

**Southern States Communication Association Breakfast Business Meeting**  
**Friday, April 9, 2010; 8:00 – 10:15 a.m., Continental Ballroom**  
**80<sup>th</sup> Annual SSCA Convention, Memphis, TN**  
**Patricia Amason, University of Arkansas, presiding**

AGENDA

1. Call to Order
2. Welcome
3. Approval of Minutes of SSCA Executive Council Meeting, Chicago, IL (published on the SSCA webpage at [http://www.sscanet.net/files/Norfolk\\_Breakfast\\_Biz\\_min.pdf](http://www.sscanet.net/files/Norfolk_Breakfast_Biz_min.pdf))
4. Approval of Agenda
5. Officers' Reports:
  - 5.1 President – Patricia Amason
  - 5.2 Vice-President – Thomas Socha
  - 5.3 Immediate Past President & Nominating Committee – Jerold Hale
  - 5.4 Vice-President Elect – Frances Brandau-Brown
  - 5.5 Executive Director – J. Emmett Winn
  - 5.6 Marketing Director – Kelli Fellows
  - 5.7 *SCJ* Editor – Mary Stuckey
  - 5.8 NCA Legislative Assembly Representatives – Brigitta Brunner, Michael Eaves, and Tom Sabetta
  - 5.9 NCA Nominating Committee Representative – Roseann Mandziuk
6. Standing Committee Reports
  - 6.1 Committee on Committees – Patricia Amason
  - 6.2 Constitution – Karyn Brown
  - 6.3 Finance – Trudy Hanson
  - 6.4 Local Arrangements – Richard Ranta
  - 6.5 Minority Recruitment and Retention – Elizabeth Denoyers-Colas
  - 6.6 Publications – Joann Keyton
  - 6.7 Resolutions – Wesley Buerkle
  - 6.8 Resource Development – Todd Goen
  - 6.9 Time and Place – Charles Howard
7. New Business
8. Introduction of SSCA President Patricia Amason – Thomas Socha
9. Presidential Address: *"A Diamond in the Rough"* – Patricia Amason
10. Announcements
11. Adjournment

## Minutes

1. Call to Order: President Amason called the meeting to order at 8:30 am.
2. Welcome: President Amason welcomed all present. There were 91 members in attendance.
3. Approval of the minutes: The minutes were approved.
4. Approval of Agenda: The agenda was approved.
5. Officers' Reports:
  - 5.1 President – Patricia Amason: Dr. Amason explained that a SSCA Strategic Planning process is required by the Constitution and announced that the retreat will occur in 2010 after the Memphis convention.
  - 5.2 Vice-President – Thomas Socha: Please see written report attached. Dr. Socha also explained that he will preside over the strategic planning process and explained that the plan will be open to the membership for comment and feedback.
  - 5.3 Immediate Past President & Nominating Committee – Jerold Hale: Dr. Hale announced the results of the SSCA election with Monette Callaway-Ezell selected as the next VP elect and Dan Grano selected as the new representative to the NCA Legislative Assembly.
  - 5.4 Vice-President Elect – Frances Brandau-Brown: Dr. Brandau-Brown announced that the UHC received 111 submissions and that 77 papers were paneled with 82 total participants. She thanked all her reviewers and encouraged all to attend.
  - 5.5 Executive Director – J. Emmett Winn: Dr. Winn presented membership and financial information.
  - 5.6 Marketing Director – Kelli Fellows: Dr. Fellows reviewed the ad and exhibitor sells for the convention and talked about an upcoming survey of the membership. She closed by encouraging all to visit the exhibitors.
  - 5.7 *SCJ* Editor – Mary Stuckey: See attached report.
  - 5.8 NCA Legislative Assembly Representatives – Brigitta Brunner, Michael Eaves, and Tom Sabetta: It was explained that NCA had dropped the requirement for pre-registration for presenters.
  - 5.9 NCA Nominating Committee Representative – Roseann Mandziuk: Dr. Mandziuk explained that the time table for NCA elections has changed and, therefore, the candidates did not visit all the regional conventions. She also announced that Steve Beebe was elected from the SSCA region.
6. Standing Committee Reports
  - 6.1 Committee on Committees – Patricia Amason: Dr. Amason explained that she received an excellent positive response rate from the people that she asked to serve on SSCA committees and reminded all present that it was still not too late to volunteer.
  - 6.2 Constitution – Karyn Brown: See attached written report. All changes to constitution were approved.
  - 6.3 Finance – Trudy Hanson: Dr. Hanson presented the proposed budget for 2010-2011 and it was approved.
  - 6.4 Local Arrangements – Richard Ranta: Dr. Ranta spoke eloquently about Dr. Mike Leff's sudden death. He thanked the Memphis Grad Student volunteers and provided explanations and written materials about Memphis events.
  - 6.5 Minority Recruitment and Retention – Jason Hough: It was explained that the committee needs 2 new members this year.
  - 6.6 Publications – Joann Keyton: For the committee, Dr. Keyton recommended J.D. Ragsdale as the Southern Communication Journal Editor-Elect. Dr. Ragsdale was enthusiastically approved.
  - 6.7 Resolutions – Wesley Buerkle: Please see the written report attached. All resolutions were approved including the resolution honoring Jennifer Johnson made from the floor by Bob Frank.

