

*Ramada Hotel, Stevens Point, WI*

*4th Annual*

# **WISCONSIN STATEWIDE COMMUNICATION CONFERENCE**

*"Give and Take"*

**FRIDAY, OCTOBER 9, 2009**

*Presented by: The University of Wisconsin-Stevens Point  
& the Wisconsin Communication Association*

*The conference is designed for-*

- **TEACHERS** in public and private high schools, colleges, and universities
- **CONSULTANTS** to business, industry, and government
- **PROFESSIONALS** involved in career development, workforce development, & school-to-work programs

*Sponsored by: The Association for Business Communication &  
The Association of Professional Communication Consultants*



*For more information call:*

**800-898-9472**

*Hours: 8:00 AM - 4:30 PM, Monday - Friday*

*Register online at:*

**[www.uwsp.edu/conted/conferences/](http://www.uwsp.edu/conted/conferences/)**

*Click on "Wisconsin Communication Conference"*

## CONFERENCE SCHEDULE

|             |  |
|-------------|--|
| 7:30-8:30   | <b>Registration and Breakfast</b>  |
| 8:30-9:00   | <b>Welcome and Opening Comments</b>  |
| 9:00-9:50   | <b>Workshop Session 1</b>  |
| 10:00-10:50 | <b>Workshop Session 2</b>  |
| 11:00-Noon  | <b>Swap Shop-</b><br><i>Facilitated by Prof. Kay Neal, UW-Oshkosh</i>                    |
| Noon-12:45  | <b>Lunch</b>   |
| 1:00-1:50   | <b>Workshop Session 3</b>  |
| 2:00-2:50   | <b>Workshop Session 4</b>  |
| 3:00-3:45   | <b>Plenary Panel- <i>Effective Workplace Communication In a Changing Environment</i></b> |
| 3:45-4:00   | <b>Wrap Up</b>   |

### SWAP SHOP/11:00 AM - Noon

*Facilitated by Prof. Kay Neal, UW-Oshkosh*

Come ready to share your best teaching idea/ activity in a fast-paced exchange. Much like speed dating, participants will move quickly from table to table gathering ideas and activities. Everyone will leave inspired with materials in hand.

### PLENARY PANEL/3:00 PM - 3:45 PM

#### EFFECTIVE WORKPLACE COMMUNICATION IN A CHANGING ENVIRONMENT

Hear from a distinguished panel of business leaders as they discuss critical workplace communication skills in the context of Changing technology and economic factors.

## SESSION 1 WORKSHOPS/9:00 AM - 9:50 AM

### 1. USING TECHNOLOGY FOR YOUR SPEECH CLASS

*Jessica Brogley, Seymour High School*

This workshop will cover 5 tools that you might find useful for your classroom. All are interactive and fairly inexpensive or even free. Your students will enjoy interacting with them. After leaving this workshop you will feel invigorated to try some of these materials in the classroom!

### 2. NEGOTIATING VIRTUAL COMMUNICATION IN SECOND LIFE: IMPLICATIONS FOR INSTRUCTORS

*Prof. Tim Krause, UW-Stevens Point*

Virtual worlds like Second Life are receiving increasing attention not only in the mainstream media, but in a number of our professional conferences, proceedings and journals. The goal of this session is to provide an overview of what virtual worlds are, briefly demonstrate Second Life, and to relate how communication instructors might use virtual environments in our own classrooms. Based on some of my experiences, I will also share some of the early successes and challenges that I've encountered in using virtual classrooms.

### 3. RESUMES AND COVER LETTERS: GETTING TO THE TOP OF THE PILE

*John Zach, Career Counselor, UW-Stevens Point Career Services Office*

Riddle: If you have 100 people applying for a job, how many are you competing against? Answer: 20! Where most people dread doing a resume and cover letter, an expected 80% will do a poor to bad job. 20% get it and do a good to great job. Learn how to be in the 20%, or better yet, 1%!

### 4. TASTY TREATS THAT TEACH: FOOD AND NONVERBAL COMMUNICATION

*Prof. Jennifer Willis-Rivera and Megan Learman, UW-River Falls*

For this session, each of the presenters will discuss how they use food to teach nonverbal communication in the classroom. These presentations will focus on using food to teach different aspects of nonverbal communication such as culture, artifacts, chronemics and gender. In the spirit of the conference theme, takeaway exercises will be given in this session.

## SESSION 2 WORKSHOPS/10:00 AM - 10:50 AM

### 5. MINDFULNESS AWARENESS APPLIED TO INTERPERSONAL CONFLICT SOLUTIONS

*Prof. Jean Groshek, Alverno College*

How often do we experience frustration, miss opportunities, and end up with damaged relationships because of our ineffective ways of managing conflict? In this interactive session, we will explore how mindfulness awareness approaches can help in dealing with our negative emotions and assumption-making habits, while lessening the potential harmful effects of conflict.

