



**2009 Annual Conference**  
**Maryland Communication Association**  
**"Embracing Change"**

Community College of Baltimore County  
 Essex Campus

**Friday,**  
**October 9**

5:00 – 7:00 pm      Welcome Reception  
 Hosted by: Pearson Publishing and  
 Salisbury University      Hilton  
 Garden Inn  
 White  
 Marsh

**Saturday,**  
**October 10**

8:00 – 9:00 am      Registration & Refreshments      J Building  
 Room J-100

9:00 – 9:45 am      Welcome & Opening Remarks      J Building  
 J-137  
 Lecture Hall

- Rose Piskapas, 2009 President, MCA
- Jennifer Kafka Smith, Immediate Past President, MCA
- Donna Rongione, 1<sup>st</sup> VP, MCA
- Dr. Mark McCulloch, VP of Instruction, CCBC
- F. Scott Black, Dean, Liberal Arts, CCBC
- Mitchell Perkins, Communication Arts Department Chair, CCBC

9:45 – 10:15 am      **Keynote Address**  
 Mark Fernando, Senior Manager, Communications, NCA      J Building  
 J-137  
*Embracing Exciting Changes on the New NCA Web Site!*      Lecture Hall

10:15 – 10:30 am      Transition to Concurrent Sessions      ---

**Saturday, continued**

10:30 – 11:55 am  
 Book Exhibitors      B Building Lobby

**Concurrent Sessions – as listed in the Faculty & Student Sessions below:**

Faculty Sessions	Student Sessions
<b>G.I.F.T.S. Session</b> (Great Ideas for Teaching Students)	<b>Great Ideas for Communication Majors</b>
<u>Sessions Repeat 3 Times At:</u> <b>10:30-10:55am</b> <b>11:00-11:25am</b> <b>11:30-11:55am</b>	<u>Sessions Repeat 2 Times at:</u> <b>10:30-11:10am</b> <b>11:15-11:55am</b>
<ul style="list-style-type: none"> <li>▪ <i>The Speech Framer: A New Way to Teach Speech Organization</i>                Isa Engleberg      B213</li> <li>▪ <i>Scenarios for a Political Campaign Assignment</i>                Michael Walsh      B213</li> <li>▪ <i>Approaches to Relieving Speech Apprehension</i>                Stacey Peterson      B214</li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>Your Voice in the New Media: Blogging for Success.</i>                Jeremy Caplan      J-200</li> <li>▪ <i>Public Relations: Opportunities in a Changing Landscape</i>                Jim O'Toole      J-207</li> <li>▪ <i>Resume Review: Stepping Stone to Your Career</i>  <i>Bring a copy of your Resume!</i>                Judith Tenney      B-215</li> <li>▪ <i>"Linked In" to Internships and Jobs</i>                Dr. Jody Morrison &amp;                Dr. Paul Scovell      Room TBA</li> </ul>



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**Saturday, continued**

Noon – 1:30 pm Lunch MCA Business Meeting  Book Exhibitors	B Building Cafeteria  B Building Lobby
1:45 – 2:25 pm Breakout Sessions – as listed below:	
<ul style="list-style-type: none"> <li>▪ <i>The Basic Course &amp; General Education</i>            Dr. Andrew Wolvin</li> </ul>	B-213
<ul style="list-style-type: none"> <li>▪ <i>Demand for Communication            Excellence Amidst Media Technology            Changes</i>            Tony Pagnotti</li> </ul>	B-215
<ul style="list-style-type: none"> <li>▪ <i>Adjunct Faculty: Staying Connected</i>            Sheri Trivane</li> </ul>	J-202
<ul style="list-style-type: none"> <li>▪ <i>Visual Transitions: From the Printed            to the Electronic Page</i>            Christopher Assaf</li> </ul>	J-206
<ul style="list-style-type: none"> <li>▪ <i>Beyond Blackboard: Solving            Classroom Challenges with            Technology</i>            Jennifer Kafka Smith</li> </ul>	J-207

**Saturday, continued**

2:45 – 3:25 pm	Repeat Breakout Sessions	Same Breakout Sessions as 1:45 pm
3:30 – 4:00 pm	Dessert and Acknowledgements	B-213 B-214 B-215
4:15 – 5:00 pm	2009/10 MCA Executive Board Meeting – All members are welcome to attend	TBA

Please complete a Conference Feedback Form.