barry Johnson. **How to use “Relationship” as a primary tool for resolution.**

Utilizing Voice 

Southern Pacific C

Moderator, Tom Miller and Panelist, Vic Kaaria. In the past there has been great attention to proper **care, maintenance, and usage of one’s voice. This session will now focus on vocal dynamics and effective ways to use the voice to enhance the overall performance for both patter and singers.**

Tech Marketing 

Southern Pacific D

Moderator, Lawrence Johnstone and Panelists, Kris Jensen and Mike Hogan. This panel will explore the possibilities of using modern technologies to contact and communicate with people. Discussion will cover how to market square dancing by using e-mail, websites, texting, Twitter, Skype, Facebook, MySpace, Kindle, and more. Come take a look into the future of how we can better communicate using new technologies.

ARC Committee

Southern Pacific E

Chairman, Jon Jones. The Applications Review Committee (ARC) will meet to discuss the proper/improper application of at least ten calls from unusual formations. The calls to be considered are: Half Sashay; Swing Thru; Spin the Top; Spin Chain the Gears; All Four Couples Box the Gnat; Checkmate the Column; Diamond Chain Thru; Slip; Cloverleaf and Roll. Those that are interested in how the Committee operates should attend this meeting to give input and participate in a straw vote. The ARC reviews whether the formation application fits within the written definition of the call in the program of origin, or whether it would fit the definition within another CALLERLAB program. The decisions of the ARC are a recommendation to callers all over the world and they have received very good support. The Committee is made up of callers from all parts of the square dance world, and the knowledge of the members covers all CALLERLAB programs. We have very interesting and informative meetings and everyone is invited to attend the open meeting.

Ways and Means Committee

Southern Pacific F

Chairman, Gary Felton and Vice Chairman, Bill Boyd **will discuss this Committee’s tasks and brainstorm new projects for fund raising.**

Planning Meeting

Executive Boardroom

Chairman of the Board, Barry Clasper, will host this meeting with representatives of invited organizations. Discussions will include mutual interests in the square dance activity. Similar meetings in the past have resulted in better communications between the organizations.

10:15 a.m. - Beverage Break

Foyer Area—In front of Carson

**Do you have suggestions for next year’s Conventions? Be sure to fill out your Critique Sheets and let us know where we can improve or provide you more of what you want. We hope to see you in Springfield, MO next year!**

Tuesday - April 15, 2014 - Continued

10:30 a.m. - Breakout Sessions

How to Teach Styling 

Central Pacific

Moderator, Jon Jones and Panelist, Tim Marriner. Not only how, but why. How styling can help you and your dancers to succeed. Functional styling that helps dancers succeed and feel comfortable dancing (as **opposed to regulated styling that implies "do it this way because I told you to" and "this is the way we always do it"**).

How to be a Rainmaker 

Southern Pacific B

Moderator, Eric Henerlau and Panelist, Ken Ritucci. Have you ever wondered why some callers seem to be very successful in attracting large beginner classes or getting many party night bookings? Would you like to find out some of the tips and tricks of these callers that would help YOU expand your calling opportunities? This session will explore what it takes to create opportunities for people to come out to your classes, dances or party nights. Discussion will include various ways of reaching out to the community to bring awareness of square dancing, as well as specific details like program creation, hall logistics, and club support.

Singing Call Harmony 

Southern Pacific C

Moderator, Rick Hampton and Panelists, Pat Carnathan and Wade Driver. This session will explore how callers harmonize with other callers. The panel will discuss and workshop ways that callers can harmonize with themselves, duets, or groups of callers, and enhance their abilities to harmonize their voices.

Specialty Get-Outs 

Southern Pacific D

Moderator, Bill Harrison **and Panelist, "Bear" Miller**. This panel will discuss and present how to develop unique Get-Outs. They will be sharing some of their favorite ones as well as requesting participation from the audience. Come have a good time!

Caller Training Committee

Southern Pacific E

Chairman, Betsy Gotta and Vice Chairman, Ron Markus. During this meeting, the Caller Training Committee will discuss updating the Reference Sources Section of Curriculum Guidelines and Technical Supplement. If you are interested in working on this, please come with ideas or suggestions, books and/or articles written after 1995 which should be included in this section. We will also need to determine which documents currently listed are still available. We will need people who want to work on this project. The Committee will also discuss ideas that members have for future projects. Remember: you do not have to be a CALLERLAB Accredited Caller-Coach to join the Caller Training Committee. Please come to this meeting and see if you want to be a part of the Committee.

