

Textbook & Academic AUTHORIZING CONFERENCE

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Session Handouts & Recordings

(Available after the Conference)

Questions or access issues during the conference?

Text Michael Spinella at (973) 943-0501

HOW TO USE THIS PROGRAM

TAA's Virtual Conference will take place over Zoom. If you have never used Zoom, please go to zoom.us/download to download the app prior to the conference. All sessions and other conference elements will be accessible through this program.

- **To access program sections**, click on the green buttons to the left.
- **To access presenter bios**, click the blue presenter names.
- **To enter each session**, click the "Go to Zoom Session" buttons on the schedule and program pages. **Right click to Open Link in New Window.**

A special thank you to all who contributed to making TAA's 2022 Virtual Conference possible:

Presenters
Mentors
TAA Staff Members
Conference Committee Members
Sponsors

Thank You To Our Conference Sponsors



TOP HAT



Schedule at a Glance: Monday, June 20

TAA reserves the right to rearrange the schedule or cancel or replace any session as circumstances require.

ET	CT	MT	PT	
12:00p 1 hour	11:00a 1 hour	10:00a 1 hour	9:00a 1 hour	Conference Welcome & Open Discussion with TAA's Committee on Diversity, Equity, & Inclusion Go to Zoom Session Phone Access Only

ET	CT	MT	PT	
1:00p 1 hour	12:00p 1 hour	11:00a 1 hour	10:00a 1 hour	Leading a Writing Group with Ease: Leveraging Group Mentoring & Coaching Principles to do Less Work Yourself (ACADEMIC TRACK) <i>Presenters: Wendi Kamman Zimmer, Assistant Professor, Texas A&M University; Erin McTigue, Writing Coach, The Positive Academic</i> Session Description Go to Zoom Session Phone Access Only

The Law and Policy of 'Chegging' (TEXTBOOK TRACK)

Presenter: Stephen Gillen, Partner, Wood Herron & Evans LLP

[Session Description](#) [Go to Zoom Session](#) [Phone Access Only](#)

Self-care for academic authors: Why you need it and how to do it (GENERAL TRACK)

Presenter: Stacie DeFreitas, licensed psychologist and Associate Professor

[Session Description](#) [Go to Zoom Session](#) [Phone Access Only](#)

ET	CT	MT	PT	
2:00p 15 min	1:00p 15 min	12:00p 15 min	11:00a 15 min	15-minute Networking Event <i>Host: Eric Schmieder; Theme: "Get to Know..."</i> Join Networking Phone Access Only

ET	CT	MT	PT	
2:15p 30 min	1:15p 30 min	12:15p 30 min	11:15a 30 min	Writing Across Cultural & Virtual Boundaries in a Successful Cross-cultural Mentoring Partnership (ACADEMIC TRACK) <i>Presenters: Laura Jacobi, Associate Professor, Minnesota State University Mankato; Tram Anh Bui, Ph.D. candidate, Brock University</i> Session Description Go to Zoom Session Phone Access Only

Using Lightboard Technology to Engage Students (TEXTBOOK TRACK)

Presenter: Rick Mullins, Professor and Chair of Chemistry, Xavier University

[Session Description](#) [Go to Zoom Session](#) [Phone Access Only](#)

Assembling a personal safety-net community in academia

(GENERAL TRACK)

Presenter: Margaret Thompson Reece, Manager, Reece Biomedical Consulting LLC

[Session Description](#) [Go to Zoom Session](#) [Phone Access Only](#)

ET	CT	MT	PT	
2:45p 15 min	1:45p 15 min	12:45p 15 min	11:45a 15 min	15-minute reset break and free time for visiting Join Networking Phone Access Only

Monday, June 20 (cont.)

ET	CT	MT	PT
3:00p 1 hour	2:00p 1 hour	1:00p 1 hour	12:00p 1 hour

Creating a Great Book Title and Cover: Tips on Making Memorable First Impressions (ACADEMIC TRACK)

Presenter: John Bond, President, Riverwinds Consulting

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

The Second Edition: Revising, Adding, Editing, Deleting (TEXTBOOK TRACK)

Presenter: Kenneth Campbell, Professor, Monmouth University

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

The \$200 Marketing Plan (GENERAL TRACK)

Presenter: Christina Inge, Harvard University Continuing Education and Northeastern University College of Professional Studies

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

ET	CT	MT	PT
4:00p 30 min	3:00p 30 min	2:00p 30 min	1:00p 30 min

30-minute Networking Event

Host: Kevin Patton, TAA President; Theme: "Get to Know..."

