



FROM ALL DIRECTIONS

Official Newsletter of
The NorthWest Communication Association
February, 2004

Edited by Nick Backus, Western Oregon University

Message from the President Nancy J. Legge, Idaho State

Convention planning is well under way for the upcoming NorthWest Communication Association Conference. Be sure to get your reservations at the luxurious *Resort* at Coeur d'Alene for **April 15th, 16th, and 17th**. The 28th Annual NWCA convention promises to be a great one. The 1st Vice President, Annette Folwell, has selected an interesting and engaging theme about "The Ideal." She has secured an excellent Keynote Speaker: Barbara Gayle, who is a scholar, a mentor, a leader, and active participant in NWCA. As always, NWCA encourages participation from faculty, students, and alumni through its paper and panel acceptance. You should be hearing about the status of your papers/panels from Dr. Folwell soon.

If this is your first trip to the convention, you will find it one of the nicest, most interactive, and friendly conferences in our discipline. For those of you who are returning to the Conference, you will be pleased to know that many NWCA traditions will be carried out: a Keynote address at the luncheon, voting for a new Second Vice-President, announcement of student paper awards, the relaxing and energizing boat cruise, and an engaging NWCA reception. In addition, we will be doing some new things at this conference, including announcing the winners from the new NWCA logo contest and encouraging alumni from previous NWCA conventions to attend and have an active role. Dr. Folwell, has expended a lot of energy to put together an unforgettable conference.

Of course, we will be in one of the nicest conference environments in the Pacific Northwest: *The Resort*, a 5-star resort. It is in an ideal location, including both mountain and lake views, providing excellent amenities in a quaint town. Some of the offerings of *The Resort* include a Eurospa, a pool, indoor bowling and racquetball, the largest floating boardwalk in the country, and a number of excellent restaurants within walking distance of *The Resort*. In addition, the hotel has several superb options with great food including the award-winning Beverly's (try their desserts!), the Dockside (known for their apple cinnamon sausage and huckleberry pancakes), or the quiet retreat of Whispers (with a warm and inviting fireplace). Learn more about *The Resort* on their website (www.cdaresort.com).

Also in this newsletter, read about the

for the conference. We strongly urge everyone to register early, via mail. It helps things run much more smoothly at the conference and it's cheaper! Once you've read this newsletter, keep abreast of conference developments by checking in at NWCA's website (www.nwcomm.org) where you can find past editions of newsletters, information about the conference and the Journal. We also encourage you to subscribe to the mailing list to get the news alerts about the convention. Registering for the mailing list is fast and easy to do at www.nwcomm.org.

Mark your calendars for **April 15th, 16th, and 17th**. The NWCA Conference is consistently one of the most enjoyable conventions for everyone who attends. I look forward to seeing you in Coeur d'Alene!

Message from the 1st Vice President Annette Folwell, University of Idaho

As we enter into the month of February, I hope you are making plans to join us for the 28th annual Northwest Communication Association Conference to be held on April 15-17, 2004 in Coeur d'Alene, Idaho. Currently, division chairs and paper readers are reviewing your paper and panel submissions. We will be sending out invitations to present at the 28th annual Northwest Communication Association Conference by February 23, 2004.

In this newsletter, you will find two important enclosures that will greatly aid in your attendance of the conference. First, a NWCA Membership form is included. If you pre-register for the conference, you will save money on both the membership and conference fees. In order to get the discounted pre-registration fees, your conference registration form must be received by **Friday, March 26th**. The second enclosure is a Coeur d'Alene Resort Room Reservation form. The Resort has reserved a block of rooms for NWCA conference attendees at special discounted rates. In order to receive these tremendous discounts on rooms, you must make your reservation by **Friday, March 5th**. I would encourage you to take full advantage of not only the NWCA pre-registration discounts, but also the Resort price cuts.

I hope your conference plans include attending President Nancy Legge's Reception, which is held on Thursday night at 7 pm. Nancy has graciously invited all conference attendees to join her in the Hagadone Penthouse Suite to officially kick-off the 28th annual NWCA Conference. Refreshments and a cash bar will be

provided. This reception will give all conference attendees a chance to meet and interaction.

On Friday morning, panels will begin at 8:30 and continue until the Conference Luncheon. During the luncheon, we will be conducting important NWCA business, such as electing a new 2nd Vice-President, but also recognizing the best undergraduate and graduate student papers. Additionally, our Keynote Speaker Professor Barbara Gayle will be addressing the membership. Professor Gayle, who is a Carnegie Scholar and currently an Associate Dean at the University of Portland, possesses a long list of honors and awards to her credit. Some of her credits include being named as a Carnegie Scholar, Associate Editor for *Women's Studies in Communication* and *Communication Studies* journals, President of the Northwest Communication, and Outstanding University of Portland Teacher as well as other national and regional honors.

