

Texas Speech Communication Association 90th Convention

You Matter:
The *Ripple* Effect

October 1-3, 2015
The Westin DFW Airport
Dallas/Fort Worth

Affiliated organizations meeting in conjunction with TSCA:
Texas Forensic Association ● Texas Community College Forensic Association ●
Texas Association for Communication Administration ● Texas Intercollegiate Forensic Association

TEXAS TECH UNIVERSITY'S

College of Media & Communication offers:

6 Unique Degree Programs:

ADVERTISING (ADV)

The Department of Advertising develops leaders with an understanding of the creative and business-related aspects of advertising in the current media landscape.

COMMUNICATION STUDIES (COMS)

The Department of Communication Studies prepares students for careers in business, industry, social service and education through courses focused on the study of communication skills and theories as they apply to problems in work and social settings.

ELECTRONIC MEDIA AND COMMUNICATIONS (EMC)

The Electronic Media and Communications program is designed to train innovative, responsible storytellers in convergent media forms who can create, analyze and compete in diverse U.S. and global media marketplaces.

JOURNALISM (JOUR)

Our journalism faculty are leading the way in teaching students skills in multimedia storytelling and preparing them for a multimedia world.

MEDIA STRATEGIES (MS)

The program combines coursework in entrepreneurship coupled with the interdisciplinary training necessary for students to create, pitch, develop, and manage entrepreneurial and intrapreneurial media innovations.

PUBLIC RELATIONS (PR)

An award-winning faculty of accomplished professionals prepares students to succeed not only in public relations roles in sports, entertainment, health, politics, nonprofits, and more, but also to pursue careers in a variety of corporate and public sector fields.

10 Student Organizations:

AD TEAM

A group of students selected by interview to compete in a national student advertising competition.

* Ad Team (Bullet Advertising) won first place in region and third in national competitions in 2014.

ASSOCIATION FOR WOMEN IN COMMUNICATIONS

A student organization designed to help women stay connected in the communications marketplace.

DEBATE TEAM

Texas Tech's two-time national award winning Parliamentary Debate Team gives students an opportunity build communication skills by matching wits with students from across the country.

KAPPA TAU ALPHA

A national college honor society that recognizes academic excellence and promotes scholarship.

MEDIA ENTREPRENEURSHIP & INNOVATION GROUP

MEIG helps students develop their media startup ideas into sustainable business models, as well as pitch these innovative ideas to potential investors and participate in national startup competitions.

RAIDERCOMM [@RaiderCommPR](#)

Student-run, full-service public relations firm that provides members with an opportunity to develop as professionals, learn new skills, and apply their coursework to real-world accounts.

SOCIETY OF PROFESSIONAL JOURNALISTS

The Society of Professional Journalists is an organization for students interested in promoting high standards in journalistic endeavors, learning how to improve their reporting, networking with professional journalists, and participating in resume-building activities.

TECH ADVERTISING FEDERATION

Texas Tech's American Advertising Federation Chapter provides students with opportunities to develop industry contacts, build portfolios, and learn more about real-world advertising.

TECH PR [@TxTechPR](#)

Student public relations association that hosts monthly meetings, agency tours, professional development and networking events, community service opportunities, and social events.

TECH ASSOCIATION OF STUDENT ELECTRONIC MEDIA

TASEM is a group for students who have an interest in the visual creative industry and production. The group regularly engages in creative activity, including filmmaking, photography, and graphic design, and it often provides creative services to other student organizations in CoMC and other colleges across the university.

6 Student Opportunities:

DOUBLE T INSIDER [@DoubleTInsider](#)

<http://www.depts.ttu.edu/comc/publications/doubletinsider.php>

Through an entirely student-based production team, students are given the chance to become experienced individuals with the opportunity to exercise their ability to perform a variety of skills with a focus on the different aspects of broadcasting.

The DTI Sportscast is part of the Texas Tech Athletics feed to both Fox College Sports and Fox Sports Southwest.

HEADS UP DISPLAY [@HeadsUpDisplay](#)

www.depts.ttu.edu/comc/Publications/hud/

HUD reviews games using a panel format to give gamers a well rounded review of all the video games they love.

HUB@TTU [@HubTTU](#)

www.ttuhub.net/

Devoted to providing a collaborative student media environment showcasing the news and the creativity of the Texas Tech community.

*Talents won 2014 Best Independent Online Student Publication at the Society of Professional Journalists Conference for Region 8.

KTXT - FM [@TheRaider881](#)

www.ktxfm.org/raider/

The Raider 88.1 FM is a student-operated radio station.

MCTV NEWSCAST [@MCTV_TTU](#)

www.depts.ttu.edu/comc/publications/newscast.php

Newscasts created by students and faculty from all majors in the college.

THE OUTPOST SOCIAL

[@TTU_Outpost](#)

www.depts.ttu.edu/comc/outpost/

The Outpost provides students with real-world experience in the growing field of social media listening, engagement, and analysis using tools usually only available to industry professionals.



TEXAS TECH UNIVERSITY
College of Media
& Communication

MCOM.TTU.EDU

f/TTUMCOM

[@TTU_MCOM](#)

Box 43082
Lubbock, TX 79409
806.742.6500

EMILY BALKE

College Recruiter
emily.balke@ttu.edu
806.834.1696

CANDACE TREVINO

College Recruiter
candace.trevino@ttu.edu
806.834.4171

If you have any
questions, we
would love to
hear from you!

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Tyler Junior College Speech and Theatre Departments

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- National award-winning speech and debate team
- Four annual theatre productions, including a full-scale musical
- A university experience at a fraction of the cost

For more information contact:

Theatre

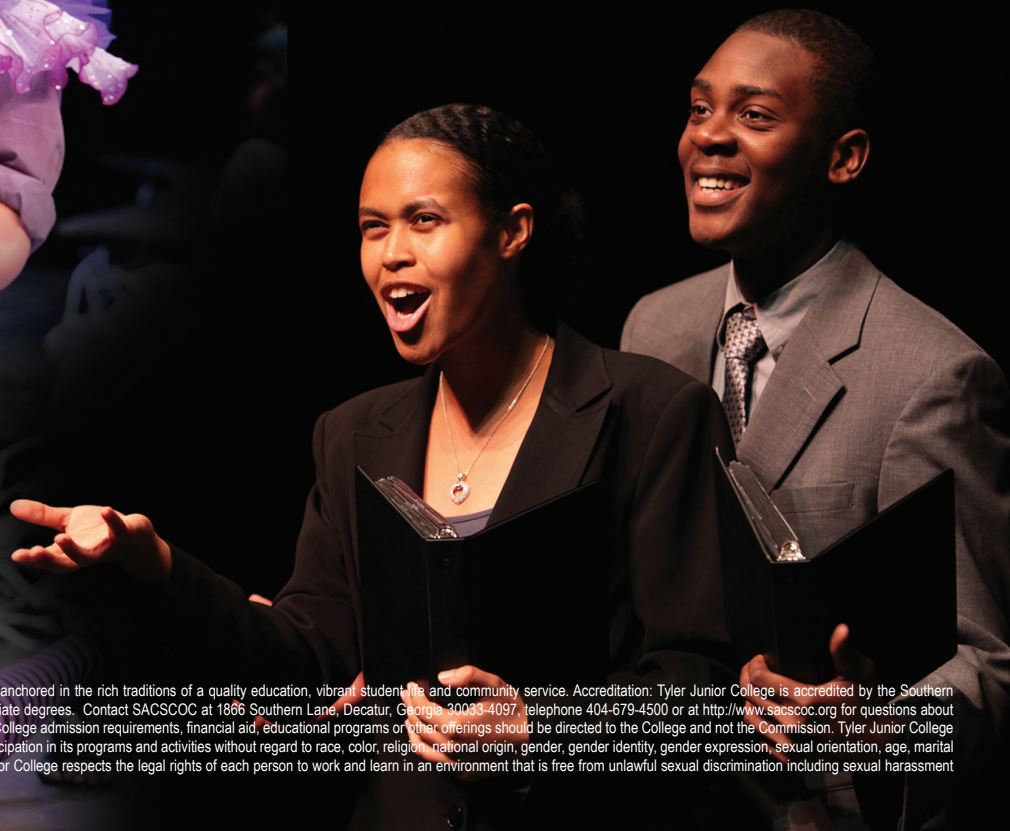
Lara Smith
lsmi@tjc.edu
www.tjc.edu/theatre

Speech

M'Liss Hindman
mhin@tjc.edu
www.tjc.edu/speech



**TYLER
JUNIOR
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Mission Statement: To provide a comprehensive collegiate experience that is anchored in the rich traditions of a quality education, vibrant student life and community service. Accreditation: Tyler Junior College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees. Contact SACSCOC at 1866 Southern Lane, Decatur, Georgia 30033-4097, telephone 404-679-4500 or at <http://www.sacscoc.org> for questions about the accreditation of Tyler Junior College. General inquiries about Tyler Junior College admission requirements, financial aid, educational programs or other offerings should be directed to the College and not the Commission. Tyler Junior College gives equal consideration to all applicants for admission, employment and participation in its programs and activities without regard to race, color, religion, national origin, gender, gender identity, gender expression, sexual orientation, age, marital status, disability, veteran status or limited English proficiency (LEP). Tyler Junior College respects the legal rights of each person to work and learn in an environment that is free from unlawful sexual discrimination including sexual harassment and sexual violence.

YOU MATTER. YOUR EDUCATION MATTERS, TOO.



Let that one sink in.

