

FLORIDA COMMUNICATION ASSOCIATION NEWSLETTER

INSIDE THIS ISSUE:

<i>Convention Hotel Change</i>	1
<i>Call for Memories</i>	1
<i>Pleasure Island Special Event</i>	1
<i>President's Message</i>	2
<i>The Board's Summer</i>	2
<i>By-Law Changes</i>	3
<i>FCA WebSite Updates</i>	3
<i>Book Your Room Now!</i>	4
<i>75th Convention Announcements</i>	4
<i>In Memoriam</i>	5
<i>2005 FCA Schedule</i>	5
<i>Membership Drive Information</i>	6
<i>New Dr.'s in the House</i>	6
<i>Speech Certification Test</i>	6

2005 CONVENTION HOTEL CHANGE!



THE RADISSON WORLDGATE RESORT

We Are excited to be holding our 75th Jubilee Celebration at the World Gate Resort in Orlando. Although this is a change, it is located less than 1 mile from the magic of Walt Disney World and only about 2 miles from our original location, and our \$89.00 room rate is still in affect.

Please use the following link to see more detailed information about the new hotel. www.WorldGateResort.com

If you have not registered for the October conference, now is the time, the discounted **early registration ends on October 1, 2005**. Online registration can be completed by using the following link: <http://www.flcom.org> Click the "Register for our annual convention" button in the right column and follow registration instructions.

Remember: if you prefer, you can mail in your registration (forms were sent in the pre-conference package). If you need another mail-in form, please email seaston@rollins.edu, she will be happy to email you a paper registration form.

CALL FOR FCA MEMORIES PICTURES – STORIES – MEMORIALS



Help create a memory montage to celebrate 75 years of FCA! If you have any pictures, stories, memorials or other digital/scannable items that represent FCA from anytime during the past 75 years –

Please share with us.

All items will be returned at the 2005 Conference.

If you have anything to share please contact

Kim K Johnson, Recording Secretary:

kkjohnson@adelphia.net

Or send items to:

Kim K Johnson, 2146 Fairmont Circle , Orlando, FL 32837

Pleasure Island - Special Adventure Evening

Friday Night, October 14, 2005

\$20/person at registration (transportation detail pending)

Just offshore, in the middle of the Downtown Disney© excitement, is Pleasure Island. A partier's paradise with a variety of different clubs.

Inside the clubs and out on the street, live entertainment takes the stage..and the urge to dance takes over your body.

FCA will begin the evening at Comedy Warehouse, as a group – after the show you are on your own!

Warning: Improv comedy may cause sides to ache from laughter!



PRESIDENT'S MESSAGE

What an exciting time this is for the FCA! We are only one month away from celebrating our 75th anniversary and it's a great time to reflect on the many changes in our field over these past years. I am always amazed to think that the founders of our organization worked together to create a solid association without the benefit of many of the technologies we take for granted today. What an honor to serve as a member of your executive board and to stand on the shoulders of so many who came before.

Having served on the board for three years, I have learned that the FCA is the result of many individuals working behind the scenes for the benefit of others. Still, I believe there is a need for greater participation from the membership-at-large. There are many ways you can help sustain this organization and make a contribution and quite frankly, we need you! Here are some suggestions:

* *Nominate and recognize your peers.* We have three awards each year for FCA members: Teaching, Service and Scholarship. These are the three cornerstones that we work towards as a part of our professional core. Why not write a nomination letter to give an opportunity to show appreciation and respect to another colleague?

* *Nominate and recognize a student member.* The FCA awards a student scholarship

each year to a deserving student who has been a member for over 1 year. Why not write a nomination letter in support of one of your students?

* *Volunteer to serve at the convention.* We need volunteers for registration, to help set up/clean up receptions, to share information with others, and to greet new members. It is more fun and a better way to meet people if you are involved.

* *Attend the business meetings.* Learn about the FCA and provide your input on key decisions. Offer your suggestions for helping the organization continue to improve. Check the program for the meeting location and times.

* *Attend the sessions of other presenters.* Offer your comments and thoughts. Engage others in intellectual conversation. Ask questions and listen to new ideas.

* *Write articles for the newsletter.* We need you to keep us informed of personal celebrations and milestones, or to offer an article of interest for our members.

* *Use the FCA to help mentor your students.* Encourage your students to submit proposals to the FCA convention or papers for the Top Graduate/Undergraduate Awards. Then attend the convention with them and introduce them to people and academic conferences. Discuss ideas that emerged from the presentations.



