



Downtown Louisville by Scott Oves/CC BY 2.0

Louisville rolling out the red carpet for SSSA

I am excited to welcome everyone to join us in Louisville April 10-14 for an exciting conference. Our connections with the Louisville Convention and Visitors Bureau suggest they will be rolling out the red carpet for us. The pleasant, restaurant-filled, downtown area of the conference is enhanced by nearby river walks and the Louisville Slugger Museum & Factory along with the Muhammad Ali Center. On Saturday afternoon, the Ethnography Interest Group is



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sponsoring a panel for those who have visited either of those venues as well as Churchill Downs. There will be much to see and enjoy there, indeed. For those arriving on Thursday, a variety of panels will immediately await you. At midday is a panel in tribute to Robert Bostrom, a central scholarly figure to SSSA in the past. One of the final late afternoon panels will see a large group of former SSSA Presidents consider communication, choices, and consequences relating to

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Register now for Louisville

As the 83rd convention approaches let me encourage you to act quickly upon reading this column. First, make your hotel reservation. The convention is in the Seelbach Hilton in Louisville. The SSCA convention rate is \$157 plus taxes, a great rate for such a storied property. The room reservation deadline is March 20, 2013. You can book your room by connecting through the SSCA website www.scca.net/convention. The second action is to pre-register for the convention. You do save money by pre-registering. It is also a great help to the staff and to you if we can hand you a prepared convention packet with your convention badge ready. Here are some reminders:

REGISTRATION FEES

The pre-Registration Deadline is March 20, 2013. (Please note that your membership must first be active before qualifying for the fees listed below.)

- Regular Members (see membership costs below): Pre-register: \$45; At Convention: \$55
- Student Members (see membership costs below): Pre-register: \$25; At Convention: \$30
- Undergraduate Honors Conference Participants: Pre-register: \$50; At Convention: \$50



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- Non-members: Pre-register: \$65; At Convention: \$80

MEMBERSHIP CATEGORIES

LIFE: A one-time payment of \$1,250 (or four consecutive payments of \$325 equals a standing patron membership);

PATRON: An annual fee of \$190 provides special support for SSCA, and includes convention registration fee, subscriptions to the four regional association journals, and listing in the convention program;

SUSTAINING: Annual fee of \$90 provides membership and convention registration fee;

REGULAR: Annual fee of \$50 provides membership privileges; and

STUDENT: Annual fee of \$30 provides membership privileges and is available only to full-time students.

See you in Kentucky!

CONNECTIONS

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Future SSCA Convention Sites

2014

April 2nd - April 6th
Sheraton New Orleans
New Orleans, LA

2015

April 8th - April 12th
Tampa Marriott Waterside
Tampa, FL

SSCA is your Association...strive to make it better!

I am pleased to announce that our membership numbers are up. What fantastic news! This has everything to do with you. I thank you for help in achieving this goal.

LET'S NOT STOP THERE! I would like to increase our outreach endeavors. There are many colleges, universities, community colleges, and high schools still left untapped. We are only as strong as our members. There is a multitude of research yet to be incorporated into our realm of scholarly professionals and engaged students. Please take a moment between now and April to reach out and encourage SSCA membership as well as attendance to the 2013 con-



MONETTE CALLAWAY

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ference in Louisville, KY, April 10-14.

In addition to encouraging others, take a look at what you have to offer SSCA. Is there a committee you have wanted to serve on? A division you would like to chair? Volunteer work you would like to do at the conference? If so, please let me know! Having everyone involved in some

aspect helps build a better, stronger association.

On another note, SSCA's own Roseann Mandziuk is running for 2nd Vice-President of NCA. We wish her the best of luck. Speaking of elections, our annual elections will also be taking place. Please visit our new and improved website www.scca.net and view candidate platforms. Then, cast your vote!

Finally, I would like to thank you once again for a very successful 2012 convention. San Antonio was educational, full of scholarship, and fun for all. I look forward to scholarship, fellowship, and of course, Louisville, at the 2013 convention! See you there!

Connecting through 'The Southern Experience'

As you know, SSCA is headed to Louisville in 2013, and I'm excited to welcome each of you to my home state of Kentucky! I hope you will find in the Bluegrass State the same Southern hospitality for which SSCA has become known over the years.