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UNIVERSITY OF
MARY HARDIN-BAYLOR

For more information about the University of Mary Hardin-Baylor, the Department of Communication and Media Studies, or the UMHB Speech and Debate Team, please contact:

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umhb.edu

EDUCATION FOR LIFE... EXPERIENCE OF A LIFETIME



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Texas Speech Communication Association
Convention 2015

October 1-3, 2015

www.etsca.com

The Westin DFW Airport

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Texas Intercollegiate Forensic Association

Conference Program Cover Designed By:

Samantha Douty, Del Mar College

THURSDAY, OCTOBER 1, 2015

8:00 - 12:00	Strategic Planning Ad Hoc Committee Meeting	Maple
1:00 - 3:00	Executive Officers' Meeting	Mulberry
3:00 - 6:00	Meet and Greet & Convention Registration	Gallery & Trinity IV
3:00 - 4:00	TFA Executive Council	Chinaberry
3:30 - 4:30	TFA Committee Meetings	(See page 20 for rooms)
4:30 - 5:30	TFA Regional Meetings	
	Region 1:	Dogwood
	Region 2:	Cottonwood
	Region 3:	Magnolia
	Region 4:	Irving Hall
	Region 5:	Mesquite
5:30 - 7:00	Dinner for all Members	Trinity IV
	For those members on committees, please take your meal to your designated meeting area.	
5:45 - 7:00	Standing and Ad Hoc Committee Meetings ..	(See page 21 for rooms)
7:15	TFA Business Meeting #1	Trinity IV
7:15	Executive Officers' Meeting; TSCA Committee	Mulberry

FRIDAY, OCTOBER 2, 2015

8:00 - 9:00	New Member Breakfast	Trinity V
	(First Year Attendees Only)	
8:15 - 9:15	TSCA Executive Council Breakfast Meeting #1	Trinity IV
	All District Chairs, Committee Chairs and Interest Group Chairs should attend	
9:15 - 10:15	Panel A Programs	
10:30 - 11:30	Registration	Gallery
10:30 - 11:30	Panel B Programs	
11:45 - 12:45	Convention Luncheon	Trinity IV
	All invited, small additional cost	
12:45 - 1:45	First General Session	Trinity IV
2:00 - 2:30	District Meetings	(See page 29 for rooms)
2:45 - 3:45	Panel C Programs	
4:00 - 4:40	Interest Group Session 1	(See page 34 for rooms)
	Rhetoric & Communication Theory	
	Oral Interpretation	
	TIFA/TCCFA	
	Instructional Development High School	
	Mass Communication	

FRIDAY, OCTOBER 2, 2015

- 4:45 - 5:20 Interest Group Session 2 (See page 34 for rooms)
 Argumentation and Debate
 Interpersonal & Organizational
 TACA
 Instructional Dev Middle School
 Theatre
 Instructional Development College/University
- 5:30 - 6:30 Meet the Author Irving Hall
- 6:30 - 7:30 Professor’s Performance Hour Trinity IV
- 7:30 - 8:30 President’s Reception Library
 (includes other awards presentations)
- 8:00 Don Streeter Past Presidents’ Dinner Room 1114
- 8:30 TFA Meeting #2 Trinity IV

SATURDAY, OCTOBER 3, 2015

- 7:30 - 8:30 TSCA Executive Council Breakfast Meeting #2 Trinity IV
- 8:30 - 9:30 Panel D Programs
- 9:45 - 10:30 Second General Session Trinity IV
- 10:45 - 11:45 Panel E Programs
- 12:00 - 1:00 Panel F Programs
- 1:15 - 2:00 Informational meeting for next Convention Trinity IV
 TSCA Officers, District Chairs, Committee Chairs, Interest Group
 Chairs and the Local Arrangements Committee Chair need to attend.
 Lunch will be provided at this meeting
- 2:30 - 5:00 TSCA Officers’ Planning Session Mulberry

See you next year in San Antonio!!!

Welcome to Dallas!

In my search for a theme for this year's convention, I couldn't help but recall the people who have influenced my life as a teacher. Whether they knew it or not, by teaching a class, engaging with me during a meeting, mentoring me, presenting a powerful session or emailing answers to my questions, they made me the teacher that I am today. The more I thought about it, the more I realized how substantially I have been impacted by so many members of our organization. As such, "You Matter: The Ripple Effect" was the only choice for this, the 90th birthday of TSCA. My motivation for serving is because I have been given so much and hope to give back as much as those who gave to me.

We often never know the impact we have on others. However, our actions, especially our interactions with colleagues and students, lead to amazing outcomes.

Changing the world may seem rather daunting, but making a difference in the education and life of a student is something we do every day.

How can you elicit the change you would like to see in your classroom, school, town, state? What can you do to invest in those areas?

Serve on a committee! Present your ideas at convention! Run for an office! Recruit your peers to join the organization! Speak at a meeting!

As our organization undertakes some strategic planning, I encourage you to find your place to serve.

By being involved, you will impact so many more people and create a ripple in our profession. It will not always be easy and it will require some work. We are all busy with our professional and personal lives. But each of us can make a commitment to fill some position or need.

Take a moment to reflect on those who have come into your life and how it made a lasting impact.

Before you leave Dallas, find your place—a place to impact the lives of not only our current members but also those who will come after us. Even if you are new, there is a place for you.

Have a great time in Dallas.
Mellessa Denny
TSCA President

Welcome to Convention 2015!

I could list many people who have been the “ripples” in my professional career, and I bet you could too. People that have had an impact that you then pass on to your students and colleagues, and the ripple continues. I am excited that you have chosen to join us in Dallas for TSCA Convention 2015: “You Matter: The Ripple Effect”. My wish is that you have a great convention learning, making connections, and having an impact on your professional colleagues.

Now for the exciting stuff! This convention program is full of great panels! I asked for “out of the box,” and I got it! Please look at the Convention highlights, and partake in some great experiences that have been prepared for you by members (and some special guests). We are honored to be joined by Charlie Minn, a renowned filmmaker, who is debuting his new documentary at our convention! His panel, sponsored by the Mass Communication Interest Group, will take place in the Panel A and B time slots. We are also excited to welcome New York Times Bestselling author Joshilyn Jackson. Ms. Jackson is joining us Friday evening for our Meet the Author program. Professor’s Performance Hour will be at 6:30 pm on Friday; join us for a touching tribute to TSCA members by TSCA members. At 7:30pm on Friday, we will celebrate 2014-2015 TSCA President Mellessa Denny at the President’s Reception. This year, we will also award Educator of the Year, 25-year pins, the June Smith GTA award, and other awards at the President’s Reception. This year also marks the 90th birthday of TSCA! We have planned several festive birthday surprises throughout convention...so don’t miss a moment!

If you are a new TSCA member: WELCOME! Please get a special ribbon at the registration desk that denotes your new member status. The ribbon will admit you to the New Member Breakfast at 8 am on Friday: please join us to learn all about TSCA! The ribbon will also allow other members to recognize and welcome you! Sixteen years ago at my first convention here in Dallas, a TSCA member volunteered me for something because I had a new member ribbon, and I “looked like I wanted to be an active member of TSCA!”

I owe a debt of gratitude to your amazing TSCA officers who have helped me through this process, and are so dedicated to this organization. Many thanks also go to the Interest Group chairs who assisted in the program panels. The Local Arrangements committee has also worked to provide local speakers, door prizes, information, and general assistance! Thank you to some amazing Del Mar College students and employees that assisted with this effort. This convention is truly a group effort.

Finally, please join me in remembering the TSCA members that have passed in the last year. We appreciate and honor those that have gone before us.

Respectfully,
Amy Tilton Jones
TSCA Vice President

DON'T MISS THESE HIGHLIGHTS OF CONVENTION!

MEMBER APPRECIATION DINNER

THURSDAY, 5:30 P.M.

All are welcome for food and conversation
Trinity IV

NEW MEMBER BREAKFAST

FRIDAY, 8:00 A.M.

Trinity V

CONFERENCE LUNCHEON

FRIDAY, 11:45 A.M

Trinity IV

The luncheon will feature the
2015 Communicator of the Year.
This year's luncheon is underwritten by
Texas Tech University.
Tickets must be purchased at registration.

MEET THE AUTHOR

FRIDAY, 5:30-6:30 P.M

Irving Hall

PROFESSOR'S PERFORMANCE HOUR

FRIDAY, 6:30 – 7:30 P.M

Trinity IV

PRESIDENT'S RECEPTION

FRIDAY, 7:30-8:30 P.M.

Library

Join us in thanking Mellessa Denny for her
leadership and dedication to TSCA.

DON STREETER PAST PRESIDENTS' DINNER

FRIDAY, 8:00 P.M.

Room 1114

EXECUTIVE OFFICERS 2014-2015

President: Mellessa Denny, Amarillo High School
Vice President: Amy Tilton Jones, Del Mar College
Vice President-Elect: Melissa Witt, Dimmitt High School
Executive Secretary: Lou Ann Seabourn, Amarillo College
Comptroller: Mike Jones, Del Mar College
Newsletter Editor: Aimee Kasprzyk, Hillsboro High School
Journal Editor: George Pacheco, Jr., West Texas A&M University
Archivist: Jana Riggins, University Interscholastic League
Immediate Past President: M'Liss Hindman, Tyler Junior College
Webmaster: Brent Hinkle, National Speech and Debate Association
Parliamentarian: Martha Haun, University of Houston

District Chairs 2014- 2015

District 1	Stanley Klein	rcolorad@southtexascollege.edu
District 2	Martha Fair	Martha.fair@ccisd.us
District 3	Joanna Hickey	jhickey@bolingisd.net
District 4	Gay Hollis	merryghollis@katyisd.org
District 5	None	
District 6	Cyndi Havron	chavron@magnoliaisd.com
District 7	Kari McKenzie	karispence5@gmail.com
District 8	Danny Moss	dmoss@ntcc.edu
District 9	Shawn Duthie	shawn.duthie@esc9.net
District 10	Naomi Bell	nbell@mesquiteisd.org
District 11	None	
District 12	Debby Haren	debby.haren@killeenisd.org
District 13	Debbie Winkler	dwinkler59@yahoo.com
District 14	Seth Pietsek	seth.pietsek@aisd.org
District 15	Tony Blair	tony.blair@angelo.edu
District 16	Lacy Venhaus	lvenhaus@canyonisd.net
District 17	Michelle Pittman	michelle.pittman@plainview.k12.tx.us
District 18	Aaron Cox	aaron.cox@ectorcountyisd.org
District 19	Daniel Rosales	drosales@episd.org
District 20	Barbara McCain	bmccai1@neisd.net

Call for Manuscripts
Texas Speech Communication Journal
Volume 41

The Texas Speech Communication Journal issues a call for papers that focus on Humor in Communication Studies. Contributors may approach the topic from a variety of methodological perspectives. Manuscripts should be received no later than April 10, 2016. Manuscripts not devoted to the topic of Humor in Communication Studies will be considered for the general research section of the issue as space allows. TSCJ follows a policy of blind review so no author identification should appear in the body of the manuscript.