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[Phone Access Only](#)

Tuesday, June 21

ET	CT	MT	PT
12:00p 1.5 hour	11:00a 1.5 hour	10:00a 1.5 hour	9:00a 1.5 hour

A bridge from research to publication: Maximizing the power of a research journal (ACADEMIC TRACK)

Presenters: Nicole Brown, Associate Professor, UCL Institute of Education; Dannelle Stevens, Professor Emerita, Portland State University; Joanne Cooper, Professor Emerita, University of Hawaii, Manoa

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

Time to Slow Down: Finding an Offramp from the Authoring Freeway (TEXTBOOK TRACK)

Presenters: Marielle Hoefnagels, Professor, University of Oklahoma; Ken Saladin, textbook author in Anatomy & Physiology; Susan Ford, textbook author in Clinical Pharmacology; Robert Christopherson, Professor of Geography Emeritus, American River College; Donna Battista, Head of Content, Top Hat

[Session Description](#)

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[Phone Access Only](#)

ET	CT	MT	PT
1:30p 15 min	12:30p 15 min	11:30a 15 min	10:30a 15 min

15-minute Networking Event

Host: Mike Spinella; Theme: "My Latest Challenge..."

[Join Networking](#)

[Phone Access Only](#)

Tuesday, June 21 (cont.)

ET	CT	MT	PT
1:45p 30 min	12:45p 30 min	11:45a 30 min	10:45a 30 min

Developing a Book Project: Managing Time Leads to Success!

(ACADEMIC TRACK)

Presenter: Joseph 'Rocky' Wallace has written four books, co-written or edited six others, and develops graduate education leadership programs currently at Campbellsville University

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

Resolving the dilemma between your teaching responsibilities and your scholarly writing pursuits (TEXTBOOK TRACK)

Presenter: Antonina Lukenchuk, Professor, National Louis University

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

ET	CT	MT	PT
2:15p 15 min	1:15p 15 min	12:15p 15 min	11:15a 15 min

15-minute reset break and free time for visiting

[Join Networking](#)

[Phone Access Only](#)

ET	CT	MT	PT
2:30p 1 hour	1:30p 1 hour	12:30p 1 hour	11:30a 1 hour

Informalizing the Textbook to Enable Learning (TEXTBOOK TRACK)

Presenter: Rick Mullins, Professor and Chair of Chemistry, Xavier University

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

Silver Linings: Important Lessons from the Pandemic (GENERAL TRACK)

Presenters: Kristen Cvancara, Professor, Minnesota State University, Mankato; Laura Jacobi, Associate Professor, Minnesota State University, Mankato; Kiki Van Essen, PhD student, Arizona State University

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

ET	CT	MT	PT
3:30p 30 min	2:30p 30 min	1:30p 30 min	12:30p 30 min

30-minute Networking Event

Host: Shawn Nordell; Theme: "My Latest Challenge... Solution!"

[Join Networking](#)

[Phone Access Only](#)

ET	CT	MT	PT
4:00p 1 hour	3:00p 1 hour	2:00p 1 hour	1:00p 1 hour

The Writing Life Beyond the Career Path (ACADEMIC TRACK)

Presenter: Janet Salmons, Writer, Coach, Artist, Vision2Lead

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

More than meets the eye: Crafting a persuasive book proposal (TEXTBOOK TRACK)

Presenters: Moshe Rachmuth, Assistant Professor, Portland State University; Dannelle Stevens, Professor Emerita, Portland State University

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

Branding for Authors (GENERAL TRACK)

Presenter: Christina Inge, Christina Inge, Harvard University Continuing Education and Northeastern University College of Professional Studies

[Session Description](#)

[Go to Zoom Session](#)

[Phone Access Only](#)

ET	CT	MT	PT
12:00p 1 hour	11:00a 1 hour	10:00a 1 hour	9:00a 1 hour

Auditors, Royalties and Lawyers, Oh My! (TEXTBOOK TRACK)

Presenters: Brenda Ulrich, partner Archstone Law Group PC; Juli Saitz, CPA, royalty auditor, and partner, HKA

[Session Description](#)
[Go to Zoom Session](#)
[Phone Access Only](#)

Sharing Your Ideas and Work: Making the Leap with Friends, Colleagues, Reviewers, and Publishers (GENERAL TRACK)

Presenter: John Bond, President, Riverwinds Consulting

[Session Description](#)
[Go to Zoom Session](#)
[Phone Access Only](#)

ET	CT	MT	PT
1:00p 30 min	12:00p 30 min	11:00a 30 min	10:00a 30 min

30-minute Networking Event

Host: Paul Krieger, TAA Vice President; Theme: "Takeaways..."

[Join Networking](#)
[Phone Access Only](#)

ET	CT	MT	PT
1:30p 1 hour	12:30p 1 hour	11:30a 1 hour	10:30a 1 hour

Embracing Revision: Making the Most of the Process

(ACADEMIC TRACK)

Presenter: Micki Caskey, Professor Emerita, Portland State University

[Session Description](#)
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[Phone Access Only](#)

Developing Digital Content (TEXTBOOK TRACK)

Presenters: Donna Battista, Head of Content, Top Hat; Lisa Peterson, Director of Content, Top Hat

[Session Description](#)
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[Phone Access Only](#)

ET	CT	MT	PT
2:30p 15 min	1:30p 15 min	12:30p 15 min	11:30a 15 min

15-minute reset break and free time for visiting

[Join Networking](#)
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ET	CT	MT	PT
2:45p 1 hour	1:45p 1 hour	12:45p 1 hour	11:45a 1 hour

ROUNDTABLE SESSIONS

All tracks meet in same room, then go to breakout for discussions.