Committee for Community and Traditional Dance

Southern Pacific F

Chairman, Bob Riggs and Vice Chairman, Calvin Campbell. The Committee for Community and Traditional Dance will meet during the Convention to discuss the Beginner Dance Party Leader Seminar, the *CD Journal*, and other publications current and future. Please bring your energy, ideas, and contributions for the future of the Committee. We plan to discuss how to share the philosophy, the material, and the leadership needed by leaders of community dances and one night events. We plan to demonstrate materials available to community dance and one night party leaders on the <http://dances.callerlab.org> site. Please join us.

11:45 a.m. - Lunch for All Attendees

Rose Ballroom A

NO BADGE, NO FOOD, NO EXCEPTIONS!

Be sure to visit our vendors one more time before they close at 5:00 p.m. tonight. They made a great commitment to be here for you, so let them know you appreciate their contributions to this Convention.

## Tuesday - April 15, 2014 - Continued

### 1:00 p.m. - Breakout Sessions

#### Visit with the Legends

Moderators, Jerry Junck and Mike Seastrom and Panelists, Ernie Kinney, Daryl Clendenin, Dick Henschel and Calvin Campbell. History, heritage, and tradition are very important aspects of our activity. **This information is sometimes overlooked as we deal with the “puzzle solving” of modern day choreography.** This panel is well qualified to provide information about our past and the rich heritage of square dancing and calling. This has been one of the most popular sessions during past Conventions. Come join us to learn more about how we got to where we are today.

Central Pacific

#### Showmanship

Moderator, Joe Saltel and Panelist, Hunter Keller. There are many aspects to showmanship and many ways to display good showmanship. Singing well can be a part of it, but so are choreography, stage presence, and a caller's overall personality. The panel will illustrate different styles and examples of showmanship which they use to enhance their calling and the dance experience for the dancers. This panel will try to show methods of applying these styles and examples to your calling and to give you fresh insights into this **important aspect of our calling. If you are looking for ways to add a little “kick” to your calling, attend this interesting and educational session and enjoy.**

Southern Pacific B

#### WIC Vocal Sweet Spot

Moderator, Deborah Carroll-Jones and Panelist, Patty Greene. Helping female callers find the spot in their range that works for a particular singer.

Southern Pacific C

#### Dance Party Building

Moderator, Bob Riggs and Panelists, Paul Henze and Rick Hampton. Using MWSD at dance parties and intro nights - how to overcome the disadvantages of squares at party nights: need groups of eight; gender imbalance; need for progression (people wandering in and out); forming squares, etc.

Southern Pacific D

#### Choreographic Applications Committee

Chairman, Dottie Welch. The Choreographic Applications Committee is beginning to work on creating an online teaching aid to provide an up-to-date resource for callers who are teaching entry level square dancing. The intention is to compile, in one easily accessed location, all of the information needed to teach each call: definition; standard applications; teaching tips; diagrams; quick cues; call analysis information; relevant modules; and teaching choreography for the standard applications with matching singing call figures. If appropriate, it will also include Contra style drills and some choreography for extended applications. We hope that sharing recommendations from those with experience will make teaching more efficient and satisfying to both the teacher and the dancers. CAC members and others interested in participating in the development of this online tool are encouraged to attend.

Southern Pacific E

#### History Committee

Chairman, Jerry Reed and Vice Chairman, Jim Mayo. The History Committee is in the initial stage of a project to collect, collate, and report historical information regarding square dance music producers. Our goal will be to document the history of all music producers. As can be imagined, such a task is not a simple one. We plan to have a Committee meeting during the 2014 CALLERLAB Convention to review this project and collect ideas of how to proceed.

Southern Pacific F

#### Caller-Coach Informal (2 of 2)

Accredited Caller-Coaches, **Tom Miller, “Bear” Miller, and Ken Ritucci** will staff this session. You have a chance to discuss any aspect of the calling profession with Accredited Caller-Coaches. Information about accreditation and reaccreditation procedures will be available. This is the first of two sessions (you do not need to attend both). If you are interested in coaching callers, we invite you to attend one of the two sessions.