Manuscripts should not exceed 25 pages and be written according to the Publication Manual of the American Psychological Association (6th edition). The title page should include the author's name, academic position, institutional affiliation, full mailing address, telephone number, email address, brief author biography, and a history of the manuscript (presentation at conferences). An abstract of not more than 150 words should accompany the manuscript. The author should also include keywords for the article. Email submissions are preferred for both manuscripts and teaching tips (in either Libre Office, WordPerfect or Word).

The Texas Speech Communication Journal (TSCJ) is a state journal and published by the Texas Speech Communication Association. The TSCJ produces one print and one online issue per academic year, and seeks to publish original scholarship that contributes to the studies of human communication. An external committee from around the United States blind reviews all submissions.

Queries and manuscript submissions should be sent via email to:

TSCJ Editor, George Pacheco, Jr.
Email: tscajournal@gmail.com
West Texas A&M University

Interest Group Chairs

Argumentation and Debate

Chair: Eric Mears
Flower Mound High School
mearse@lisd.net

Oral Interpretation & Performance Studies

Chair: Barb Ixba
Vista Ridge High School
Barb.ixba@leanderisd.org

Instructional Development: College & University

Chair: Mendy Meurer
Del Mar College
mmeurer@delmar.edu

Rhetoric & Communication Theory

Chair: Joanna Hickey
Boling High School
jhickey@bolingisd.net

Instructional Development: High School

Chair: Nicole Cornish
Athens High School
Ncornish@athensisd.net

TACA

Chair: Linda Alderson
Legacy Communication Resources
alderson@ykcwb.com

Instructional Development: Middle School

Chair: Colin Malinak
Saint Mary's Hall
cmalinak@smhall.org

Texas Forensic Association

Chair: Gay Hollis
James E. Taylor High School
merryghollis@katyisd.org

Interpersonal/Organizational Communication

Chair: Edrick Ellis
Texas A&M University
-Corpus Christi
Edrick.ellis@gmail.com

Theatre

Chair: Kendra Willeby
Foster High School
kwilleby@lcisd.org

Mass Communication

Chair: Jennifer Ramsey
Odessa College
jramsey@odessa.edu

TIFA/TCCFA

Chair: Brandon Wood
Central Texas College
Brandon.wood@ctcd.edu

TSCA Past Presidents

1923	Bernice Duggan	1971	Chloe Armstrong
1924	Jeston Dickey	1972	Noyce Burleson
1925	Olivia Hobgood	1973	George Tade
1926	Jesse Millsapps	1974	Ed Thompson
1927	Mary E. Latimer	1975	Ted Colson
1928	Gladys de Silva Bate	1976	Virginia Myers
1929	Marjorie E. Will	1977	Vernon McGuire
1930	Unknown	1978	Pat Rogers
1931	Earl C. Bryan	1979	Helen Schafer
1932	Alma Copelin	1980	Rita Harlien
1933	Unknown	1981	John Wilson
1934	Nena Kate Ramsey	1982	Maridell Fryar
1935	Minnie L. Blundell	1983	George Grice
1936	Sara Lowery	1984	L.D. Naegelin
1937	Sara Lowery	1985	Rosanna Herndon
1938	Yetta Mitchell	1986	Pat Jurek
1939	Florence Horton	1987	Tyler Tindall
1940	Emory G. Horger	1988	Ronald Dodson
1941	Emory G. Horger	1989	John Gossett
1942	Thomas A. Rouse	1990	Debra Dehlinger
1943	Thomas A. Rouse	1991	Marilyn Swinton
1944	Thomas A. Rouse	1992	Jackie Jarrett
1945	Thomas A. Rouse	1993	Robert Stewart
1946	Wilhelmina G. Heede	1994	Ann Shofner
1947	Annah Jo Pendleton	1995	R. Neal Rieke
1948	Jesse Ray Holcomb	1996	Kerry Moore
1949	Jesse J. Villarreal	1997	Trudy Hanson
1950	Oretha Whitworth	1998	Jana Riggins
1951	Harold Weiss	1999	Peter Pober
1952	Fred J. Barton	2000	R. Scott Allen
1953	Jeanne Lennard	2001	June Smith
1954	Elton Abernathy	2002	Teresa Lee Galiazzo
1955	Verna Harris	2003	Russell Lowery-Hart
1956	E.L. Pros	2004	Ann Shofner
1957	Nan Elkins	2005	Natalie Bryant
1958	Crannell Toliver	2006	Joe Trevino
1959	Johnic Ross Elzner	2007	Barbara Mayo
1960	P. Merville Larson	2008	Lois Davis
1961	Betty Hughes	2009	Ralph Long
1962	Angus Springer	2010	Kandi King
1963	Rex Fleming	2011	Connie McKee
1964	Ted Skinner	2012	Russell Kirkscey
1965	Mabel Wyatt	2013	M'liss Hindman
1966	R.V. Holland		
1967	June Prentice		
1968	Don Streeter		
1969	Billie Etheridge		
1970	James Barton		

TSCA Twenty-Five Year Honorees

**Eloise Blair
Randy Cox
Debbie Johnson**

TSCA Thirty-Year Honorees

**Richard Jeffery
Michael Merritte
Cecil Trent**

TSCA Forty-Year Honorees

**Charlotte Brown
M'Liss Hindman
June Smith**

TSCA Fifty-Year Honorees

Martha Haun

Educator of the Year Recipients

1974	Alouez Blackburn, Hawley High School	2005	Sammy Green, Spring High School Marla Chisholm, Del Mar College
1975	Marjorie Best		Mary Trejo, University of Texas—El Paso
1976	Pamela McDaniel, Boswell High School	2006	Sara Jane Barno, Hornedo Middle School Barbara McCain, Plano East SeniorHS Charles Wise, St. Philip’s College Randy Cox, University of Texas—Austin
1981	Lanny Naegelin, Churchill High School	2007	Mary Jane Grant, Morehead Middle School Myrna Bass, Athens High School Sarah Contreras, Del Mar College Michael Elkins, Texas A&M Univ.- Kingsville
1982	Jackie Jarrett, Coronado High School	2008	Sandra Jones, Killough Middle School Barbara Garner, Duncanville High School Amy Tilton Jones, Del Mar College Shawn Wahl, Texas A&M Univ.—Corpus Christi
1984	Opal Hall, Denton High School	2009	Cheryl Miller, Henderson Middle School Robert Shepard, Creekview High School Wade Hescht, Lone Star College— North Harris Debbie Hatton, Sam Houston State University
1985	Jean Clough, Ball High School	2010	Gilbert Casas, McCollum High School Mike Jones, Del Mar College
1986	Ron Dodson, Westlake High School	2011	George Pacheco, Jr., San Angelo State University Karen Wilbanks, Plano Sr. High School
1987	Kerry Moore, Muleshoe High School	2012	George Tennison, E.A Olle Middle School Gay Hollis, James E. Taylor High School Jim Towns, Stephen F. Austin University
1988	Ann Shofner, Tascosa High School	2013	Stacy Thomas, The Kincaid School Kim Falco, Franklin High School Victoria Beard, Spring Woods, High School
1989	Paula Moeller, Hays High School	2014	Kelly Kimball, Carroll High School Danny Moss, North Texas Comm. College Wayne Kraemer, Texas State University
1990	Mildred Peveto, Newman Smith High School		
1991	Charlotte Brown, Gregory-Portland HS		
1992	Kandi King, Clark High School		
1993	Roberta Grenfell, Klein High School		
1994	Sandra Lucaa, Skyline High School M’Liss Hindman, Tyler Junior College		
1995	Lana Hall, Hereford High School Linda Long, North Lake College		
1996	Jana Riggins, Kaufman High School Leann Ellis, South Plains College Virginia Myers, Wayland Baptist University		
1997	Joe D. Trevino, Jr., Bishop High School Glynis Holm Strause, Coastal Bend College June H. Smith, Angelo State University		
1998	Connie McKee, Amarillo High School Ralph Long, Collin College Trudy Hanson, West Texas A&MUniversity		
1999	Mary C. Green, Pasadena High School Claude Caffee, Brookhaven College Martha J. Haun, University of Houston		
2000	William Schuetz, Gregory-Portland HS Natalie Bryant, South Plains College Carley Dodd, Abilene Christian University		
2001	Randy Ellis, Spring High School LouAnn Seabourn, Amarillo College Terry Thibodeaux, Sam Houston State		
2002	Teresa Lee - Galiazzo, Alief Hastings HS Jackie Ganschow, Del Mar College Peter Pober, University of Texas—Austin		
2003	R. Scott Allen, Humble ISD Janna Holt-Day, South Plains College John Gossett, University of North Texas		
2004	Linda Alderson, Boling High School Catherine Gragg, San Jacinto College Robin Williamson, University of St. Thomas		

Outstanding Service Award Recipients

Linda Alderson	Dan Mendoza
Natalie Bryant	Kerry Moore
Faye Carpenter	Virginia Myers
Richard Cheatham	Krin Brooks Perry
Norma Coston	Jana Riggins
Ron Dodson	W.E. Schuetz
Trudy Hanson	Lou Ann Seabourn
Martha Haun	Ann Shofner
M'Liss Hindman	June H. Smith
Robert Jeffery	Glynis Holm Strause
Sandra Lucaa	Charlene Strickland
Beverly Martin	Frances Sweeny
Connie McKee	Guy Yates

TIFA Educator of the Year Recipients

- 1991 Peter Pober, University of Texas at Austin
M'Liss S. Hindman, Tyler Junior College
- 1992 Guy Yates, West Texas A&M University
- 1993 James Mammerella, San Antonio College
- 1994 Carol & Barbara Hickey, University of Texas at Arlington
- 1995 Ron Ragston, University of Houston
- 1999 Dan West, Rice University
- 2003 Wade Hescht, Lone Star North Harris
- 2005 Wayne Kraemer, Texas State University
- 2006 Mary Trejo, University of Texas, El Paso
- 2007 Connie McKee, West Texas A&M University
- 2008 Randy Cox, University of Texas at Austin
- 2009 Jolinda Ramsey, San Antonio College
- 2010 Kathy Owens, Mary Hardin Baylor University
- 2011 Collier Patton, Lone Star College - Kingwood
- 2012 Leigh-Anne Williams, San Jacinto College
- 2013 David Worth, Rice University