Sue Easton, FCA President

* *Reach out to others.* Introduce yourself and start a conversation with people you don't know. Many people come to the convention alone – invite them to join you at your table to continue the conversations started in the sessions.

As you can see, there are many ways to enrich your FCA membership and at the same time, make someone else's experience even more rewarding. I want to express my gratitude to the wonderful members of the boards that I have worked with since 2003. It has been an experience that I treasure and an opportunity that has helped me in my professional development. I enthusiastically encourage you to do the same. Get involved – it's your FCA!

-Sue Easton, FCA President

Reflections of the Past...
Visions of the Future

THE BOARD'S SUMMER

Sue Easton President

*Presented a paper in Spain which was published in the International Journal of Education. While there, she took a 3-week language immersion course to prepare for taking students to Costa Rica next year.

Deb Hefferin 1st Vice President

*Participating in Learning Community work; Coordinator for campus, project is a college-wide movement.

Dr. Deb Walker 2nd Vice-President

*Received her PhD from USF
*She is also very excited about her move to SC for a great new job at Coastal Carolina University in Conway SC.

Jim Katt Executive Treasurer

*Working on a new textbook "General Speech Course" with Carol Bledsoe, fellow UCF professor. He is very excited with the book's progress.

Kim Johnson Recording Secretary

*Graduated with Master of Arts, from MACCT program at Rollins. Voted Outstanding Graduate by her peers.
*Researching web sources in support of Wally Schmidt's textbook on International Business.

Wally Schmidt FCA Journal Editor

*Under contract with Sage Publications, Wally is writing a book entitled, "Intercultural Communication and International Business: Hyperlinked Cultures and Networked Societies" Co authors/contributors include Sue Easton and Kim Johnson.

Richard Quianthy NCA Representative

*He and Deb have been traveling the Northeast.
* Retired, but with four classes (no meetings and no committees, and that's retirement enough!)

UPDATE ON BY-LAWS

We have been working this year to update some of the bylaws as they relate to position responsibilities and will be asking for approval from the general membership. These changes will be presented at the Friday AM meeting and then voted on at the Saturday AM meeting. These changes are highlighted below and will be distributed at the first meeting. If you would like a complete list of proposed changes, please contact Sue Easton seaston@rollins.edu and I will email you the whole document. You can review the current constitution at our website www.flcom.org

General highlights:

Many of the changes are proposed to formalize responsibilities that have been informally done by various members of the executive board. This makes the transition of officers less ambiguous when duties change each year. For example, we will formalize the responsibilities of the 2nd VP to host the new member reception each year.

Other changes are to help address evolving needs of the FCA – for example, we are recommending the position of a web editor to help manage and keep our site current each year. (Special thank you to Shari Hodgson who has stepped in for the past year to help us get things started). This will be a position appointed by the President that will serve for two years.

- We are proposing a position title change to better reflect the work and broaden the scope of the elementary/secondary rep position to a “Florida Education Liaison.” This makes this position similar to the NCA rep at the state rather than national level. This position could include the following items depending on the needs of the FCA and the skill/interests of the person assuming that role. Many of these are currently listed under this position in the bylaws.

- Liaison to FL Dept of Education
- Represent the Association to the county supervisors of language Arts.
- Work with the teacher education centers to schedule workshops
- Assist the 1st VP with programs designed for elementary/secondary teachers
- Consider coordination to the Southern Regional chapter and reporting on trends.

Some of the minor changes are to help reduce the enormous workload for the convention chair/1st VP and to balance many of the details by formally assigning them to other board positions. For example, the 2nd VP/ membership will manage registration, the President will manage student awards, the Past President will manage the member awards, etc.

Please join us at the first general meeting (Friday AM) and offer your comments / input for discussion.



Christine Hanlon (FCA Past President and UCF Professor) and Arnold Noorlander announce the birth of their child, Mika Johannes Hanlon Noorlander. The healthy baby boy was born in June.

CHANGES TO THE FCA WEBSITE

If you have not been to the Florida Communication Association Website lately, check it out soon! Thanks to website editor Shari Hodgson, it is now new and improved and much easier to navigate. Thanks, Shari!

Address all questions and comments about our website to Shari at sharivn@aol.com. Visit the site at: <http://www.flcom.org/>

BOOK YOUR ROOM NOW!

The 75th Jubilee Celebration will be at the **Radisson Worldgate Resort**. This is a wonderful venue for our group. Make your reservations TODAY to make sure that you are in on all of the fun.