- 6.8 Resource Development – Todd Goen: Please see the written report attached.
- 6.9 Time and Place – Charles Howard: Dr. Howard reported that the committee recommended the Sheraton in New Orleans. The committee’s recommendation was approved.
7. New Business: No new business.
8. Dr. Socha introduced President Amason
9. Dr. Amason presented her Presidential Address: *“A Diamond in the Rough”*
10. Announcements were made from the floor.
11. The meeting was adjourned at 9:40 a.m.



**Vice President's Report**

SSCA Executive Council Meeting

April 7, 2010, Memphis

Thomas J. Socha, SSCA Vice President, Old Dominion University

**Memphis Convention Program by the Numbers**

Total Panels	173
Division and interest group business meetings	20
SSCA Meetings	7
SSCA Breakfast and Lunches	3
SSCA Receptions	2
TC-UHC panel slots	15
Total Panels in Memphis Program	220
Program Participants Listed in Program	675
TC-UHC Participants Listed in Program	82
Total Participants Listed in Program	<b>757</b>

**Memphis Convention Program Highlights**

- ✚ **People in the SSCA Memphis Spotlight:** William Doty, Steve Duck, Janis Edwards, Andrew King, John Meyer and in Memory of John S. Gossett (University of North Texas), and Mike Leff (University of Memphis) who will be honored at the awards luncheon and the Osborn Reception.
- ✚ **Vice President's Plenary Lecture Series**—Three Happy Hours for the Communication Mind: Jim Baesler (Panel 2602, Thursday 3:30 pm), Doug Kelley (Panel 3502, Friday 2:45 pm), and Larry Frey (Panel 4602, Saturday 4:00 pm)
- ✚ **Civil Rights Panel** --*Rhetorical Genealogy, Memory and the Speeches of Fannie Lou Hamer* with an appearance by this civil rights' activist's daughter (Panel 3202 Friday, 10:15 am)
- ✚ **Positive Communication Experiential Meditation Session**—*Dr. Christine Kiesinger*, George Washington University (Panel 3603 Friday 4:15 pm)

- ✚ **Workshops:** *Teaching the Course on Conflict Management* (Panel 3301, Friday 11:45 am), *Developing Positive Communication Curriculum* (3303 Friday 11:45 am), *Building an Individual Strengths Curriculum in Communication* (Panel 4502 Saturday 2:30 pm)
- ✚ **SSCA's first Ethnographic Field Trip.** Panel 3704 Friday, 5:45 pm
- ✚ **Birth of a new SSCA Interest Group—** Ethics and Philosophy of Communication
- ✚ **SSCA Outreach Sessions for Graduate Students and Early Career Faculty** (Turner, Tardy, & Socha). Come to either Panel 3601 on Friday 4:15 pm or Panel 4210 on Saturday 9:30 am
- ✚ **A memorable SSCA awards luncheon speaker!** Dr. Terry Lindvall: *The Laughter of God: Toward a Rhetoric of Good Humor*. Panel 4401 Saturday 12:30 pm
- ✚ **SSCA and Fulbright Opportunities.** Panel 3705 Friday, 5:45 pm.

### Special Thanks

Thanks to: Maria Dixon, David Sutton, Rich Mercadante, Pat Arneson, Sheree Keith, Rick Falvo, David Lee, Monette Callaway-Ezell, Cole Franklin, Alison Miller, Jacqueline Burleson, Bill Edwards, Mary Jackson-Pitts, Jason Edward Black, David Nelson, Kerry Owens, Chris Poulos, Mindy Chang, C. Wesley Buerkle, Emmett Winn, Jerry Hale, Trish Amason, Frances Brandau-Brown, Janet Fisher (ConferenceDirect), speakers (Jim, Doug, Larry, & Terry), the good folks at the Peabody Hotel along with the U of Memphis (Dick Ranta & the late Mike Leff), and all who supported this historic [positive communication](#) effort whom I cannot name in one report.