TSCA Emeritus Members

Ron Dodson	C.L. Etheridge
Noni Ford	Maridell Fryar
Martha Haun	Rosanna Herndon
Florence Horton	Mary Ireland
Beverly Martin	Dell McComb
Miff Mendoza	Virginia Myers
Kerry Moore	Helen Schafer
Lester Schilling	V. A. Smith
Victoria Townsend	Charles Wise
Harold Weis	

Emeritus in Remembrance

Guy Bizzel	Jean Boles
Faye Carpenter	Ted Colson
Billie Etheridge	Opal Hall
Jackie Jarrett	B. J. Naegelin
Anna Jo Pendleton	Vera Simpson
Don C. Streeter	Frances Sweeny
Marilyn Swinton	Donna Ray Tobias
Emerson Turner	Guy Yates

TSCA Past Executive Secretaries

1935-38	Emory G. Horger
1938-41	J. Clark Weaver
1941-46	Hugh Seabury
1946	P. Merville Larson
1946-47	F. L. Winship
1947-49	Bruce Roach
1949-52	Crannell Tolliver
1952-55	Robert Cape
1955-58	Ted Skinner
1958-61	R. B. Holland
1961-64	Don Streeter
1964-67	P. Merville Larson
1967-69	Curtis L. Pope
1969-70	C. L. Farr
1970-79	Robert Jeffrey
1979-82	William DeMougeot
1982-83	Ray Ewing
1983	William DeMougeot
1983-88	Ann Harrell
1988-89	Carrol Haggard
1989-91	Tyler Tindall
1991-95	June H. Smith
1995-98	Ralph Long
1998-2001	Lou Ann Seabourn
2001-2007	Randy Cox
2007-2012	Brent Hinkle

Standing and Ad Hoc Committees 2014-2015

Bylaws

Mary Evelyn Collins (16) chair
George Tennison (15)
Sara Jane Barno (16)
Gilbert Casas (17)
Lacy Venhaus (17)

Committee to Nominate the Nominating Committee

Tony Blair, chair
Kelly Kimball
Kirsten Nash
Vanessa Amos
Nathaniel Council
Cassandra Zuniga

Educator of the Year

Wade Hescht (16) chair
Norma Coston (15)
Deanne Christensen (16)
Kelley Finley (17)
Rene Deltoro (17)
Brian Lain (17)
M'Liss Hindman (16)
Charles Wise (16)
Joseph Brown (15)

Fiscal Review

Brent Hinkle (16) chair
Greg McGee (15)
Ryan Lovell (17)

Nominating Committee

Ann Shofner, chair
Joe Uhler
Rory McKenzie
Cindi Havron
Daniel Rosales
Danny Moss

Public Relations

Martha Pierson (16) chair
Kyle Peterson (17)
Shannon Howard (15)
Leslie Hernandez (15)
Jane Boyd (16)
Kaddisha Meneses (16)
Chris Dickson (16)
Erica Richards (15)
Michael Merritt (17)

Time and Place

Ralph Long (15) East -chair
Teresa Galiazzo (16) South
Kandi King (16) Central
Trudy Hanson (17) West

Governmental Affairs

Lacye Matejowsky (16) chair
Virginia Myers
(External Resource)
Kim Falco (16)
& Guadalupe Ibarra (15)
(Dominguez)
Greg Mayo (15) (Cortez)
Linda Alderson (15) (Perez)
Chad Filsowski (15)
& Kaye Magill (15)
(Allen)
Flynn Miller (15) (Mercer)
Kathy Lyons (15)
(Bahorich)
Dustin Kay (15) (Bradley)
Kristi Hodgkiss (15)
(Cargill)
Rhonda Smith (16)
(Maynard)
Jason Caldwell (15)
(Ratliff)
Vicki Dillard (15) (Hardy)
Kathy Owens (15) (Miller)
Debbie Waddell (16)
(Beltran) Seth
Pietsek (15)
(Melton-Malone)
Stephanie Suto (15)
(Rowley)

Resolutions

Yolanda Silva (16) chair
Brandon Cohn (16)
Naomi Bell (15)
Holly Hunt (16)
Kathy Phillips (16)

Special Awards

Connie McKee (17) chair
Teresa Lee Galiazzo (15)
Kerry Moore (15)
Lois Davis (15)
Russell Kirkscey (17)

2015 Local Arrangements

Robert Shepard, chair
Ralph Long

Speech and Theater in the Public Schools

Nicole Cornish (15) chair
Kari McKenzie (16)
Ross Deleon (17)
Catherine Magni (16)

Teacher Training

Wendi Brandenburg (16) chair
Sandra Jones (17)
Kristen Shaheen (15)
Marco Bazan (15)
Debby Haren (15)
Brian Gunter (16)
Greg Arp (17)

UIL Advisory

Barbara Ixba (15) chair
Jana Riggins (external
resource)
Sami Womack (15)
Michael Rutledge (16)
Shawn Duthie (16)
Joanna Hickey (15)

2-Year and Community College

Patrick Ralls (17) chair
Karen Cunningham (15)
Julie Bonner (15)
Mendy Meurer (16)
Sarah Contreras (16)

4-Year and University

Larry King (15) chair
Flor Madero (16)
Amy Aldridge Sanford (17)

Ad Hoc Committees

Strategic Planning

Connie McKee
Rory McKenzie
June Smith, chair
Brent Hinkle
Russell Kircksey
Linda Alderson
Joe Uhler
Sara Jane Barno

Curriculum

Ann Shofner, chair
JP Fugler
Nicole Cornish
Danny Moss
Teresa Galiazzo
Michelle Pittman

Note: Names with years indicate expiration of term of appointment. Names without years indicate a single-year appointment only

TSCA Lifetime Members

Linda Alderson
James Barnes
Carol Baum
Darlene Bellinghausen
Kristina Bilban
Robert Boyd
Robert Boyd
George Bradley
Elaine Brink
Joseph Brown
Christina Cardenas
Catherine Carroll
Richard Cheatham
Deanne Christensen
Gene Taylor Clough
Cynthia Cone
Norma Coston
Jason Courville
Randy Cox
Jason Crane
Mellessa Denny
Christina Dodd
Claire Dodillet
Ashley Donahue
Judy Dorset
Paul Duffy
Tim C. Edgerly
Millard Eiland
Michael Elkins
Tolline Enger
Keith V. Erickson
Charles L. Etheridge
Billie W. Etheridge
Ira Evers
Tanya Evers
Michael Fain
JP Fugler
Maridell Fryar
Alice Gabbard
Marsha Gephart
J.S. (Jack) Gibson
Karen Gossett
Robert Gratz
Lou Greenwood
George L. Grice

Carrol Haggard
Trudy Hanson
Michael Harlan
Ann Harrell
Sandra Hile Hart
Karen Hatley
Martha J. Haun
Rosanna Herndon
Wade Hescht
M'Liss Hindman
Sonya Hopkins
Dolly Hudgins
Jo Hudson
Kathleen Jamieson
Amy Tilton Jones
Lavoy Jones
Mike Jones
Marilyn S. Kelly
Genell Kelso
Nanette Kelton
Kandi King
Elizabeth Kizer
Wayne Kraemer
Brian Lane
Linda J. Long
Ralph Long
Laverne Loving
Sandra Lucca
Bernita Mansfield
Barbara J. Mayo
Karin McCallum
Candace McConnell
Martha McDaniel
Connie McKee
Tim Mahoney
Carol Malloy
Paul May
Bonnie Mutschler
Dwight Mutschler
Virginia Myers
Lacye Odam-Matejowsky
Krin Brooks Perry
David Peters
Sally Ponzio
Larry Preas

J.B. Prior
Clydene Reep
Jana Riggins
La Anna Rodrigs
Pat Rogers
Edwin Rowley
Ivan Sandlin
Helen Schafer
Cynthia Shade
Ann Shofner
Ted Skinner
Gary Smith
Lawrence R. Smith
Nancy Smith
Cindy M. SoRelle
Glynis Holm Strause
Charlene Strickland
Carolyn Strohkirch
Frances Sweeny
Jason Sykes
Jane Terrell
Terry Thibodeaux
David Thomas
Tyler Tindall
Jim Towns
Linda M. Vancil
Beverly Wakefield
Gwen Waldrop
Gloria Walter
Gloria White
Janice C. Wieland
E.L. Williamson
Joseph A. Willis
Debbie Winkler
Charles N. Wise
Melissa Witt
John Wright
Mabel Wyatt
Patricia Wysong
Judith Zaffirini

TSCA LIFETIME MEMBERS

TSCA Conference 2016

Call for Papers and Panels

Shaping the Future

Countless movies and novels have tried to predict what the future will look like, with varied levels of success. The one certainty is that the future will bring about change. As Communication educators, we have the ability to shape the change and to prepare our students for the future. In 2014, the American Academy of Arts and Sciences Humanities Indicator Assessment noted a rise in Communication Studies majors at Universities in the United States. However, Michael Wesch, Associate Professor of Cultural Anthropology at Kansas State University, notes, “communication has taken on a vastly different landscape than it previously did.” So how do we educate students who will face situations we cannot imagine, and use communication technology that has yet to be invented? How do we adapt? How do our institutions and schools adapt? How does our organization adapt?

As Communication professionals, what are we doing to influence the future members of our field? How will communication, technology, students, and our field change in the future? How are we shaping those changes? How are we preparing our students and ourselves for these changes?

Join us by sharing your research and ideas at the 2016 TSCA Conference in San Antonio.
October 6-8, 2016

Send all program questions and comments to Melissa Witt,
mewitt@dimmittisd.net

Submit panels through your Interest Group chairs OR send directly to
Melissa Witt.