As I talk with more and more members and ask them why they participate in SSCA, they repeatedly tell me about the relationships—and friendships—that keep them coming back. For many of us, SSCA provides important ways to create and maintain connections to our colleagues and the discipline.

In last year's newsletters, I introduced a sort of slogan, The Southern Experience. I think it captures, in a strategically ambiguous way, what motivates us all to be a part of this Association. Our experiences certainly differ, but we each have our own stories about what we gain, both personally and professionally, from our Southern membership.

I encourage you to share those stories with your departmental and institutional



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leaders who can provide support for the Association's endeavors. Here are three easy ways:

1) Become an institutional member. For only \$100, your Department is listed on the SSCA website and has the opportunity to post job listings online. **BONUS BENEFIT:** Institutional members receive a complimentary one-year student membership. Award it to an outstanding student and introduce a young scholar to Southern! It's a great way to encourage student participation!

2) Reserve an exhibit space at the 2013 Convention. Showcase your institution in person as a convention exhibitor. It is an especially great way to promote

your graduate program, particularly to the Undergraduate Honors Conference participants!

Forms for both of these opportunities can be found on the SSCA website at www.scca.net. Other sponsorship opportunities are also available. Feel free to contact me at jennifer.mize.smith@wku.edu about deadlines, rate details, and other ways to get involved with your regional Association.

And don't forget...

3) Like us on Facebook! As we try to increase the social media presence of SSCA, please post comments or pictures, share research and teaching ideas, and start discussions on our Facebook page. It would be great to build an online community for those months between annual conventions!

As always, I am interested in your ideas about membership and marketing SSCA, so please feel free to contact me. I appreciate your continued support and hope you enjoy The Southern Experience in Louisville and beyond!

Louisville

Continued from page 1

SSCA and its future. The SSCA Welcome Reception will follow; always a good chance to catch up with our colleagues.

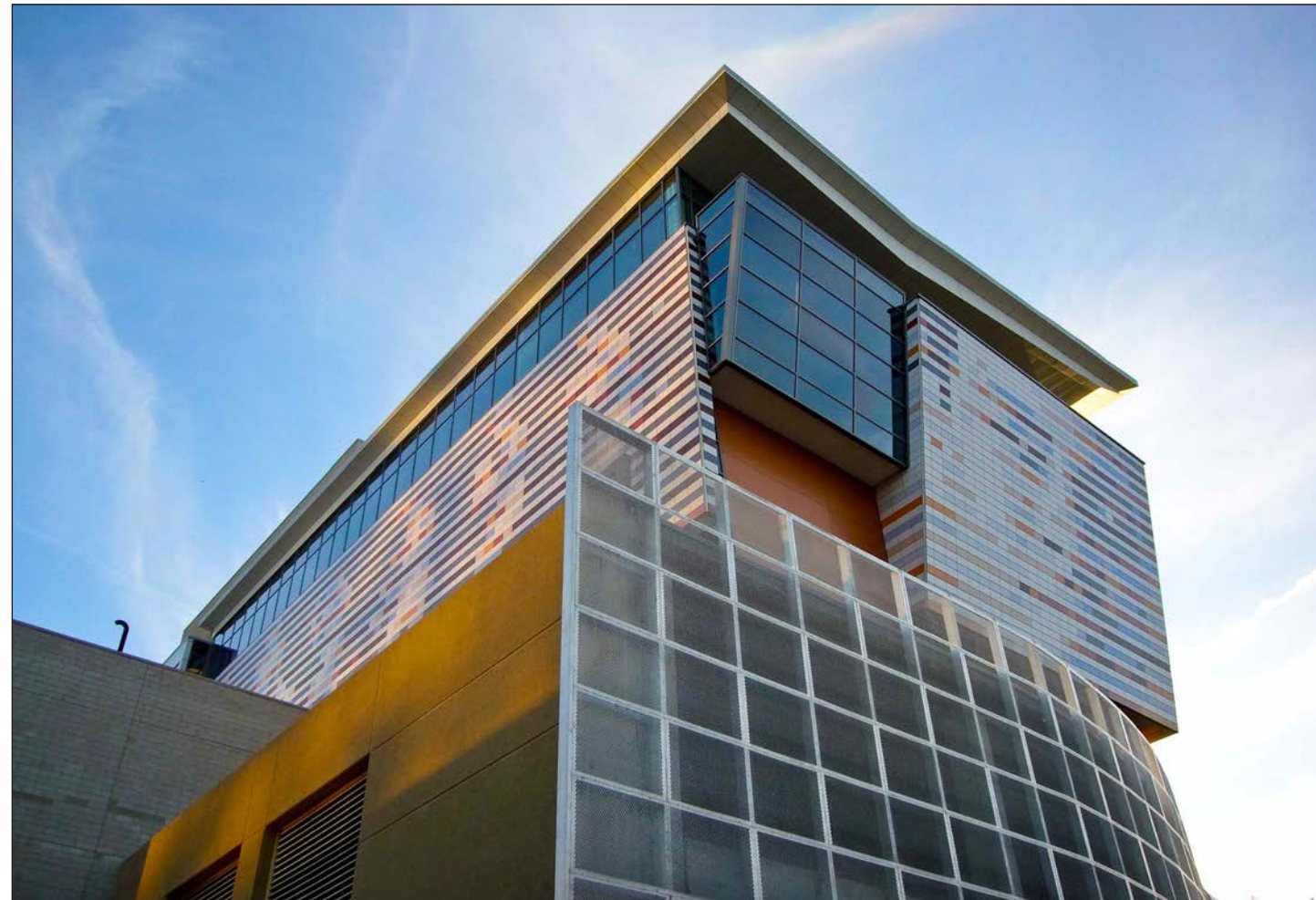
On Friday, the SSCA member Business Meeting breakfast starts the day, and the Undergraduate Honors Conference begins, adding to the mix of panels. Also on Friday will be a chance to remember scholars we have lost in 2012, including Bob Bostrom (once again), Howard Dorgan, Bud Goodall, and Nick Trujillo.