### 6. NETIQUETTE 3.0

*Prof. Deano Pape, Ripon College*

Although our students have become immersed in technology and informal means of communicating with each other, standards continue to be upheld and are essential to understand in today's school and workplace. In this workshop, we will discuss multiple media channels and the importance of follow-up, typos in an age of instant messaging, email formatting, response times, decorum in communicating with teachers and supervisors, technology assumptions, and professionalism. More than ever we are judged on our ability to engage in effective practices of mediated communication.

### 7. GIVE AND TAKE – MOTIVATED TO TEACH AND LEARN IN THE COMMUNICATION CLASSROOM

*Prof. Lori Carrell and Amanda Doepke, UW-Oshkosh*

What motivates communication students to do their best? While faculty ponder such questions, students also wonder what motivates their professors. All imagine that a "give and take" of motivation occurs in the classroom. This student-faculty collaborative research project explores and contrasts faculty and student motivation in the undergraduate communication classroom.

### 8. THERE IS A DANCE; LEARN THE STEPS: EXPLORING INTERVIEWER PERCEPTIONS OF SKILLS NEEDED IN JOB AND INFORMATIONAL INTERVIEWS

*Prof. Keith Stearns and Prof. Paula Lentz, UW-Eau Claire*

What soft skills do employers think that students and new graduates need to be successful communicators? In this session, we will discuss what employers from a variety of business fields and positions said when they were asked to indicate which skills (professional dress/grooming, preparation, enthusiasm and energy, nonverbals, voice, manners) students and new graduates were lacking when they participated in interviews.

## SESSION 3 WORKSHOPS/1:00 PM - 1:50 PM

### 9. INTERNATIONAL ETIQUETTE

*Prof. Dan Dieterich, Yan Liao, Prof. Velentina Peguero, and Prof. Aga Razvi, UW-Stevens Point*

Students should leave our schools prepared to communicate effectively with people in a variety of cultures and countries. In this session, UWSP faculty members from China, India, and Latin America will discuss workplace and mealtime etiquette in their native cultures. You will learn both about cultural difference in etiquette and about a successful technique for helping your students to understand international etiquette.

### 10. OUTSTANDING STUDENT PAPERS

Each year the Wisconsin Communication Association recognizes outstanding college student scholarship. This program features presentations of competitively selected student papers.

### 11. BRIDGING THE GAP FROM K-12 TO COLLEGE ACADEMIC PREPAREDNESS

*Prof. Tricia Clasen, UW-Rock County*

College educators consistently complain about lack of preparation among students, and how to approach development education has become a popular topic in educational administration. The goal of this session is to provide K-12 and college educators an opportunity to discuss the challenges and potential solutions from their unique perspectives.

### 12. PROJECT MANAGEMENT IN COMMUNICATION COURSES

*Prof. Tim Krause, UW-Stevens Point*

Many of our notions of communication work are changing in our knowledge-based, networked economy. This presentation offers suggestions for incorporating project management methodologies into communication courses. In addition to providing sample assignments, this presentation considers how Time Tracker, Base Camp, Skype and other technologies influences the teaching and practice of communication.

## SESSION 4 WORKSHOPS/2:00 PM - 2:50 PM

### 13. BUSINESS PRACTICES

*Prof. Deborrah Uecker, Wisconsin Lutheran College*

As a pedagogical tool films are useful starting points for discussion. Through an e-mail project student in the United States and Russia have exchanged information with each other regarding a wide variety of issues since 2002. This presentation will consist of three parts. First the use of film as a teaching tool will be discussed. The second part will present the assignment that used the films, "Boiler Room" (a US film) and "Tycoon: A New Russian" (a Russian film). The final portion will be a discussion of findings on stereotyping and perception of business ethics and workplace expectations between the two cultures.

### 14. YOUTUBE: IT'S NOT JUST FOR PLAY ANYMORE

*Prof. Deano Pape, Ripon College*

Participants will learn how to use video to engage the classroom experience. Examples include using YouTube clips, cost-effective and easy-to-use capture of original video content for class projects, using video for group process, where to find video materials outside of YouTube, and creative ideas for using video in and out of the classroom. Discussion includes legal, ethical, and fair-use of online and original video, including release forms. Please bring your ideas to share with others!

### 15. BARACK OBAMA: THE NEW GREAT COMMUNICATOR?

*Prof. Jim Pratt, UW-River Falls and Prof. Tony Palmeri, UW-Oshkosh*

Barack Obama's presidency is shaping up to be the most rhetorical since Ronald "The Great Communicator" Reagan. Like, Reagan, Obama is able to maintain high approval ratings regardless of the state of the union. Like Reagan, Obama's rhetorical skills are the main reason for his popularity. In this panel, professors Pratt and Palmeri describe, analyze, and evaluate the core features of the rhetoric of Barack Obama.

### 16. COMMUNICATION 101: EFFICIENCY AND EFFECTIVENESS

*Tammy French, UW-Whitewater and other panelists*

Given current economic conditions, it's essential for instructors to validate the significance of their courses within our schools and universities, or face elimination. Panelists will examine the basic communication course and discuss both current practices as well as future challenges, and offer insights about how to remain a practical and relevant part of their school's curriculum.

