

February 2012

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# Connecting in Cleveland

Central States Communication Association

March 28-31 2012

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## From the First Vice-President...

*We'll soon be "Connecting in Cleveland"*

I hope by now you've reviewed the conference program for the association's 81<sup>st</sup> annual meeting in Cleveland, OH (March 28-31, 2012). Each time I go through the program I spot yet another panel that I add to my "must attend" list! Working with your submissions, our 24 unit planners have put together an exceptional slate of competitive paper panels and discussion sessions that truly capture our conference theme of connection. In fact, well over half of all conference programs focus on some aspect of connecting.

The conference will begin on Wednesday afternoon, March 28, with an outstanding pre-conference organized by CSCA Second Vice President Chad Edwards, "Connecting to Millennials with Engaged Teaching." CSCA President Scott Meyers has organized our Undergraduate Research Honors Conference, with undergraduate research panels and poster sessions occurring Friday and Saturday of the conference.

As you plan your conference itinerary, I especially encourage you to consider enrolling in one or more of the eight exciting short courses that will occur throughout the three days of the conference. Each short course will last one panel session (i.e., 75 minutes), and course enrollment will be limited to

## From the First Vice-President (continued from p. 1)

20 participants who must enroll at the time of conference pre-registration.

Of course, in addition to the extraordinary conference program, much of our "Connecting in Cleveland" will occur during the many social and celebratory activities that have become a hallmark of our CSCA meetings. You'll have a chance to re-connect with friends at our welcome reception on Thursday evening, we'll celebrate our colleagues' many accomplishments at our annual association awards and Hall of Fame induction luncheon on Friday, and we'll continue CSCA traditions of celebrating and connecting on Friday evening with our Second Annual Karaoke & Talent Competition and our Sixth Annual Pup Crawl. We've also planned a very special conference finale on Saturday evening, our annual President's Reception where we'll honor Scott Myers' presidency and service to the association. This year's President's Reception will be held at the world-renowned Rock and Roll Hall of Fame and Museum. We'll have the entire Rock Hall all to ourselves as we enjoy browsing through the exhibit halls, and the evening will end with a DJ and dance floor for CSCA to rock and roll!

See you soon in Cleveland!

Mitchell S. McKinney

## Cleveland "Fun Facts"

Euclid Avenue was first called "Millionaire's Row" as it featured numerous beautiful mansions - even home to John D. Rockefeller.

Cleveland is home to the Cleveland Orchestra, which is considered to be one of the finest orchestras in the world.

Cleveland is home to the first traffic light! It is actually technically in Ashville, OH, and has been there since August 5, 1914.

Cleveland was actually originally spelled "Cleaveland," named after General Moses Cleaveland. The "a" was dropped so that the shorter name could fit into a newspaper's masthead.

Cleveland became the world's first city to be fully lighted electrically in 1879.

Track athlete Jesse Owens grew up in Cleveland.

By Mitchell S. McKinney

## From the President...

This year's convention marks the first time that the Undergraduate Research Honors Conference (UHRC) is being coordinated by the President. As the conference planner, I am pleased to announce that many of our undergraduate students will be participating in the 2012 UHRC. Being held throughout the day on both Friday and Saturday, several paper sessions, panels, and poster sessions have been slated for presentation.

As so many of you know, planning a successful conference requires the efforts of many people. I would like to thank our members who graciously served as paper, panel, and poster reviewers for this year's conference: Jenn Anderson, John Baldwin, Maria Brann, Laura Brown, Aileen Buslig, Leah Bryant, Dacia Charlesworth, Lora Cohn, Andrew Cole, Joy Daggs, Jerry Feezel, Steve Hunt, Rebecca Ivic, Donald Jones, Martin Lang, Jenifer Lewis, Michelle Maresh, David McMahan, Amber Messersmith, Heather Nesemeier, Tony Ocaña, Kim Omachinski, Rita Raho-Gilchrest, Christy Rittenour, Terri Russ, Erica Salkin, Kelly Tenzek, Diana Trebing, and Wil Upchurch. I also would like to thank my assistant Stephanie Shimotsu, who has done an excellent job helping me coordinate the conference.

See you next month!

--scott

**Pre-Register for the Conference NOW!**  
(just click here)

## From the Past President...

### GET FIRED UP FOR CONNECTIONS IN CLEVELAND!

Are you ready for CSCA 2012 in Cleveland, OH? Mitchell McKinney and his team have planned an outstanding convention and you don't want to miss a minute. The 2012 conference will provide a variety of opportunities for discussion of communication practice, research, and theory as well and socializing and fun.

From Spotlight panels to Short Courses to panels with senior scholars sharing their perspectives on numerous topics to the Undergraduate Honors Conference, the 2012 CSCA conference offers something for everyone, from the pre-conference on Wednesday through the President's reception at the Rock & Roll Hall of Fame on Saturday evening. So, make your hotel room reservation and pre-register for the conference as soon as possible.

Thanks everyone and I look forward to seeing you in Cleveland!