A complete call for papers will be available online at www.etsca.com

**Deadline for Program Submissions:
December 15, 2015**

Thanks to Our Vendors

**Please visit the Vendors between sessions and thank them
for supporting TSCA.**

Texas Tech University

Debate Central

For Pete's Sake

Kendall Hunt Publishing

Joe Willis

The Interp Store

The Forensic Files

We also have information tables set up for the following:

Local Arrangements

New Teachers

Texas Forensic Association

University Interscholastic League

THURSDAY, OCTOBER 1, 2015

8:00 -12:00 Strategic Planning Committee MeetingMaple

1:00 - 3:00 TSCA Executive Officers' Meeting.....Mulberry

3:00 - 6:00 Convention Registration.....Gallery

3:00 - 4:00 TFA Executive Council.....Chinaberry

3:30 - 4:30 TFA Committee Meetings

Congressional Debate.....Trinity IV

Constitutional.....Magnolia

Debate Topic Selection.....Irving Hall

Emeritus Membership.....Elm

Finance.....Pecan

Nominating.....Dogwood

Professional Relations.....Trinity IV

Public Relations.....Trinity IV

Scholarship.....Mesquite

Middle School Program Development. (Ad Hoc) - Trinity IV

Tournament Norms (Ad Hoc).....Cottonwood

4:30 - 5:30 TFA Regional Meetings

Region 1:.....Dogwood

Region 2:.....Cottonwood

Region 3:.....Magnolia

Region 4:.....Irving Hall

Region 5:.....Mesquite

**5:30 - 7:00 Complementary Dinner for all TSCA Members and
TSCA Standing Committee Meetings**

Please take your meal to your committee meeting.
If you are not serving on a committee, a dining area is
located in the Trinity ballroom.

Please see the next page for Standing Committee Meeting Locations

THURSDAY, OCTOBER 1, 2015

5:45-7:00 Standing & Ad Hoc Committee Meetings

Bylaws Committee.....	Mesquite
Fiscal Review Committee.....	Mesquite
Governmental Affairs Committee.....	Irving Hall
Special Awards Committee.....	Pecan
Committee to Nominate the Nominating Committee.....	Magnolia
Nominating Committee.....	Magnolia
Public Relations Committee.....	Cottonwood
Educator Training Committee.....	Cottonwood
Resolutions Committee.....	Chinaberry
Educator of the Year Committee.....	Elm
Speech & Theatre in 4-Year College & University.....	Dogwood
Speech & Theatre in 2-Year & Community College.....	Dogwood
Speech & Theatre in Public Schools Committee.....	Dogwood
Time and Place Committee.....	Mesquite
U.I.L. Advisory Committee.....	Cottonwood
Curriculum Ad Hoc Committee.....	Chinaberry
Strategic Planning Committee.....	Maple
Local Arrangements Committee.....	Chinaberry

7:15 TFA Business Meeting #1..... Trinity IV

7:15 TSCA Executive Officer Meeting..... Mulberry

FRIDAY, OCTOBER 2, 2015

8:00 - 9:00	New Member Breakfast	Trinity V
	(First Year Attendees Only)	
8:15 - 9:15	TSCA Executive Council Breakfast Meeting #1	Trinity IV
	All District Chairs, Committee Chairs, and Interest Group Chairs Should Attend	
9:15 - 10:15	Panel A Programs	
10:30 - 11:30	Registration	Gallery
10:30 - 11:30	Panel B Programs	
11:45 - 12:45	Convention Luncheon	Trinity IV
	This year's luncheon is underwritten by Texas Tech University	
	All are invited, small additional cost.	
	Purchase Tickets at Registration	
12:45 - 1:45	First General Session	Trinity IV
2:00 - 2:30	District Meetings	(See pg. 29 for rooms)
2:45 - 3:45	Panel C Programs	
4:00 - 4:40	Interest Group Session 1	(See pg. 34 for rooms)
	Rhetoric & Communication	
	Theory Oral Interpretation	
	TIFA/TCCFA	
	Instructional Development: High School	
	Mass Communication	
4:45 - 5:20	Interest Group Session 2	(See pg. 34 for rooms)
	Argumentation and Debate	
	Interpersonal & Organizational	
	TACA	
	Instructional Development: Middle School	
	Theatre	
	Instructional Development: College & University	
5:30-6:30	Meet the Author	Irving Hall
6:30- 7:30	Professor's Performance Hour	Trinity IV
7:30 - 8:30	President's Reception	Library
	(Includes other awards presentations)	
8:00	Don Streeter Past Presidents' Dinner	Room 1114
8:30	TFA Meeting #2	Trinity IV

PANEL A PROGRAMS 9:15- 10:15 AM

A- 1 Debate for Novices

Cottonwood

Sponsor: **Argumentation & Debate/ TFA**
Coordinator: Julie Malcolm, Plano East Senior High
Chair: Julie Malcolm, Plano East Senior High

Presenters: Stacy Thomas, Cypress-Fairbanks ISD
Regina Jennings, Jersey Village High School

How to introduce debate to novice students. Teaching debate when you never debated yourself.

A- 2 Ripple Effects of the Core

Mesquite

Sponsor: **Instructional Development: College & University**
Coordinator: June Smith, Angelo State University
Chair: June Smith, Angelo State University

Presenters: M'Liss Hindman, Tyler Junior College,
Patrick Ralls, Wharton County Junior College
June Smith, Angelo State University

Since the new "Core" has now been in effect for a year, panelists will discuss what changes have taken place on their campuses, the greatest obstacles that have been tackled and what new problems are still to be faced. A discussion of how training for assessments has been implemented will also be done.

A- 3 Crisis Rhetoric

Elm

Sponsor: **Rhetoric & Communication Theory**
Coordinator: Joanna Hickey, Boling High School
Chair: Joanna Hickey, Boling High School

Presenters: Dr. Leslie Rodriguez, Angelo State University
Robert Tyler Spradley,
Stephen F. Austin State University
Dana Cloud, University of Texas
Sara Vartabedian, West Texas A&M University

A panel on the rhetoric of crises, specifically around the Ebola crisis.

A- 4 Judge Paradigms in Oral Interpretation
MagnoliaSponsor: **Oral Interpretation & Performance Studies/TFA**

Coordinator: JP Fugler, Van High School

Chair: JP Fugler, Van High School

Presenters: JP Fugler, Van High School
Vicki Beard, Spring Woods HS

Although they are often unspoken, understanding judging paradigms in Oral Interpretation is vital to student success. What are some common Interp Judging Paradigms? How can you find out what your students are facing in each round? How should students adapt to various paradigms? Join us as we discuss a topic that is often overlooked, but has impacts far beyond our classroom.

**A- 5 How Our Speech/Debate Classes Function
Under the New HB5 and Advocating for
Your Program**
ChinaberrySponsor: **Instructional Development - High School**

Coordinators: Maria Starling, Aldine High School

Nicole Cornish, Athens ISD

Chairs: Maria Starling, Aldine High School

Nicole Cornish, Athens ISD

Presenter: Racy Grant, Administrator, Prosper High School

This session will explore both how Professional Communication, Public Speaking, and Debate I-IV all belong in different places within the HB5 curriculum pathways and what administrators want to hear as you advocate for your program. Participants will learn what principals want to hear when making course decisions.

A- 6 Extemp Style and Structure
PecanSponsor: **TFA**

Coordinator: Jason Warren, Parish Episcopal School

Chair: Jason Warren, Parish Episcopal School

Presenters: Rhonda Smith, Plano West High School

This panel will focus on the style, structure, and elements of extemp speaking. Panel will also discuss coaching tips, strategies, drills, etc.

A-7 Use of Live Speech Capture Platforms in the Classroom

Dogwood

Sponsor: **Instructional Development: College & University**
 Coordinator: Janna Holt-Day, South Plains College
 Chair: Janna Holt-Day, South Plains College

Presenters: Kelley Finley, South Plains College
 Janine McCord, South Plains College

The panel will discuss the different uses of a live capture platform including Cengage Mindtap, Pearson Media Share, and Acclaim from Fountainhead. We will also discuss use of rubrics, and the pros and cons to live speech capture in the classroom.

A- 8 & B-8 Double Feature – Panel Presentation and Film Viewing

Irving Hall

Sponsor: **Mass Communication**
 Coordinator: Jay Schwartz, Odessa College
 Chair: Jennifer Ramsey, Odessa College

Presenters: Jennifer Ramsey, Odessa College
 Charlie Minn, Guest Artist/ Producer
Students: Bonnie Kelley, Elsie Palomares,
 Marisol Baeza, Kelly Puetz, Kayla Keel, and
 Raquel Salinas.

Join us for a preview of Charlie Minn’s new documentary “43”.

**This documentary contains material that
 may be controversial to some viewers.**

The film will be followed by a Q&A session with the filmmaker. Time permitting, a discussion of Film as Pedagogy Using Film Production to Elicit Academic Performance in First Generation College Students will follow.

Pattern B Panels – 10:30 – 11:30 AM

B- 1 Mass Media Effects on Audiences: Positive and Negative Consequences

Elm

Sponsor: **Mass Communication**

Coordinator: Yiran Tao, Texas A&M University-Corpus Christi
Chair: Lilly Vu, Texas A&M University-Corpus Christi

Presenters: Heather De La Cruz Selim,
 Texas A&M University-Corpus Christi
 Sneha Prakash, Texas A&M University-Corpus Christi
 Molly C. Turner Northeastern State University
 Casandra Lorentson,
 Texas A&M University-Corpus Christi

Mass media has the ability to connect a status message, film, celebrity, organization, comic book, or public figure to larger audiences and to hopefully create positive (and sometimes negative) reactions. The panelists consider mediated messages and audience reactions. They will explore how superior and subordinate relationships are portrayed in the film *Horrible Bosses*, how celebrities use social media to connect with fans, how the comic book “Black Widow” portrays feminism, and how stakeholders are affected by organizational crisis response messages. These areas demonstrate how media cultivates a participatory culture and how it has become a medium for people to actively gather information, culture, and entertainment.

B- 2 Live Coaching Session

Cottonwood

Sponsor: **Oral Interpretation & Performance Studies**

Coordinator: Andrew Barrett, J. Frank Dobie High School
Chair: Andrew Barrett, J. Frank Dobie High School

Presenters: Andrew Barrett, J. Frank Dobie High School
 Colin Malinak, St. Mary’s Hall
 Regina Jennings, Jersey Village High School
 Lillian Ogubanjo, Alief Hastings High School

There are numerous different types of coaching styles to choose from, and there is no better way to find your personal style than to observe what others are doing with their students. Come and enjoy live performances with various coaching techniques demonstrated.

B- 6 There IS Debate in Congress

Magnolia

Sponsor: **TFA/ Argumentation & Debate**
 Coordinator: Kirsten Nash, Hendrickson High School
 Chair: Kirsten Nash, Hendrickson High School
 Presenters: Jason Sykes, Denton Guyer High School
 Noah Recker, La Vernia High School

The session focuses on the importance of both evidence and clash—two things frequently missing from local congress rounds.