## GENERAL INFORMATION

**Date:** Friday, October 9, 2009

**Location:** Ramada Hotel  
1501 Northpoint Drive, Stevens Point, WI 54481

**Fees:** Postmarked, faxed, or submitted online

By October 2, 2009

After October 2, 2009

*Professional:* \$115 \$135

*Full Time Student:* \$30 \$30

*Fees include all meals and materials.*

## INFORMATION AND REGISTRATION:



UWSP Continuing Education  
(715) 346-3838 or (800) 898-9472

or check out our website at:

[www.uwsp.edu/conted/conferences/](http://www.uwsp.edu/conted/conferences/)

Click on "Wisconsin Statewide Communication Conference"

**CANCELLATIONS AND SUBSTITUTIONS:** Full refunds will be given if requested in writing by September 29, 2009. Refunds between September 30 and October 6 will pay a \$25 processing fee. No refunds will be given after October 6, 2009. You may substitute another person, but if no one shows up, regardless of weather, you are responsible for the full conference fee. If you register at the last minute, we cannot guarantee that you will be able to join us for our meals.

**LODGING:** We've reserved a block of rooms at the Ramada Hotel in Stevens Point at the Wisconsin state rate of \$70 for a single standard room and \$80 for a double. Add 12.5% for tax unless you have a tax-exempt number. In order to receive the state rate for lodging, please show a letter of verification and your ID number when you register. The rooms will be held until September 9, 2009. Please make your reservations directly with the Ramada by calling (715) 341-1340. Be sure to mention that you are with "The Wisconsin Communication Conference."

**EARN ONE UWSP CREDIT!** You may undertake a one-credit (graduate or undergraduate) independent study special project in conjunction with this conference. Contact Prof. Dan Dieterich either before or during the conference and describe what aspect of business writing or the teaching of business writing you would like to explore. He will then work closely with you (in person, by e-mail, or by "snail mail") as you design and carry out your project during and after the conference. You may reach him at Dan.Dieterich@uwsp.edu or at (715) 346-2849.



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 University of Wisconsin-Stevens Point  
 UWSP Continuing Education  
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 Stevens Point WI 54481-3897

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Hours: 8:00 AM - 4:30 PM, Monday - Friday

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Friday, October 9, 2009 - Ramada Hotel, Stevens Point, WI

**— PLEASE PRINT CLEARLY—**

(Only one person per form. Please photocopy for additional registrations.)

Name \_\_\_\_\_  
First M.I. Last

Work Phone \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Position/Title \_\_\_\_\_

Agency/Company \_\_\_\_\_

Agency/Company address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Home Mailing Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Email \_\_\_\_\_

**(PLEASE INDICATE)**

Postmarked/Faxed by 10/02/09 After 10/02/09

Conference Fee: \_\_\_\_\_ \$115 \_\_\_\_\_ \$135

Undergraduate Student Fee: \_\_\_\_\_ \$30 \_\_\_\_\_ \$30

Fees include program materials, WCA membership renewal, breaks, and Friday lunch.

Workshops - Please list your workshop number choices.

Session 1 \_\_\_\_\_ Session 2 \_\_\_\_\_ Session 3 \_\_\_\_\_ Session 4 \_\_\_\_\_

**PAYMENT METHOD:**

Check  
 PO Number \_\_\_\_\_

(If paying by purchase order, give number here)

- I am renewing my WCA membership.
- I am interested in joining the WCA.  First time participant
- Special needs accommodations \_\_\_\_\_

Complete and send enrollment form and fee, payable to UW-Stevens Point, to:



**UWSP Continuing Education**  
 2100 Main St.  
 103 Main Bldg.  
 Stevens Point, WI 54481-3897

1-800-898-9472 or 1-715-346-3838  
 Fax: 715-346-4045

Register online at:  
[www.uwsp.edu/conted/conferences/](http://www.uwsp.edu/conted/conferences/)  
 Click on "Wisconsin Statewide Communication Conference"

If you have special needs that require assistance, including special dietary needs, please notify us by phone or in writing at least two weeks prior to the conference. UW-Stevens Point provides equal opportunities in employment and programming.

The University of Wisconsin asks that you voluntarily respond to the questions below. The cumulative demographic information will be used to enhance our programming efforts.

Gender:  Male  Female Age: A.  Under 18 B.  18-34 C.  35-4 D.  50-64 E.  65+  
 Race/Ethnicity: A.  Black (Non-Hispanic) B.  Asian or Pacific Islander  
 C.  Amer. Indian/Alaskan Native D.  Hispanic E.  White (Non Hispanic)

Are you enrolled in this program for career purposes?  Yes  No

Please indicate your occupation/organization:

02.  Educational Services 05.  Health Services (Mental and Physical) 07.  Protective Services  
 08.  Public Administration/Gov. Agency 10.  Social, Recreational, Religious 13.  Other

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