Sincerely,

Steve Hunt



## From the 2<sup>nd</sup> Vice President...

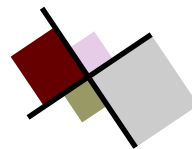
I am pleased to announce that as part of CSCA program is the preconference, "Connecting to Millennials with Engaged Teaching." The Millennial generation has received much negative attention in recent years ranging from news stories to educational/generational consultants. The purpose of this preconference is to start a balanced conversation of both opportunities and challenges about these students and offer ways to connect with them in pedagogically sound ways. This preconference will be led by scholars who are from this generation (or identify with this generation) and will offer unique insights from a variety of perspectives in our discipline. At the preconference, we will (1) consider the key differences of Millennial students from other generations, (2) explore how Millennial students respond to challenges related toward their continued growth and development in and out of the classroom, (3) examine the assessment of Millennial students using course objectives, (4) discuss ways to train Millennial graduate teaching assistants, and (5) demonstrate various technological and social media integration in the classroom. The preconference will be held Wednesday, March 28 from 1:00-4:00 pm.

We truly hope to see you there for a lively and engaging conversation! Participants must register in advance and pay a nominal fee for this session. If you have any questions please contact me at 269.387.3109, [cscsca-13@wmich.edu](mailto:cscsca-13@wmich.edu), or @edwardschad (Twitter).

CSCA 1<sup>st</sup> Vice President Mitchell McKinney has an amazing program for our upcoming convention in Cleveland. If you use Twitter, don't forget about the #cscsca12 hashtag to connect with others about the convention.

--Chad Edwards

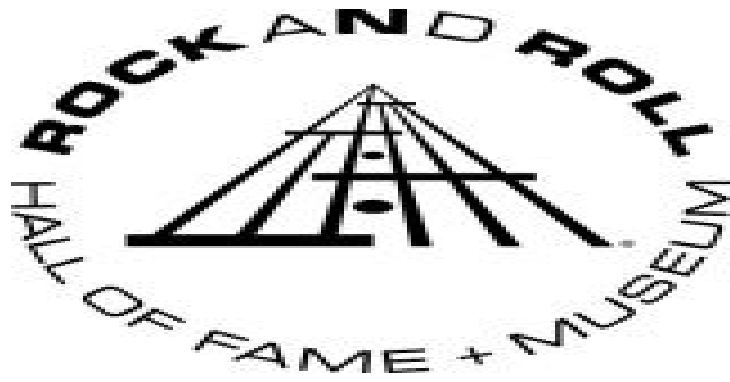
The Business Luncheon is Free...  
But you must pre-register to get a ticket!



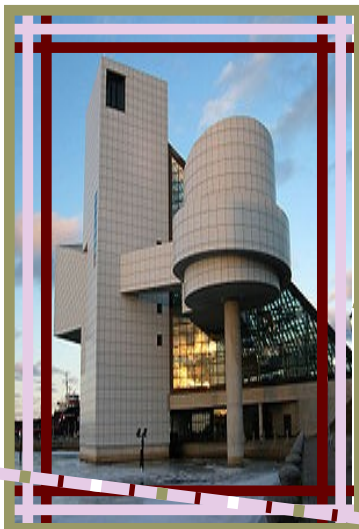
Also, don't forget to pre-register for your favorite workshop panels!!!



# President's Reception at the



## Saturday, 7-10:30pm



*Visit [Positively Cleveland.com](http://PositivelyCleveland.com)!*

# Renaissance Cleveland Hotel

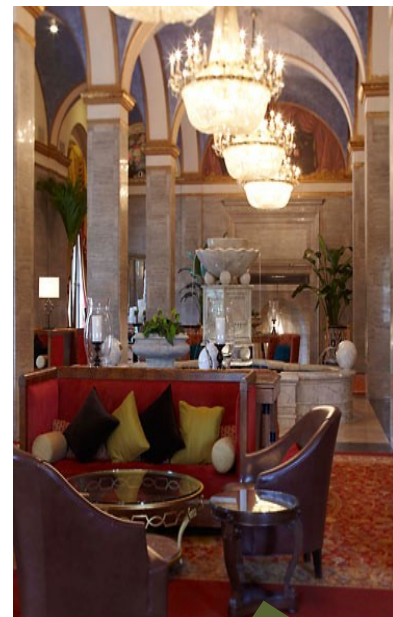
March 28-31, 2012



24 Public Square  
Cleveland, Ohio 44113  
1-216-696-5600

CSCA Room Rate: \$129<sup>+tax</sup>

Book Online Now!



**Airport to Hotel - SUPER EASY!!!!**

**(Option 1) Take the "Light Rail" for only \$2.25**  
Take Cleveland's RTA (Tower City-Public Square red line goes directly to lower level of shopping mall connected to Renaissance Hotel) - short walk!

**(Option 2) Taxi** (est. \$40 one-way single fare) from Hopkins airport

**(Option 3) Airport shuttle** (est. \$25 one-way single fare)

**More info on local ground transportation [linked here!](#)**