After the luncheon is over, panels will continue until 5:30 pm, and then we will board the Mish-an-Nock for the Friday night boat cruise. The boat will take us on a lovely cruise around Lake Coeur d'Alene. There will be door prizes, refreshments and a cash bar; and the cruise always gives us the opportunity to reflect on the day's events. On Saturday morning, panels will begin at 8:30 am until and the conference will conclude at 11:30 am.

I hope you make plans to attend the Northwest Communication Association Conference; this unique conference truly encourages student and faculty involvement and dialogue. I hope to see you on April 15-17th in beautiful Coeur d'Alene, Idaho.

Timely Convention Tips

- ✓ The Coeur d'Alene resort will hold a block of NWCA room reservations, but they need to hear from you as soon as possible. Please do all you can to get your reservation requests in by the deadline, **March 5, 2004**.
- ✓ Parking is available in the garage at the Resort. If you're driving in just for the day, you can park free. The hotel policy for those staying overnight is that parking costs \$12 for a 24 hour period.
- ✓ Pre-registration for the conference must be received by **March 26**. A registration form can be found in this newsletter, or you may download a registration form from the NWCA website at <http://www.nwcomm.org>. Registration will also be available at the conference. The

registration center will open on Thursday afternoon and will remain open during the conference.

- ✓ If you are flying into the Spokane airport, the Coeur d'Alene Resort offers transportation to and from the airport. The roundtrip fee is \$45 per person and advanced reservations are required.
- ✓ Don't forget to bring swimwear for time in the pool and sauna, and some warm layers of clothing for the walks by the lake and the boat cruise.
- ✓ There will be no AV equipment available for presentations. If you have AV requirements,

Tips for Presenting a Paper at the NWCA Conference

you'll need to bring your own equipment.

- ✓ Bring 10 copies of your paper to give out. People can then read

the full text of what you wrote and you won't feel obligated to cover everything in your paper.

- ✓ Don't read your paper for your presentation. Speakers will have about 10 minutes to present. Condense and edit your paper to fit into the time available.
- ✓ Emphasize your analysis and conclusions in your presentation. We can read your review of literature when we read your paper. The meat of your presentation should focus on what you found and why that is interesting and meaningful.
- ✓ Take notes on what your respondent says about your paper. The respondent has carefully read your paper and will make comments that will help take your paper to the next level.
- ✓ If you are an audience member, take advantage of the Q&A at the end of the panel. The Chair of the panel will facilitate discussion. This conference truly encourages interaction.

NWCA
ANNUAL CONVENTION
APRIL 15-17, 2004
Coeur d' Alene, Idaho

Communication and Ideals

Reservations for the Coeur d'Alene Resort must be made by
Friday, March 5, 2004

Keynote Speaker
Dr. Barb Gayle, University of Portland

NorthWest Communication Association

Nick Backus
NWCA Newsletter Editor
Humanities Division
Western Oregon University
345 N. Monmouth Ave.
Monmouth, OR 97361

Address Correction Requested

Please share this newsletter with a colleague or a friend

**NorthWest Communication Association
2004 Membership and Registration Form**

Name _____ Title _____

Department/Firm _____

Institutional Address _____

City _____ State/Province _____ Zip/Postal Code _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____

Work Phone () _____ Home Phone () _____

E-mail _____ Fax () _____

Highest Degree _____ Institution _____

New Member Yes No Membership Since _____

Check ONE where appropriate:

Registration

| | Pre-Registration | On-site |
|--|-------------------------|----------------|
| <input type="checkbox"/> Regular membership, includes JNWCA | \$30 | \$40 |
| <input type="checkbox"/> Student membership, includes JNWCA | \$15 | \$20 |
| <input type="checkbox"/> Sustaining membership, includes Convention Fee, lunch, JNWCA, and boat ride | \$75 | \$75 |
| <input type="checkbox"/> Life membership, includes all Convention Fees lunch, and yearly JNWCA | \$300 | \$300 |
| <input type="checkbox"/> Department Sponsorship, includes JNWCA | \$60 | \$60 |

Check each where appropriate:

***You must be a NWCA member to attend the conference.**

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|---|----------|------|
| <input type="checkbox"/> Student Member Convention Fee includes lunch | \$25 | \$30 |
| <input type="checkbox"/> Regular Member Convention Fee includes lunch | \$40 | \$50 |
| <input type="checkbox"/> Lake Cruise, Friday 5:30 to 7:30 Boarding at 5:00 pm | \$10 | \$10 |
| <input type="checkbox"/> Friday Luncheon (for spouses, partners, etc.) | \$20 | \$25 |
| TOTAL | \$ _____ | |

PRE-REGISTRATION FORMS MUST BE RECEIVED BY WEDNESDAY, MARCH 26, 2003.

Make check or money order (US \$) payable to NWCA and mail to:

Jeffrey L. Stafford, Ph.D.
Department of Communication Studies
209 Communications Building
Eastern Washington University
Cheney, WA 99004-2409