Executive Boardroom


### 2:15 p.m. - Beverage Break


Foyer Area—In front of Carson


Tuesday - April 15, 2014 - Continued


**Do you have suggestions for next year's Conventions? Be sure to fill out** your Critique Sheets and let us know where we can improve or provide you more of what you want. We hope to see you in Springfield, MO next year!

2:30 p.m. - Breakout Sessions

Appealing to a Younger Crowd  Central Pacific  
Moderator, Mike Hogan and Panelist, Justin Russell. How to appeal to dancers who are younger than our **current average. Could include empty nesters or early retirees, families, kids, "20 something", and teens.**

Dancing Recovery  Southern Pacific B  
Moderator, Jerry Reed and Panelists, Vernon Jones and Bob Elling. How to cope with breakdowns or flubs so you can keep dancing. Strategies and habits that make that possible.

Musical Metering  Southern Pacific C  
Moderator, Buddy Weaver and Panelists, Lottie Ainsworth, Andy Allemao, and Wade Driver. How to phrase calls to the music so that command words and logical stress syllables fall on stress beats in the music.

Sight and Module Resolution System  Southern Pacific D  
Moderator, Barry Clasper and Panelist, Dottie Welch. **This panel will discuss the new "Sight and Module Resolution Systems" document prepared by the Choreographic Applications Committee, Caller Training Committee and Caller-Coaches Committee.** Sight Calling is one tool in a bag of tools used by callers to create smooth, danceable and interesting choreography. While it is at times a very necessary tool, too much dependence on it can sometimes result in a very unsatisfactory tip. There are times when **pre-planned or modular material is the only safe route to follow. A caller's choreographic management tool bag** should contain some pre-planned sequences, some modules, Isolated Sight, and at least one unlimited sight resolution system.

International Advisory Committee: Southern Pacific E  
Chairman, Jeff Priest **is not able to attend this year's Convention. Vice Chairman, Jeannette Staeuble,** will conduct the meeting. All international attendees are welcome to attend and provide your ideas, suggestions and questions.

Caller-Coach Committee Southern Pacific F  
Chairman, Paul Henze and Vice Chairman, Tony Oxendine. The Caller-Coach Committee will be discussing the callers who are in the process of testing for Accredited Caller-Coach. We will discuss the **caller schools of 2013, attendance at the schools, and how attendance compared to the previous year's.** Only Committee Members may attend.


Board of Governors Informal (2 of 2) (Not recorded) Executive Boardroom  
Members of the Board of Governors (BOG), Patty Greene and Eric Henerlau, will be available for you to speak with on an informal basis. We would like to hear your thoughts and ideas about CALLERLAB or square dancing. As a result of these sessions in the past, your Board has made several changes in operating procedures and changes to the Convention agenda. This is the second of two sessions. We invite you to attend either of these two sessions.


3:45 p.m. - Break (No Beverages)


Tuesday - April 15, 2014 - Continued

Items left with the vendors should be picked up before they close at 5:00 p.m.

#### 4:00 p.m. - Breakout Sessions

Condensed 12 Lessons Teach Order  Central Pacific  
Moderator, Tim Marriner and Panelist, Bill Harrison. **Want to “Make Something Happen”? Try the “Condensed 12 Lesson Teach Order”.** A condensed teaching order could be utilized by a new stand-alone club in a market without outside influence or area conflicts. A caller could use such an order to establish a quick foundation of new members, by possibly teaching four groups within the timeframe it takes traditional groups one season. As a result, the window of opportunity to teach new dancers is open every three months as opposed to once a year with conventional methods.

Mentoring Callers  Southern Pacific B  
Moderator, Betsy Gotta and Panelist, Ron Markus. The Caller Training Committee recently produced a Mentoring Guidelines document to assist callers working with newer callers. The panel will present the document and discuss how to mentor new callers.

Microphones  Southern Pacific C  
Moderator, Deborah Carroll-Jones and Panelist, Dick Henschel. This session is designed to review different types of microphones. Microphones are a primary tool for callers, with some microphones providing better clarity while others a more mellow tone. This panel will discuss various microphones, provide reviews on microphones, and will allow time for attendees to test various microphones to help find the best match for their individual needs.