**B- 7 Using Public Address Speeches to Create an
 Active Citizenry**

Pecan

Sponsor: **TIFA/TCCFA**
 Coordinator: M'Liss Hindman, Tyler Junior College
 Chair: M'Liss Hindman, Tyler Junior College
 Presenters: Brandon H. Wood, Central Texas College
 "Coaching Persuasive Speaking: Empowering
 Students to Transcend from Local Voices to National
 Advocates
 Randy Cox, University of Texas at Austin
 "Coaching Extemporaneous Speaking: Creating
 Active and Informed Opinion Leaders in a Complex
 World"
 Jonathan Stansbury, Lonestar College-North Harris
 "Coaching Communication Analysis: Introducing a
 Gateway to a Career in Communication Studies"

The act of speech crafting uniquely allows communicators to call to action those around them and their communities. College Forensics capitalizes on this opportunity by using Public Address and Limited Preparation events to help students become active and informed citizens. This panel will discuss the pedagogical approaches to various collegiate events to empower students academically and civically beyond the competitive confines of the activity.

**B- 8 Continuation of Panel A8 – Double Feature -
 Panel and Film**

Irving Hall

Sponsor: **Mass Communication**
 See panel A-8 for this panel's description

**11:45 – 12:45 CONFERENCE LUNCHEON
(TICKETS REQUIRED)**

Trinity IV

**Texas Tech University has graciously underwritten
the TSCA portion of the luncheon.**

**Featured Speaker
TSCA 2015 Communicator of the Year
Geraldine “Tincy” Miller
State Board of Education Member, District 12**

12:45 – 1:45 FIRST GENERAL SESSION

Trinity IV

**NOTE:
YOU DO NOT HAVE TO ATTEND THE LUNCHEON TO
ATTEND THE MEETING, BUT WE HOPE YOU DO!**

2:00 – 2:30 District Meetings

- Districts 1, 2, 3 & 5 Pecan
- District 4 Cottonwood
- Districts 6, 7, 8, 9 & 10 Irving Hall
- Districts 8, 9 & 10 Chinaberry
- Districts 11 & 12 Magnolia
- District 13 Mesquite
- Districts 14, 15, 16, 17 & 18 Dogwood
- Districts 19 & 20 Elm

Find your district using the chart below.
Districts are the same as your Education Service Center.

Region #	Headquarters	Region #	Headquarters
1	Edinburg	11	Fort Worth
2	Corpus Christi	12	Waco
3	Victoria	13	Austin
4	Houston	14	Abilene
5	Beaumont	15	San Angelo
6	Huntsville	16	Amarillo
7	Kilgore	17	Lubbock
8	Mount Pleasant	18	Midland
9	Wichita Falls	19	El Paso
10	Richardson	20	San Antonio

Pattern C Panels – 2:45 – 3:45 PM

C- 1 **How to Weave Without Making Yourself a Basket Case**

Cottonwood

Sponsor: **Oral Interpretation & Performance Studies**
 Coordinator: Kari McKenzie, Royse City High School
 Chair: Kari McKenzie, Royse City High School

Presenters: Kari McKenzie, Royse City High School
 Ann Shofner, Retired

Perhaps there is nothing more baffling to students than effectively weaving literature for performance. Experts in the art share their knowledge of the craft in an informative and inspiring session.

C- 2 **Keep Calm and Tournament On—Running a Tournament 101**

Dogwood

Sponsor: **TFA**
 Coordinator: Joe Uhler, Westlake High School
 Chair: Joe Uhler, Westlake High School

Presenters: Joe Uhler, Westlake High School
 Kirsten Nash, Hendrickson High School
 Grant Hahn, Grapevine High School
 Brian Eanes, Churchill High School

Running a tournament can be a daunting task for even the most seasoned veteran, not to mention a first-year coach. This session will provide tips and tricks for both the newbie and the oldhat on how to make your tournament run smoothly, even if you experience bumps in the road.

C- 3 **Guest Presenter, Kristi Thomas, Choosing the Lit That FITS**

Pecan

Sponsor: **TFA/ Oral Interpretation**
 Coordinator: Robert Shepard, Creekview High School
 Chair: Robert Shepard, Creekview High School

Presenter: Kristi Thomas, Always Writing 4 U

This program will focus on piece selection for Interp students and how to match the pieces to the student performing.

C- 4 Digging into the TEKS
ChinaberrySponsor: **Instructional Development - High School**

Coordinator: Michelle Pittman, Plainview High School

Chair: Michelle Pittman, Plainview High School

Presenters: Michelle Pittman, Plainview High School
Carrie Sanguinetti, Cinco Ranch High School

This panel will focus on the TEKS for professional communication while also comparing and contrasting professional communication and communication applications

**C- 5 Converging the Classroom: A Workshop in
Using Mass Media, Popular Culture and
Technology for Student Outreach**
Irving HallSponsor: **Mass Communication**

Coordinator: Arthur Rankin, Odessa College

Chair: Arthur Rankin, Odessa College

Presenters: Melissa Wells, Odessa College
 "Breaking Bad" as Literature"
Jay Schwartz, Odessa College
 "Documentary Film in the Social Science Course."
Julie Roth, Odessa College,
 "Hip Hop" as Poetry and "Film as Literature" in
 teaching Forms of Literature."
Jeremy Sanchez, Odessa College,
 "Connecting it All-Using Blackboard to Cultivate
 Interaction and Collaboration"

Communication studies excel in inter-disciplinary contexts. This workshop will focus on the use of popular culture and technology to reach students, including students in online contexts in Speech, Mass Comm., English, and Social Science classes. As many communication instructors also teach in other fields, we will also discuss learning outcomes across Speech, English, Social Studies, and Mass Communication disciplines.

C -6 LD Theory and Philosophy

Trinity IV

Sponsor: **Argumentation & Debate/ TFA**
 Coordinator: Reymundo Andrade, Judson High School
 Chair: Reymundo Andrade, Judson High School

Presenters: Kris Wright, Law Magnet
 Matt Riechle, Reagan High School
 Bekah Boyer, Greenhill

This panel will address two objectives: 1) to provide a foundation of the use of philosophy in LD Debate. 2) To explore modern philosophy usage in LD (beyond social contract)

C- 7 Lives Forever Changed: Mentors and Protégés Discuss Their Relationships

Magnolia

Sponsor: **TACA & Interpersonal/Organizational Communication**
 Coordinator: Yiran Tao, Texas A&M University – Corpus Christi
 Chair: Amy Aldridge Sanford,
 Texas A&M University – Corpus Christi

Presenters: Joe Cardot, Abilene Christian University
 Carley Dodd, Abilene Christian University
 Jennifer V. Martin, Texas Women’s University
 Amy Aldridge Sanford,
 Texas A&M University-Corpus Christi
 Mike Jones, Del Mar College
 Jim Towns, Stephen F. Austin State University
 Mendy Meurer, Del Mar College
 Sarah Contreras, Del Mar College

These mentors and protégés will share about their relationships with each other, and how those relationships have affected their experiences and decisions throughout the years. They will also share tips for building and maintaining mentoring relationships within an academic environment.

**C- 8 Using Collegiate Oral Interpretation Events to
Teach Socially Conscious Students**

Mesquite

Sponsor: **TIFA/TCCFA**
 Coordinator: Brandon Wood, Central Texas College
 Chair: Brandon Wood, Central Texas College
 Presenters: Jolinda Ramsey, San Antonio College

"Exploring Controversy through Constructing Oral Interpretation Programs",
 M'Liss Hindman, Tyler Junior College
 "Empowering Student Voices through Poetry and Prose"
 Wade Hescht, Lonestar College, North Harris
 "Unheard Voices: Coaching Reader's Theatre as Performance Advocacy"

With the Texas Higher Education Coordinating Board requiring a core education to include student development of social and personal responsibility, Forensics as a co-curricular provides a unique opportunity. Oral Interpretation events, in particular can help develop skills necessary for future graduates to thrive in a diverse and complex social world. The following panel will discuss how to develop these core skills specifically through the pedagogy of Oral Interpretation events to cause a "ripple" of social awareness and justice.

C- 9 Showcase of Graduate Papers

Elm

Sponsors: **Instructional Development: College & University and
Rhetoric & Communication Theory**
 Coordinators: June Smith, Angelo State University
 Trudy Hanson, West Texas A&M University
 Chairs: June Smith, Angelo State University
 Trudy Hanson, West Texas A&M University
 Presenters: Brittany Miller & Rachel Riggs,
 "The Perception of Violence against Women: A Modern Day
 Study on the Cultivation Theory" Angelo State University
 Kelsey Merritt, Dreshawn Murray, and Shawn Watkins:
 "Studying Reduction of Hypothetical Uncertainty between
 Strangers" Angelo State University.
 Tonya Powers, West Texas A&M University,
 "The Hawkeye Initiative: Performative Irony in the Comic
 Frame."
 Rik Andersen, West Texas A&M University,
 "A Critical Look at Ohio: Revising Kent State University."

This panel will highlight communication research completed by graduate students from different universities.

Interest Group Meetings

4:00 - 4:40 Interest Group Session 1

Rhetoric & Communication Theory.....	Elm
Oral Interpretation.....	Cottonwood
TIFA/TCCFA.....	Pecan
Instructional Development High School.....	Mesquite
Mass Communication.....	Magnolia

4:45 - 5:20 Interest Group Session 2

Argumentation and Debate.....	Chinaberry
Interpersonal & Organizational.....	Magnolia
TACA.....	Elm
Instructional Development Middle School.....	Pecan
Theatre.....	Dogwood
Instructional Development College/University.....	Mesquite

5:30 - 6:30 Meet the Author..... Irving Hall

We are excited to welcome New York Times Bestselling author **Joshilyn Jackson**.

Book Sale and Signing available after session.

Our appreciation to Barnes & Noble for providing the books.

6:30 - 7:30 Professor’s Performance Hour..... Trinity IV

TSCA and the Oral Interpretation Interest Group invites you to join us for our 90th anniversary celebration! Through the past nine decades, this organization has built a legacy dedicated to excellence in education, and what better way to express our gratitude than through heart-felt performance? Members who were students of some of the finest educators that TSCA has to offer will share their life-changing experiences as a tribute to those who made TSCA what it is today.