Rates are \$89 for either a room with a king or 2 double beds. Reservations must be made no later than September 30 to guarantee that rate. You can come up to 3 days early and stay 3 extra days at that same rate.

Call Radisson Central Reservations at 800.333.3333

Or

Hotel Direct at 407-396-1400

Or

Reservations@WorldGateResort.com

MAKE SURE THAT YOU STATE THAT YOU WANT THE FL COMMUNICATION ASSOCIATION RATE

This is a very family-friendly place, so consider binging your family and extending the conference experience by an extra day!

75TH CONVENTION: AN FCA EXTRAVAGANZA

This year's conference will be an exceptional speech communication experience. Plan on participating in the entire event and you will be amazed at the richness and diversity of the programs and activities. October 13 - 15 are the dates to circle on your calendar.

There were over 65 program/paper proposals and more than 80 presenters have been scheduled into the program. Want to learn about ELM? What about "Bloggers?" Effective Listening to Cosmopolitan Communicators...it's all there!

Celebrating 75 years of Communication Excellence is pulling all of the excitement together. You will be amazed at the number of Past Presidents that are coming to chair the sessions. You will be excited at the number of students that are eager to participate and launch their professional careers. From FAMU to UM, from UNF to UCF, from SPC to BCC, our presenters criss-cross the state.

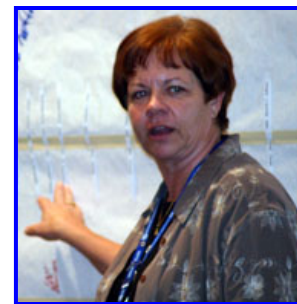
Reflections On the Past...Visions of the Future. There will be something new to learn for everyone. The kick-off on Thursday will start with a focus on the future, student presentations and a roundtable to discuss student concerns. Come and listen to what they have to say. A newcomer orientation and celebration will be held to welcome some new folks to FCA. That will be followed by the Spotlight Program: Games (Speech) People Play, some new activities for all of our classrooms. Then some wine and cheese.

Friday will be a full day of programs. The luncheon will feature Past FCA President Steve Beebe's keynote address. By late afternoon we should all be ready for the President's reception. This will be a very special event "toasting" the 75 years of FCA and all of the wealth and texture of the discipline. We will then depart for Pleasure Island and a special FCA event (see special article in this issue.)

Saturday will include more programs and the Poster Session before we conclude the convention with our luncheon. The luncheon will salute our past presidents as well as recognize some people that have made special contributions to FCA and our discipline.

Really, really consider the opportunity to meet with colleagues in the wonderful setting of the Radisson Resort Parkway. Bring your family with you! The facility is wonderful and you will have the chance to relax, as well as learn. There are many attractions available and you will be with both old and new friends.

-Deb Hefferin, 1st Vice-President



Deb Hefferin, 1st Vice-President

**Make your
reservations
TODAY
to make sure that
you are in on all of
the fun!**



2004 Luncheon entertainment

IN MEMORIUM

Gregg Phifer, 87, Past FCA President and professor emeritus in the Department of Communication at Florida State University, died Thursday, June 2, 2005.

Born in Cincinnati, Ohio, he attended the University of the Pacific and earned his doctorate at the University of Iowa. A conscientious objector during World War II, he was assigned to perform civilian public service as a smoke jumper with the Forest Service. He was employed at Baldwin-Wallace College in Ohio before coming to FSU in 1949 as one of the famed "49ers", where he enjoyed teaching the communication department for 45 years. Gregg was a certified professional parliamentarian (and served the FSU Faculty Senate in that capacity for many years), a former president of the Southern States Communication Association, and a master track official. His honors include FSU Professor Emeritus, Circle of the Gold Key and membership in the FSU Athletic Hall of Fame.

He was an active member of Trinity United Methodist Church, the American Civil Liberties Union, the Funeral and Memorial Society and the Association of Retired Faculty. Survivors include three daughters, Margie Tullos (and husband Stan) of Valdosta, GA, Linda Rogers (and husband Arnold) of Tallahassee and Dorrie Presson (and husband Ramon) of Thompson Station, TN; seven grandchildren, Kristen, Greg and Dylan Tullos, Betsy and Will Rogers and Trevor and Cameron Presson; and numerous sisters- and brothers-in-law.

He was a remarkable person-- active in the civil rights movement before it was fashionable, a track official well into his 80s, a cultivator of beautiful camellias that he distributed generously to faculty and staff. He was always generous with his time, too, and served as an adviser and mentor to generations of graduate students and junior faculty. In the 1950s and early 60s, Gregg served as Director of Forensics at FSU and maintained his interest in the forensics program throughout his career.