### For Future Consideration by Future Vice Presidents and Membership

- **SSCA Annual Awards luncheon.** Requires at least 24 prime time, Saturday panel slots to program the luncheon, but attendance might examine percentage of total convention attendees who attend the luncheon. VP and SSCA might review ways to appropriately honor award winners and make increase use of prime-time panel slots.
- **Past President's Luncheon.** Can require at least 6 panel slots to program the luncheon and can create scheduling conflicts. SSCA might consider hosting a Past Presidents' evening event (e.g., dinner or reception) to open these panel slots during the day?
- **Sunday panels.** Continue to be unpopular with some members for a variety of reasons. VP and SSCA might investigate ways SSCA might meet its objectives without using Sunday morning slots (similar to other regional meetings).

**Report of the 2010 SSCA  
Constitution Committee  
Karyn Brown (Chair)**

**History of the proposed constitution changes:**

The proposed constitution changes concerns the Theodore Clevenger Jr. Undergraduate Honors Conference and the Franklin Shirley Award. A report from the *Ad Hoc* Committee on the Clevenger Undergraduate Honors Conference chaired Marilyn J. Young and members, Amanda Borden, Sean O'Rourke, and Ashli Stokes presented recommendations at the SSCA meeting April 1, 2009. The committee recommend that the Constitution Committee find an appropriate way and place to institutionalize the Clevenger Undergraduate Honors Conference in the SSCA Constitution and that the Constitution Committee include the information about timing and planning in the CUHC entry in the Constitution.

Therefore, we propose that the Clevenger Undergraduate Honors Conference be institutionalized in the SSCA Constitution:

**This change needs to be made in each of the following places:**

Article IV, Section 4, Subsection B.2

Article IV (Officers), Section 4 (Duties of Officers), Subsection B.2

"Serve as program coordinator of the sectional programs arranged by the officers of the recognized Divisions of the Association. The Vice President, as program chairperson, shall consider the recommendations of the Division Vice Chairpersons as to programs, but shall have final authority regarding the program and select the winner of the Robert Bostrom Award."

\*\*italicized and underlined text indicates addition

Article VI, Section 2, Subsection A

Article VI (Officers), Section 2 (Duties of Officers), Subsection A

"Annual Convention. The Association shall hold a convention and the Theodore Clevenger, Jr., Undergraduate Honors Conference each year in the months of March or April, preferably during the first full week in April or as near thereto as feasible, at the time determined by the Executive Council upon recommendation by the Time and Place Committee as provided in Article IX, Section 1."

\*\*italicized and underlined text indicates addition

**Therefore, we propose that the Shirley award be institutionalized.**

Article IV, Section 4, Subsection C.3

Article IV (Officers), Section 4 (Duties of Officers), Subsection C.3

"Plan the annual Theodore Clevenger, Jr. Undergraduate Honors Conference and determine the winner of the Franklin Shirley Award."

\*\*italicized and underlined text indicates addition

## Resolutions for Consideration at the 2010 Annual Meeting of SSCA.

### **Recognition of Drs. Michael and Suzanne Osborn for their continued support of SSCA's Osborn Reception.**

Whereas, we value the financial support that our generous members provide; and  
Whereas, We benefit from the opportunity to honor our Award winners at the Osborn Reception;  
therefore be it

Resolved, SSCA formally thanks Drs. Michael and Suzanne Osborn for financial support of the Osborn Reception.

### **Recognition of Allyn & Bacon/Longman Publishers for their continued support of SSCA's Osborn Reception.**

Whereas, we value the financial support that our generous sponsors provide; and  
Whereas, we benefit from the opportunity to honor our Award winners at the Osborn Reception;  
therefore be it

Resolved, SSCA formally thanks Allyn & Bacon/Longman Publishers for financial support of the Osborn Reception.

### **Recognition of the University of Memphis for its Outstanding Service to SSCA.**

Whereas, we value our institutional members; and  
Whereas, SSCA in Memphis has been greatly assisted by faculty and staff of the University of Memphis; therefore be it

Resolved, SSCA formally thanks The University of Memphis for its service and recognizes their efforts as outstanding.

### **Recognition of Taylor & Francis/Routledge Publishers for their continued support of SSCA's Welcome Reception.**

Whereas, we value the financial support that our generous sponsors provide; and  
Whereas, we benefit from the opportunity to congregate and enjoy good food and drink at the Welcome Reception; therefore be it

Resolved, SSCA formally thanks Taylor & Francis/Routledge for financial support of the Welcome Reception.

### **Resolution in honor of Susan Mallon Ross.**

Whereas Susan Mallon Ross was an inspirational teacher who loved students and dedicated her life to education; and

Whereas Susan Mallon Ross was throughout her career a strong and effective advocate for the study of women's discourse and of freedom of speech; and

Whereas Susan Mallon Ross was a loyal member of our state, regional, and national professional associations and gave freely her time and energy to them; therefore be it

Resolved, SSCA acknowledges its appreciation for the life and work of Susan Mallon Ross.