7:30 - 8:30 President’s Reception..... Library

Join us as we celebrate 2014-2015 TSCA President Mellessa Denny at the President’s Reception. This year, we will also award Educator of the Year, 25-year pins, the June Smith GTA award, and other awards at the Reception

8:00 Don Streeter Past Presidents’ Dinner..... Rm. 1114

8:30 TFA Meeting #2 (if needed)..... Trinity IV

SATURDAY, OCTOBER 3, 2015

- 7:30 - 8:30 TSCA Executive Council Breakfast Meeting #2 Trinity IV**
- 8:30 - 9:30 Panel D Programs**
- 9:45 - 10:30 Second General Session Trinity IV**
- 10:45 - 11:45 Panel E Programs**
- 12:00 - 1:00 Panel F Programs**
- 1:15 - 2:00 Informational meeting for next Convention Trinity IV**
TSCA Officers, District Chairs,
Committee Chairs, Interest Group Chairs and
the Local Arrangements Committee Chair need to attend.
Lunch will be provided at this meeting
- 2:30 - 5:00 TSCA Officers' Planning Session Mulberry**

Conference Notes

Saturday, October 3, 2015

7:30 – 8:30 TSCA Executive Council Breakfast Meeting #2
Trinity IV

**All District, Committee Chairs, and
Interest Group Chairs Should Attend**

Pattern D Panels – 8:30 – 9:30 AM

**D- 1 What to Expect When You're Expected to
Coach: Coaching with Multiple Hats**
Cottonwood

Sponsor: **Oral Interpretation & Performance Studies and
Instructional Development, High School**

Coordinators: Barbara Ixba
Wendi Brandenburg, Centennial High School

Chairs: Barbara Ixba
Wendi Brandenburg, Centennial High School

Presenters: Kari McKenzie, Royse City High School
Sami Womack, Dimmit High School
Wendi Brandenburg, Centennial High School
Gay Hollis, Taylor High School

Exploring how coaches provide instruction to multiple types of events in the same classroom / one coach teams. Important and practical advice will be offered to help ease your fears and transition you into a life-changing role as a coach.

D- 2 LIVE, From the Westin! It's PF DEBATE!!!
Mesquite

Sponsor: **Argumentation & Debate/ TFA**
Coordinator: Eric Mears, Flower Mound High School
Chair: Eric Mears, Flower Mound High School

Presenters: Students from Dallas area high schools

This will be a demo PF debate with students from Dallas area high schools.

D- 3 Guest Presenter, Daryl Burch
Chinaberry

Sponsor: **TFA**
 Coordinator: John Mast, SFA High School
 School Chair: John Mast, SFA High School

Presenter: Daryl Burch, Capitol Debate and
 Baltimore Urban Debate League

This presentation will focus on current trends in policy debate on the national circuit, including discussions of identity, performance, and other high theory concepts.

D- 4 Advocating for Communication Education
Irving Hall

Sponsor: **Vice President Spotlight Panel**
 Coordinator: Ann Shofner, Retired
 Chair: Ann Shofner, Retired

Presenters: The Members of the Ad Hoc Committee on Strategic
 Planning

This roundtable will brainstorm ways to advocate for Communication Education in your local community.

D- 5 Great Ideas for Teaching Speech - G.I.F.T.S.
Trinity IV

Sponsors: **Instructional Development - High School and
 Instructional Development: College & University**

Coordinators: Melissa Witt, Dimmitt High School
 Nicole Cornish, Athens ISD
 Mendy Meurer, Del Mar College

Chairs: Melissa Witt, Dimmitt High School
 Nicole Cornish, Athens ISD
 Mendy Meurer, Del Mar College

Presenters: Melissa Witt, Dimmitt High School
 Nicole Cornish, Athens ISD
 Lisa Campbell, Del Mar College
 Sarah Contreras, Del Mar College
 Rebecca Harris,
 Ralph Long, Collin College
 Dale Anderson, Del Mar College
 Teresa Galiazzo, Alief Hastings High School

Come get great, new ideas for teaching speech.

D -6 Vertical Alignment: From Middle School to High School

Magnolia

Sponsor: **Instructional Development - Middle School**
 Coordinator: Colin Malinak, St. Mary’s Hall
 Chair: Colin Malinak. St. Mary’s Hall

Presenter: Michelle Pittman, Plainview High School

Developing a vision for middle school programs that aligns with high school expectations, with the goal of developing a clear educational framework for speech and debate.

D- 7 Costuming From A to Z

Pecan

Sponsor: **Theatre**
 Coordinator: Kendra Willeby, Foster High School
 Chair: Kendra Willeby, Foster High School

Presenter: Annemarie Aldrich, Rose Costumes in Fort Worth

Theater on a Budget

D- 8 Your World-Your App: Broadcast Apps as Mediators Between You and the Global Community

Dogwood

Sponsor: **Mass Communication**
 Coordinator: Casandra Lorentson,
 Texas A&M University-Corpus Christi
 Chair: Casandra Lorentson,
 Texas A&M University-Corpus Christi

Presenter: Ismael J. Nava,
 Texas A&M University-Corpus Christi

Converged media in the Digital Age is redefining our view and experience of the world. This session will discuss apps and their role in the mediated communication. Specific topics covered will include: the history of apps during the Information Age, how apps impact global environments, 1st world app utilizations, 3rd world app utilizations, and the future of apps.

**D-9 Grading In Classrooms That Run Like
 Workshops**

Elm

Sponsor: **Instructional Development - High School**
Coordinator: Stacy Thomas, Cypress-Fairbanks ISD
Chair: Stacy Thomas, Cypress-Fairbanks ISD

Presenter: Stacy Thomas, Cypress-Fairbanks ISD

This session will focus on how we standardize grading in a subjective course. What do we take as a grade? What is a good rubric? What does it mean to fail a speech class?

Conference Notes

9:45 - 10:30 AM
SECOND GENERAL SESSION

Trinity IV

Pattern E Panels 10:45 – 11:45 AM

E- 1 OO-No! Keep Calm and Coach Oratory **Cottonwood**

Sponsor: **Oral Interpretation & Performance Studies/ TFA**
Coordinator: JP Fugler, Van High School
Chair: JP Fugler, Van High School

Presenters: JP Fugler, Van High School
 Rory McKenzie, Lindale High School
 Brian Eanes, Churchill High School

Original Oratory is often an enigma. Is it an Interp event? A Public Speaking event? A hybrid of both? Join three successful Oratory coaches as they offer tips and tricks for success.

E- 2 Using Technology in Debate **Irving Hall**

Sponsor: **Argumentation & Debate/ TFA**
Coordinator: Rhonda Smith, Plano West
Chair: Rhonda Smith, Plano West

Presenters: Kirsten Nash, Hendrickson High School
 Samin Agha, Hendrickson High School
 Angie Richard, Klein Oak
 Dave Houston, Colleyville-Heritage

This will be an exploration of how to use technology not only for competition, but also for team promotion, organization, and communication. Specific technologies to be covered: Verbatim, Prepd, Dropbox, Google (drive, forms), Remind.

E- 3 The Future of Middle School & TFA

Elm

Sponsor: **Instructional Development - Middle School**
 Coordinator: Colin Malinak, St. Mary’s Hall
 Chair: Colin Malinak, St. Mary’s Hall

Presenters: Perry Beard, TFA Vice President,
 Cypress Fairbanks High School
 Jason Warren, TFA Treasurer &
 NSDA MS Tab Director
 George Tennison, E.A. Ollie MS
 Stacy Thomas, Cypress-Fairbanks ISD
 Franz Hill, Sidney Lanier MS

This panel will discuss the potential for developing a middle school circuit of competition at the state level.

E-4 Brainstorming New Categories for UIL Prose and Poetry

Pecan

Sponsor: **Oral Interpretation & Performance Studies**
 Coordinator: M’Liss Hindman, UIL Prose & Poetry Consultant
 Chair: Jana Riggins, UIL State Director

Presenters: M’Liss Hindman, UIL Prose & Poetry Consultant
 Jana Riggins, UIL State Director

Join our roundtable discussion about possible new UIL literary categories for the 2016-2017 season. This is your opportunity to offer creative ideas and be a voice for your students on what they would like to read.

E- 5 Dual Credit - How Do We Play in Their Yard?

Mesquite

Sponsor: **Instructional Development: College & University**
 Coordinator: Jennifer Ramsey, Odessa College
 Chair: Jennifer Ramsey, Odessa College

Presenters: Mike Jones, Del Mar College
 Patrick Ralls, Wharton County Junior College
 Maria Starling, Aldine High School
 Jennifer Ramsey, Odessa College
 Teresa Galiazzo, Alief Hastings High School

Balancing the rigor of collegiate academics with the flexibility required for high school context makes offering dual credit courses an ongoing challenge for all parties concerned. This panel will discuss: student learning outcomes and assessments that facilitate learning in dual credit classes, the need for flexibility in adapting to concerns within the high school context (grade reporting, schedules, state testing conflicts), effective relationship building between the high school and the college instructional teams, modalities of dual credit offerings and the use of mass media and technology to cultivate instructional immediacy in the dual credit context.

E -6 Interpersonal Challenges in the Online Environment

Dogwood

Sponsor: **Interpersonal/Organizational Communication**
 Coordinator: Margaret Moore
 Chair: Margaret Moore

Presenters: Dr. Leslie Rodriguez, Angelo State University
 Carolyn Baum, West Texas A&M University

How to build in relationship development in the online classroom.

**E- 7 Hosting and Attending International Debates
to Develop Global Citizens**

Magnolia

Sponsor: **TIFA/TCCFA**
 Coordinator: Brandon H. Wood, Central Texas College
 Chair: Brandon H. Wood, Central Texas College

Presenters: Wayne Kraemer, Texas State University
 "How to Build a Bridge: Beginning an
 International Debate Partnership"
 Julie Welker, Howard Payne University
 "Developing Intercultural Critical Thinkers: Using
 Academic Debate to Explore Culture

While most schools with forensics programs focus on the state or even national level, a third option exists. International programs for collegiate debate provide an amazing opportunity to start ripples from "across the pond" and develop global relationships. The panel will discuss how to begin an international debate event/program and then identify the skills and rewards such a program can offer students.