Friday's highlight will be found right before the late afternoon business meetings, when Dr. Richard Vatz of Towson University presents his perspective on persuasion. In 1968, Lloyd Bitzer published "The Rhetorical Situation" in the inaugural issue of *Philosophy and Rhetoric*. Around 1971, Dr. Vatz was assigned the article to read in graduate school. Captivated by his strong disagreement with the article, Vatz pursued his own studies

of persuasion, eventually publishing "The Myth of the Rhetorical Situation" in *Philosophy and Rhetoric* in 1973. Since then, he has pursued his contrarian approach to persuasion and, most recently, he brought his approach to studying persuasion back to the attention of the field with the publication of his recent audaciously titled *The Only Authentic Book of Persuasion*.

Saturday, as usual, will be the convention's busiest day. The Undergraduate Honors Conference Breakfast starts it out, along with a strong mix of panels, with the Annual Awards Banquet anchoring the middle of the day. Dr. Michael W. Kramer will address the banquet on Changing Communication, Choices, and Consequences. A spotlight panel featuring Dr. Kramer will follow the banquet, involving several scholars exploring organizational assimilation, who will describe ways we all learn to become part of organizations—as well as how we leave them.

The Osborn Reception, honoring the Undergraduate Honors participants but open to all, will as usual be a not-to-miss event early Saturday evening. This year, in



Muhammad Ali Center by Paul Joseph/CC BY 2.0



City Hall Clock Tower by vxla/CC BY 2.0

addition to the warm and gracious hosts and company, the setting adds a sense of old world mystery, as we will gather in the "Rathskeller" for the event.

Let's not forget about Sunday. Not only are there multiple rewarding panels to be found (definitely could not fit them all in the first three days!), important conference planning meetings also take place.

Whatever days, panels, visiting, and expeditions await you, and whatever rewarding personal, sightseeing, or scholarly moments your convention choices lead you to, I gleefully anticipate seeing all in Louisville!



Louisville Slugger Museum by vxla/CC BY 2.0

UHC to offer 'can't miss' programs for attendees

The beginning of the holiday season and the end of the fall academic term coincide with the deadline for undergraduates to submit their work to the Theodore Clevenger Undergraduate Honors Conference (UHC). As I write this column one day before the submission deadline, we have already received more than 70 manuscripts from students hoping to participate in the conference. For these talented, highly motivated students, their wish list for the holiday season includes an invitation to participate in the UHC!

Just as our students have made plans to submit their work to the UHC, we hope that you will make plans to attend UHC sessions during



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the Southern States Communication Association (SSCA) convention in Louisville, KY. Approximately 16 UHC sessions will be scheduled over a two day period that includes Friday, April 12 and Saturday, April 13. The submissions we are receiving for the UHC span the spectrum of communication topics and methodologies.