Modules Masquerade  Southern Pacific D  
Moderator, Calvin Campbell and Panelist, Scot Byars. How to use modules in a seamless way so they appear almost extemporaneous.

Definitions Committee Southern Pacific E  
Chairman, Clark Baker and Vice Chairman, Michael Maltenfort. This meeting is open to anyone interested in the definitions of our square dance calls. Our two main projects are the Basic/Mainstream Definitions rewrite and maintenance of our existing definitions through all dance programs. A status report on both will be given. We will be reviewing and prioritizing our list of open issues, and asking for volunteers to take the lead on one or more issues. Questions or comments are welcome at this meeting.

#### 5:15 p.m. - Free Time and Birds of a Feather (BOF)

5:15 p.m. - Free Time/Standby Rooms  
If you need a room for a special meeting or just to get together, please contact Dana or Donna Schirmer.

5:15 p.m. - Birds of a Feather  
1) Calling Overseas Southern Pacific B  
Walt and Juli Burr will host this session. Square Dancing exists in more than 25 different countries. What should you expect when calling away from home? A rewarding experience? Or an unpleasant surprise? Come to this session and learn about the customs, cultures, do's and don'ts that are part of calling in a foreign country.

2) Producing Music Southern Pacific C  
Wade Driver, owner and producer of Rhythm Records, will lead a discussion on how to produce square dance music. He will be assisted by Pat Carnathan, owner and producer of Shakedown Records, as well as others. The purpose of this meeting is to give those producers who have been successful over the years an opportunity to share both technical and marketing reasons for their success with others in the industry. This should be of benefit not only to current producers, but to those who might be considering entering into this business.

## Tuesday - April 15, 2014 Evening Activities

6:00 p.m. - Social Hour Begins

Showcase Dinner Theater

7:00 p.m. - Banquet

Showcase Dinner Theater

Tim Crawford will be our MC for the evening, and the blessing will be given by Susan Healea, ROUND-LAB. The Executive Committee and the Board of Governors will be recognized from the audience. Recognition Awards and Milestone Awards (if any) are presented at this banquet. *All award recipients—please stay for photographs immediately following the banquet.*

9:00 p.m. – Karaoke Entertainment 🎤

Showcase Dinner Theater

Phil Farmer will serve as the MC. **Sign up to sing on the “Big Stage”.** Phil has a large library of songs to choose from or you may use your own music.

## PLEASE COMPLETE YOUR CRITIQUE SHEETS!

Have you ordered your MP3s for this Convention? We strongly recommend **you consider doing so. Also, ask about purchasing prior year’s recordings** for your collection of interesting listening. The Home Office is ready to assist you.

## Wednesday – April 16, 2014

8:00 a.m. to Noon - Registration

Carson

The Registration Office will be open for attendees to ask questions about the Convention or about their membership.

9:00 a.m. - Annual Meeting (Closing Session) 🎤

Rose Ballroom B

Barry Clasper, Chairman of the Board, presiding. Executive Director, Dana Schirmer and Parliamentarian, Jerry Reed will be seated at the front table. Barry Johnson, Tom Miller, Vernon Jones, and Scott Bennett will serve as Sergeants-at-Arms. This is the annual CALLERLAB Business Meeting as noted in the “Call to Convention”. **REMEMBER YOUR VOTE CARD!**

## THANK YOU!

On behalf of the Board of Governors, Executive Committee, and Home Office staff, we hope you have enjoyed this Convention. If you have comments that will help us plan better for future Conventions, please let us know **by filling out your Critique Sheets or contacting the Home Office. Next year’s planning committee will review each Critique Sheet and consider your comments while planning for future Conventions.** As you return home, have a safe trip. Once you are safely home, reflect on what you learned from this Convention and

## “Make Something Happen”!

Be sure to take a copy of this *DIRECTION* to dances and let others know what happened at this Convention.

Thank you for your attendance and input!

Dana Schirmer,  
Executive Director

YOU ARE CALLERLAB!  
PARTICIPATE AND SHARE YOUR THOUGHTS!