E-8 Reviewing and Choosing the Right Literature

Chinaberry

**Sponsors: Oral Interpretation & Performance Studies
and Theatre**

Coordinators: Wendi Brandenburg, Centennial High School
 Kendra Willeby, Foster High School
 Chairs: Wendi Brandenburg, Centennial High School
 Kendra Willeby, Foster High School

Presenters: John Boyd, John Paul Stevens High School
 Wendi Brandenburg, Centennial High School
 Kendra Willeby, Foster High School

Looking for fresh new literature to share with your students? Veteran coaches review some of their favorite performance literature and discuss tips for selecting literature in an effort to help you find new ideas for your Interp team.

Pattern F Panels 12:00 – 1:00 PM

F- 1 UIL Poetry and Prose for the Novice Coach

Dogwood

Sponsor: **Oral Interpretation & Performance Studies**
 Coordinator: Marilyn Myrick, Lake Travis High School
 Chair: Marilyn Myrick, Lake Travis High School

Presenters: Marilyn Myrick, Lake Travis High School
 Julie Schniers, Central High School

Coaching UIL Interp is a real challenge for a novice coach. Rules are easily overlooked, and an oversight could be costly to a student. This panel discussion is designed to provide new coaches with important information on navigating the world of UIL Interp.

F- 2 Guest Presenter, Chase Williams, The Hawken School, Advanced PF— Taking it to the Next Level

Irving Hall

Sponsor: **TFA/ Argumentation and Debate**
 Coordinator: Kirsten Nash, Hendrickson High School
 Chair: Kirsten Nash, Hendrickson High School

Presenter: Chase Williams, The Hawken School

Public forum debate looks very different in areas across the nation. This program will focus on advanced level competition in Public Forum debate and will include strategies and tips for being successful not only in Texas, but in other circuits (TOC, NSDA) and in national level tournaments.

F- 3 What Can Teachers Take from Assessment?

Mesquite

Sponsor: **Instructional Development: College & University**
 Coordinator: Sarah Contreras – Del Mar College
 Chair: Sarah Contreras – Del Mar College

Presenters: Joe Willis - Odessa College (ret.)
 Dr. Jim Towns – Stephen F. Austin State University
 Sarah Contreras-Del Mar College

What can we take from institutional measurements and improve our work in the classroom?

**F- 4 Your Voice: Blogging and Self-Publishing in a
New Media Market**

Elm

Sponsor: **Mass Communication**
 Coordinator: Susie Haynes, Odessa College
 Chair: Susie Haynes, Odessa College

Presenters: Dr. Jennifer Edwards, Tarleton State University
 Casandra Lorentson,
 Texas A&M University-Corpus Christi

Join us for a special panel featuring the art of getting your story out in the era of New Media. Our panelists are experienced bloggers, social media experts, and published authors. They will be sharing their experiences and advice to help you get your own story out, or assist your students in marketing their own work.

F- 5 Characterization for the Stage or Page

Chinaberry

Sponsor: **Theatre**
 Coordinator: Kari McKenzie, Gilmer High School
 Chair: Kari McKenzie, Gilmer High School

Presenters: Lilana Hinojosa, Harlingen High School
 Kari McKenzie, Gilmer High School

Characterization in Acting

**F -6 Teaching Interview Skills in the Professional
Communication Classroom**

Magnolia

Sponsor: **Instructional Development - High School**
 Coordinator: Lacy Venhaus
 Chair: Lacy Venhaus

Presenters: J.P. Fugler, Van High School
 Nicole Cornish, Athens ISD

Participants will explore best practices for teaching interviewing, particularly for students who may not attend college

**F- 7 Prepping for the Future: Everything You Need
to Know About Prepping Your Students for
College Auditions**

Cottonwood

Sponsor: **Theatre**
Coordinator: Kendra Willeby, Foster High School
Chair: Kendra Willeby, Foster High School

Presenters: David Gaer, Lone Star College
 Kendra Willeby, Foster High School

Preparing Students for College Auditions

**F- 8 Ripple of the Narrative: Lessons Learned from
Other People’s Stories**

Pecan

Sponsor: **TACA**
Coordinator: Jesse DeLeon, Texas A&M University-Corpus Christi
Chair: Benta Oruta, Texas A&M University-Corpus Christi

Presenters: Jennifer Ramsey, Odessa College
 June Smith, Angelo State University
 Amy Aldridge Sanford,
 Texas A&M University-Corpus Christi
 Jennifer T. Edwards, Tarleton State University
 David Roach, Texas Tech University

Many lessons can be learned from other people’s successes and failures. The panelists will discuss their favorite nonfiction books, including memoirs, biographies, and autobiographies. Their focus will be on the best leadership and communication lessons learned from other people’s life experiences.

1:15 - 2:00 PM

**Informational Luncheon Meeting
for
CONVENTION '16**

Trinity IV

All TSCA Officers, District Chairs,
Committee Chairs, Interest Group Chairs and
the Local Arrangements Committee Chair for
the 2016 Convention need to attend.

2:30 – 5:00 TSCA OFFICERS' PLANNING SESSION
Mulberry

TRAVEL HOME SAFELY!
See you next year in
San Antonio!

Dates:
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Thank You
for making the
2015 TSCA Convention
a wonderful success!!!

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TSCA Webmaster

Dimmitt High School Speech Team

Michael Villegas

Sami Womack

Ralph Long

PROGRAM COVER DESIGNED BY
Samantha Douty
Del Mar College Student

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Attendance Record and Verification Sheet

Participant's Name: _____

<u>Date</u>	<u>Session Title</u>	<u>Facilitator Signature</u>
10/1/15	TSCA Standing & Ad Hoc Committees (1 hr.)	_____
10/1/15	TFA Interest Group Meeting (2 hours)	_____
10/2/15	New Members Breakfast (1 hour)	_____
10/2/15	Panel A Program (1 hour)	_____
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10/2/15	Panel B Program (1 hour)	_____
10/2/15	Interest Group #1 (1 hour)	_____
10/2/15	Interest Group #2 (1 hour)	_____
10/2/15	Panel C Program (1 hour)	_____
10/2/15	Meet the Author (1 hour)	_____
10/2/15	Professor's Performance Hour (1 hour)	_____
10/3/15	Panel D Program (1 hour)	_____
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Total number of Conference CPE hours: _____
(15 hours maximum)

Signature of TSCA Representative: _____

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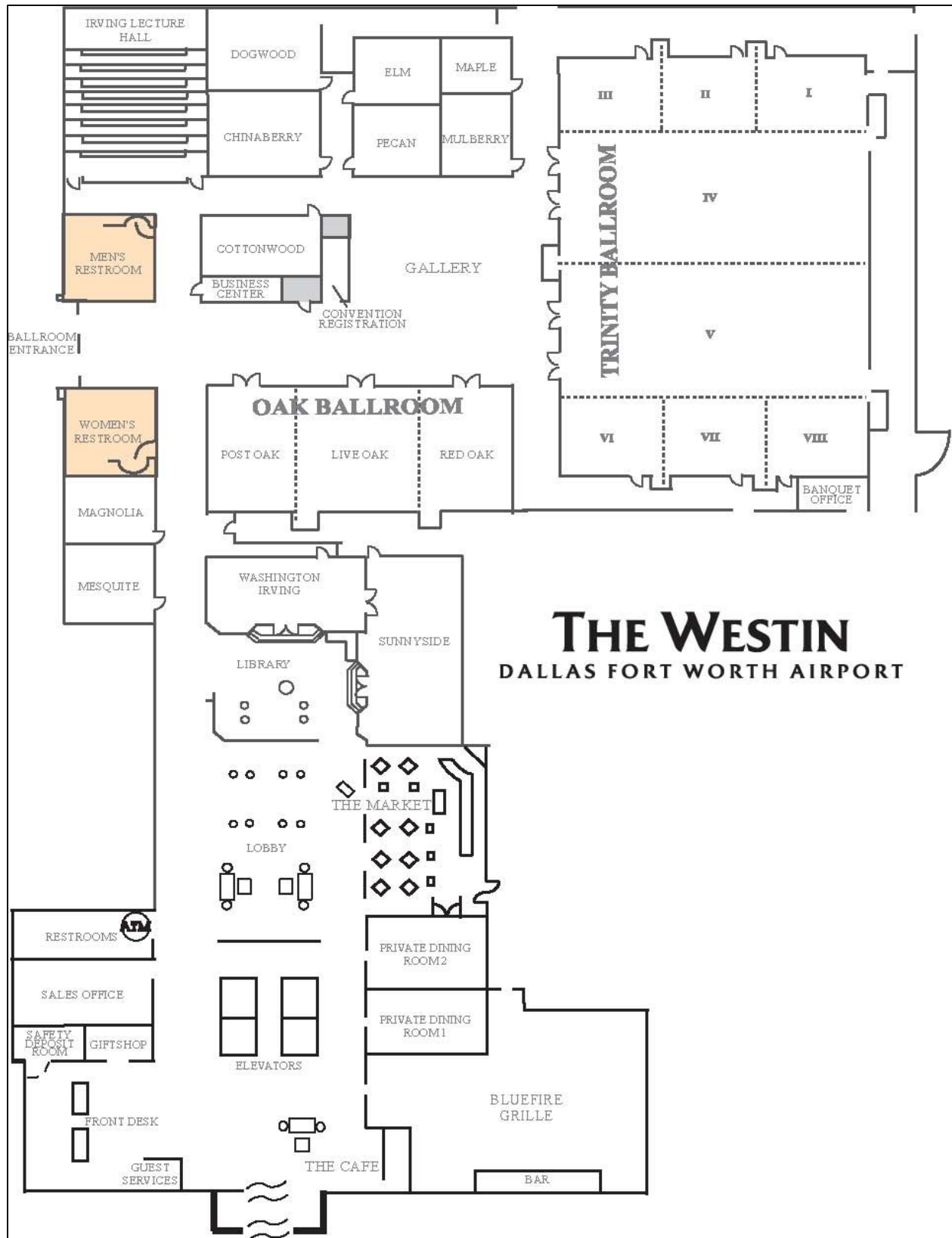
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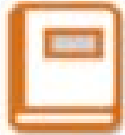
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 area high Schools





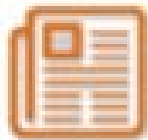
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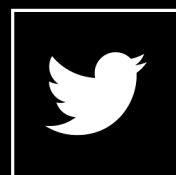
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