

Wednesday, March 15, 1:00-10:00 PM

**Preconference One
Creating Connections with Our Host City: Conversations with
Communication Scholars and Local Nonprofit Leaders**

0101 Wednesday 1:00-2:05 PM

Regency

**Central States Communication Association Preconference One, Part A:
A Conversation about Persuasion and Diversity**

Sponsor: **Amy Aldridge Sanford**, Second Vice President

Chair: **Amy Aldridge Sanford**, Second Vice President

Presenters: **Alberto González**, Bowling Green State University

Sandra L. Pensoneau-Conway, Southern Illinois University, Carbondale

Christopher Rudick, Northeastern State University

This panel brings together communication scholars from across the nation to discuss public advocacy and diversity in the non-profit environment. Scholars will discuss and offer practical advice for crafting appeals and engaging diverse audiences, whether donors, volunteers, employees, or recipients of services.

0102 Wednesday 2:30-3:25 PM

Regency

**Central States Communication Association Preconference One, Part B:
A Conversation about Building Relationships**

Sponsor: **Amy Aldridge Sanford**, Second Vice President

Chair: **Jennifer L. Willis-Rivera**, University of Wisconsin, River Falls

Presenters: **Anne Kerber**, Minnesota State University, Mankato

Katherine M. Kelley, Oral Roberts University

Scott A. Myers, West Virginia University

This panel brings together communication scholars from across the nation to discuss building relationships in the non-profit environment. Scholars will discuss and offer practical advice for developing relationships with donors and volunteers. Additionally, discussion will focus on the superior-subordinate relationship within non-profits.

Central States Communication Association Preconference One, Part C: A Conversation about Volunteers and Researchers

Sponsor: **Amy Aldridge Sanford**, Second Vice President

Chair: **Malynnda Johnson**, University of Mount Union

Presenters: **Christine North**, Ohio Northern University

Victor Keli` Kinolua B. Cole, Metropolitan State University and HandsOn Twin Cities

Sadie Ward, Guthrie Theatre and HandsOn Twin Cities

Working within the communities around us, and around the world, not only builds important relationships that can provide research connections and service projects for students, but also valuable opportunities to give back. However, simply showing up at the door with good intentions is not always the best approach. This panel will discuss best practices when working within the non-profit environment, including how to develop and enhance internship and field experience programs. First-hand accounts from members of HandsOn Twin Cities, as well as communication scholars, will provide insight and guidelines to ensure mutually beneficial experiences.

0104 Wednesday 5:00

Happy Hour with CSCA and HandsOn Twin Cities

Bring your business cards for the final segment of the preconference and join us for a networking mixer immediately following the panel presentations. Light refreshments and a cash bar will be available.



Central States Communication Association Preconference Two, Part A: Creating Beer Culture

Beer Culture Panel & Tour

Co-Sponsors: **Amy Aldridge Sanford**, Second Vice President
Popular Culture Interest Group

Chair: **Jennifer C. Dunn**, Dominican University

Presenters: **Jennifer C. Dunn**, Dominican University
Robert Andrew Dunn, East Tennessee State University
Michelle Calka, Manchester University
Charley Reed, University of Nebraska, Omaha
Adam Tyma, University of Nebraska, Omaha

CSCA members gathered together on a panel in Madison two years ago to discuss the emergence and proliferation of craft beer culture. That session led to the publication of *Beer Culture in Theory and Practice: Working to Understand Craft Beer Culture in the United States* (Lexington, 2017). This pre-conference session, in two parts, begins with a discussion with the editor, Adam Tyma, along some of the authors from the book, about their varied experiences with craft beer culture. The session concludes with a guided, private tour of three local breweries in the Twin Cities.

Central States Communication Association Preconference Two, Part B: Craft Brewery Tour

For those interested in learning more about the local craft beer culture in the Twin Cities, you can register and join us for a limited-seat tour. The “Surly bill” passed in 2011 now allows production breweries to sell pints of their craft brewers on site. Dozens of brewery taprooms have now cropped up around the Twin Cities in recent years. Join us to learn about how craft beer culture is being created in these spaces as we tour three of these sites. You must be 21 years or older to go on the tour. \$60 fee includes bus pick up at hotel, transportation to three breweries, return to hotel, and tastings at all three breweries. Food is not included in the fee but will be available for purchase.

This event was only available through pre-registering and is not open to additional participants. The following individuals are confirmed to have seats on the tour bus: Michelle Calka, Anthony Cervone, Corey Davis, Jeffrey Delbert, Joel Diana, Jennifer Dunn, Mark Glantz, Andrew Herrmann, Lars Kristiansen, Brad Mello, Deb Schuelke, Danielle Stern, Kathleen Turner, and Adam Tyma

Central States Communication Association Executive Committee Meeting

Participants: **Shawn T. Wahl**, President
Blair Thompson, First Vice President
Amy Aldridge Sanford, Second Vice President
David T. McMahan, Past President
Jimmie Manning, Executive Director
Kenneth A. Lachlan, Journal Editor
Jeffrey T. Child, Finance Committee Chair
Deb Ford, Member at Large
Donna R. Pawlowski, Member at Large
Anna Wright, States Advisory Council Chair

Central States Communication Association Staff Dinner

Participants: **Jimmie Manning**, Executive Director
Katherine J. Denker, Convention Exhibits Manager
Heather McLaughlin, Conference Technical Director
Tiffany R. Wang, Newsletter Editor
Sarah Steimel, Newsletter Book Review Editor
Rebecca Johnson, Assistant to the Executive Director
Jackelyn Dorneden, Assistant to the Executive Director