**Resolution in honor of Michael Leff.**

Whereas, Michael Leff made significant contributions to the study of rhetoric and the study of human communication more broadly; and

Whereas, Michael Leff was an exceptional department head, teacher, advisor, leader, visionary, and colleague; and

Whereas Michael Leff had a personal impact on so many members of SSCA; therefore be it

Resolved, that SSCA recognizes the loss of a friend, colleague, scholar, and leader with the death of Michael Leff.

**Recognition of J. Emmett Winn for his work as Executive Director of SSCA.**

Whereas, J. Emmett Winn as Executive Director of SSCA offered the association his talents as a dedicated, meticulous, and supportive leader to improve the organization's business functions; and

Whereas, J. Emmett Winn's careful guidance helped to drastically improve SSCA's financial standing; and

Whereas, J. Emmett Winn's efforts contributed greatly to smoothly functioning SSCA annual conventions; and

Whereas, J. Emmett Winn has contributed to SSCA in these and many other extraordinary ways while insisting his efforts are nothing more than ordinary; therefore be it

Resolved, SSCA heartily thanks J. Emmett Winn for his dedicated service and hereby recognizes him as Duck Master Extraordinaire at the 2010 annual meeting of SSCA in Memphis, Tennessee.

**Recognition of Jennifer McCullars Johnson for her work as Executive Assistant of SSCA**

Whereas, Jennifer McCullars Johnson as Executive Assistant of SSCA offered the association her talents as a dedicated and supportive leader in many aspects of SSCA business including conference registration; and

Whereas, Jennifer McCullars Johnson's hard work and efficiency contributed greatly to ensuring SSCA convention registration being the best it can be; and

Whereas, Jennifer McCullars Johnson's good humor and pleasant demeanor brought much happiness to the membership; therefore be it

Resolved, SSCA most heartily thanks Jennifer McCullars Johnson for her dedicated service to our annual conventions.



Report of the Resource Development Committee  
Southern States Communication Association Executive Council Meeting  
Southern States Communication Association Convention  
7 April 2010

This year, the focus of the Resource Development Committee (RDC) is raising money to fund the Outreach Award. At our meeting last fall, I noted that balance of the Outreach Award was \$575. Preconvention Caring Connections sales totaled \$1320, which is \$50 off of our record last year. This brings the award balance to \$1895. The committee's goal for this conference is to raise the award balance to \$3000 through Caring Connections sales and individuals donations. This should allow us to fully fund this award next year, which meets the timeframe set by the committee.

As an additional note, I mentioned at this meeting last year that given the increase we saw in Caring Connections sales, there was a possibility that the current three-year supply of Caring Connections materials might be sufficient for only two years. Based on this year's presales, I am ecstatic to report that this possibility is now a reality. The growth in Caring Connections sales in the past two years will require us to purchase supplies next year (one year early). Financially, this demonstrates a growth in Caring Connections sales of approximately \$1500 over a two year period. The RDC and I are pleased to report the success of this endeavor and hope that Caring Connections continue to receive strong support.

The plan for raising funds the Clevenger Undergraduate Honors Conference (UHC) is currently on hold pending guidelines from the executive council (EC) as to how the money will be used. As I reported in November, the RDC has discussed several fundraising ideas, but will not select a fundraising strategy until there is a plan in place regarding how any monies raised are to be utilized. SSCA President Trish Amason asked me to suggest some possibilities for the use of UHC funds, and I would offer expansions of three of the four possibilities the RDC raised in it's previous report.

The first recommendation is to offer travel awards to UHC attendees. Every year there are a number of UHC panelists who do not attend, some of which is most likely attributable to the costs of attending the conference. Travel awards would likely increase the number of attendees at the conference. Further, such a funding focus might be most appealing to potential donors given that the monies go directly to help the students.

The second recommendation is to fund the UHC Awards Breakfast. This breakfast is the primary way that the leadership of SSCA connects with the UHC, and it also provides a mechanism for the UHC participants to connect with potential graduate programs as well as other UHC participants. This funding focus might be appealing to association members as it provides a way to directly contribute to the association and minimize the associations cost regarding the breakfast.

The third recommendation is to utilize the funds to provide additional UHC awards. Currently, the UHC honors the top paper submission. With additional funds, it would be possible to provide monetary awards to move that one student. This could potentially provide more incentive for

students to participate and increase the quality of the UHC. It also allows the association to promote top scholarship. Donors will understand that their monies have a direct impact on students, which many individuals find appealing. Further, SSCA members are familiar with contributing for awards, which may increase donations.

Ultimately the decision regarding how to spend any funds generated for the UHC resides with the EC, not the RDC. The RDC simply seeks a plan for how any funds will be used before undertaking a fundraising project.

As always, the RDC welcomes all suggestions regarding methods for further resource development.

Respectfully submitted,

Todd Lee Goen  
Chair, SSCA Resource Development Committee