We will miss him.

2005 FCA Schedule: Overview

Thursday is an exciting and full day of events – please join us and celebrate our 75th year!

THURSDAY 10/13/05

PreConference Meetings

3:00 – 5:00 Executive Board Meeting
5:00 – 6:00 Membership Committee Meeting

Conference begins

5:00 – 8:00 Registration
5:15 – 7:00 Student Showcase
7:15 – 7:45 Newcomer's Reception
8:00 – 9:30 Spotlight Program: Games (Speech) People Play
9:30 – 10:00 Wine and Cheese Reception

FRIDAY 10/14/05 (7:30 – 12:45; 2:45 – 3:15 Registration)

7:30 – 8:20 FCA Business Meeting (all welcome)
8:30 – 9:45 Session I
10:00 – 11:15 Session 2
11:30 – 12:45 Session 3
1:00 – 2:30 Convention Luncheon: Guest Speaker Steven Beebe
2:45 – 4:00 Session 4
5:00 Leave for PLEASURE ISLAND

SATURDAY 10/15/05 (7:00 – 12:30 Registration)

7:30 – 8:20 FCA Business Meeting (all welcome)
8:30 – 9:45 Session 5
10:00 – 11:15 Session 6
11:30 – 12:45 Session 7
12:45 – 1:15 Poster Sessions
1:30 – 3:00 Convention Luncheon and Awards
Post Conference Meeting
3:15 – 4:30 Executive Board Meeting



Check our website at www.flcom.org for more information on the program.

AN INVITATION FROM THE 2ND VICE-PRESIDENT...

The temperature is rising, the hurricanes are coming – must be time to return to school! Welcome to the 2005-2006 school year here in Florida, and welcome to another exciting year of FCA opportunities! I look forward to seeing all of you for this year's diamond jubilee conference October 13-15 at what appears to be our final visit with the Radisson Parkway in Orlando. Our 75th conference theme this year, "Reflections on Yesterday-Visions for Tomorrow-Creating Communication Excellence," illuminates some of FCA's priorities: community, based upon shared memories and aspirations, that reflects the creativity of its members and a collective quest for communication excellence.

Help make our vision a reality. Strengthen our community by getting involved in FCA's membership drive:

- * Volunteer to be a campus contact
- * Serve on the FCA membership committee
- * Encourage and mentor your students' involvement in the association and participation in this year's conference
- * Reach out to colleagues in the corporate, not-for-profit, and government sectors
- * Share your ideas for committee projects, social events, and spring meetings
- * Complete an "early bird" registration for this year's conference to save yourself money and to save planning time for our convention planners
- * Help out at the convention by volunteering yourself and/or your students to assist with the registration process
- * Nominate a colleague to serve in one of the positions that will come available this year – 1st vice president, 2nd vice president, and newsletter editor

Our new website, hardworking executive board, and active committee members have made your involvement easier than ever. Many of the service ideas that are check-marked above require only an email, an hour of your time, or a one-time copying and distribution task. It's an effective vitae line, but more importantly, it's an opportunity for you to contribute to your state's only professional communication association's community, growth, and success. Don't delay.



Email me at debwalker@wildmail.com to get involved in your Florida Communication Association.

See you in October in Orlando!

-Deb Walker, 2nd Vice-President

New Dr.'s In The House

Several doctoral candidates at the University of South Florida in Tampa successfully defended their dissertations this spring and summer. They include:

Dr. Elizabeth Curry *Communicating Collaboration and Empowerment: A Research Novel of Relationships with Domestic Violence Workers*

Dr. Nigel Malcolm *One More River to Cross: The Therapeutic Rhetoric of Race and the Post-Civil Rights Era*

Dr. Deborah Cunningham Walker *Communicating the Volunteer Identity*

FCA Members Help to Write the Speech Certification Test

Several members of the Florida Communication Association have been asked to serve on the task force which has developed speaking and listening competencies which k-12 Speech teachers in Florida will have to demonstrate. The taskforce is currently in the process of writing test items. When we first started working on the project, we thought that this would be a test that potential teachers would have to take after they got their speech degree. Not so!

To our surprise, we learned that Governor Bush and the Florida Legislature did away with certification for all disciplines in 2002. In all, certifications in about 130 subject areas were eliminated. To replace the degree requirement the Florida DOE has one taskforce like ours for each of the approximately 130 subject areas. The first tests are expected to be ready by 2007.