The UHC offers a unique opportunity for scholars in the field to engage talented undergraduate students in a setting that lends itself to more in-depth discussions than what may be possible in the traditional college classroom. If you have not experienced UHC programs in the past, I encourage you to attend several sessions and spend time connecting with the members of the panel about their scholarly activities. You may find that the UHC will become a "must attend" for your future SSCA conventions!

I look forward to seeing you and your undergraduate colleagues in Louisville!

Active members are the strength of SSCA

I can hardly believe it is 2013! In addition, I can also hardly believe that I am now the immediate past president. It seems not so long ago I was trying to plan the Theodore Clevenger, Jr. Undergraduate Honors Conference. This past fall I was not busy with paper and panel submissions, but rather I was busy with the SSCA slate. We are truly blessed as an association with so many wonderful and talented people. I think everyone realizes the importance of being an active member of the association. Without dedicated division, interest group, and committee members and officers SSCA would not be the strong association we are today.

Selecting the slated candidates for Vice President-Elect is an important job because the person that is



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elected will shape the future of our association. It is with this in mind that two excellent candidates have been slated. I am sure you will recognize both names because they have actively served SSCA over the years. Jean DeHart has served on committees, been active in her divisions and worked as SSCA's Advertising Manager. Emmett Winn has also served on a variety of committees, worked to represent his divisions, and been

SSCA's Executive Director. Both of these candidates have impressive service records and I encourage you to go read their platform statements and get your vote in early.

Remember, SSCA counts on you to do your part. Be an active member: vote, serve in your divisions and interest groups, join committees, share research ideas at panels, and get to know new members. It is through new connections and collaborations we can solve existing problems and strengthen our association for years to come. We are fortunate to have many talented and creative members and in the last 10 years I have seen the association grow and benefit from members sharing their talents. What talent do you have to share with SSCA?

RDC opens Caring Connections pre-convention orders

This year the Resource Development Committee (RDC) is continuing its work to increase the funds for all of the awards offered by the association. Balances for the awards are growing each year because of the continued generosity of our membership.

You can help fund these awards in two ways: either by a direct contribution to the award fund (on your membership form) or through your support of *Caring Connections*. Since its inception in 2002, members of the association have honored friends and colleagues with *Caring*



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Connections. Recipients of this honor are always delighted to learn that colleagues or friends have honored them in this way. Please consider showing a friend or colleague how much you care by sending a *Caring*

Connections. Direct donations and *Caring Connections* purchases are both tax deductible.

To purchase *Caring Connections*, please fill out the order form on the following page. Pre-convention orders will be waiting with your recipients' nametags when they arrive at the convention. *Caring Connections* will also be available for purchase at the convention for the purchaser to deliver to those s/he wishes to honor.

Thank you for your support of the association and the awards!

For SSCA convention and hotel reservation information visit www.sscanet/convention.

CARING CONNECTIONS

Pre-Convention Order Form



Your Name: _____

E-Mail: _____

Your University Affiliation: _____

Number Purchased: _____ X \$5= \$ _____

Please make checks payable to Southern States Communication Association

Please complete this order form and return it to Dr. David Nelson, Department of Communication Arts, 1500 North Patterson Street, Valdosta, GA 31698-0120, with a check for your order. Caring Connections are \$5 each. You will receive a tax receipt via e-mail after the convention. Pre-convention orders must be received by March 27, 2013 in order to be processed and waiting for your honoree when s/he arrives at convention. You may purchase and deliver additional Caring Connections at convention. Please note that Caring Connections are distributed to convention attendees only. If you wish to honor someone not in attendance, you may mail the honor yourself.

Honoree's Name

Honoree's University Affiliation

SSCA DIVISIONS AND INTEREST GROUPS

SSCA DIVISIONS

- Applied Communication
- Communication Theory
- Community College
- Freedom of Speech
- Gender Studies
- Instructional Development
- Intercultural Communication
- Interpersonal Communication
- Language and Social Interaction
- Mass Communication
- Performance Studies
- Political Communication
- Popular Communication
- Public Relations
- Rhetoric and Public Address
- Southern Argumentation and Forensics

INTEREST GROUPS

- Association for Communication Administrators (ACA)
- American Society for the History of Rhetoric
- Ethnography
- Kenneth Burke Society
- Philosophy & Ethics of Communication



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