Get the word out through academic blogs! (ACADEMIC TRACK)

Discussion Leader: Janet Salmons, Writer, Coach, Artist, Vision2Lead

[Session Description](#)
[Go to Zoom Session](#)
[Phone Access Only](#)

Implementing a Diversity, Equity, & Inclusion Approach to Writing Projects (TEXTBOOK TRACK)

Discussion Leader: Kevin Patton, TAA President, textbook author in Anatomy & Physiology

[Session Description](#)
[Go to Zoom Session](#)
[Phone Access Only](#)

Sharing Marketing Ideas for Textbooks (TEXTBOOK TRACK)

Discussion Leader: Paul Krieger, TAA Vice President, textbook author in Anatomy & Physiology

[Session Description](#)
[Go to Zoom Session](#)
[Phone Access Only](#)

The Imposter Syndrome (GENERAL TRACK)

Discussion Leader: Zara Miller, published author, writer, and blogger

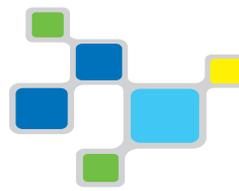
[Session Description](#)
[Go to Zoom Session](#)
[Phone Access Only](#)

ET	CT	MT	PT
3:45p	2:45p	1:45p	12:45p

Raffle, Closing Remarks, and Adjournment

[Join Networking](#)
[Phone Access Only](#)

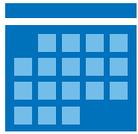
Linking Information By Track



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**Questions or access issues
during the conference?**
Text Michael Spinella
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Academic Track



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Please download and import the following iCalendar (.ics) files to your calendar system.

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JOIN BY PHONE DIAL-IN ONE-TAP MOBILE

Meeting ID: 881 2630 4037

One tap mobile

+13017158592,,88126304037# US (from anywhere)

Manual Dial-In

+1 301 715 8592 US (from anywhere)

Meeting ID: 881 2630 4037

[Find your local number](#)

Textbook Track



ADD TO YOUR CALENDAR

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JOIN TEXTBOOK TRACK SESSION NOW

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JOIN BY PHONE DIAL-IN ONE-TAP MOBILE

Meeting ID: 853 4018 0559

One tap mobile

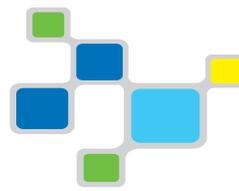
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Manual Dial-In

+1 301 715 8592 US (from anywhere)

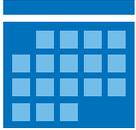
Meeting ID: 853 4018 0559

[Find your local number](#)



Questions or access issues during the conference?
Text Michael Spinella at (973) 943-0501

General Track



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JOIN GENERAL TRACK SESSION NOW

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JOIN BY PHONE DIAL-IN ONE-TAP MOBILE

Meeting ID: 896 9263 7529

One tap mobile

+13017158592,,89692637529# US (from anywhere)

Manual Dial-In

+1 301 715 8592 US (from anywhere)

Meeting ID: 896 9263 7529

[Find your local number](#)

Networking and Plenary Events



JOIN NETWORKING OR PLENARY EVENT NOW

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JOIN BY PHONE DIAL-IN ONE-TAP MOBILE

Meeting ID: 825 8534 2758

One tap mobile

+13017158592,,82585342758# US (from anywhere)

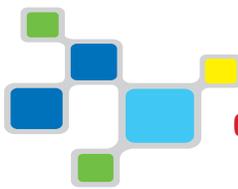
Manual Dial-In

+1 301 715 8592 US (from anywhere)

Meeting ID: 825 8534 2758

[Find your local number](#)

Program & Session Descriptions: Monday, June 20

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Questions or access issues during the conference?

Text Michael Spinella at (973) 943-0501

ET 12:00p 1 hour

CT 11:00a 1 hour

MT 10:00a 1 hour

PT 9:00a 1 hour

[Go to Zoom Session](#)[Phone Access Only](#)

Conference Welcome & Open Discussion with TAA's Committee on Diversity, Equity, & Inclusion

ET 1:00p 1 hour

CT 12:00p 1 hour

MT 11:00a 1 hour

PT 10:00a 1 hour

Leading a Writing Group with Ease: Leveraging Group Mentoring & Coaching Principles to do Less Work Yourself (ACADEMIC TRACK)

Presenters: **Wendi Kamman Zimmer**, Assistant Professor, Texas A&M University; **Erin McTigue**, Writing Coach, The Positive Academic

[Go to Zoom Session](#)[Phone Access Only](#)

"If you want to go fast, go alone. If you want to go far, go together." African Proverb

As writers, we can find ourselves in a paradox. We know that good writing (i.e., going far) needs feedback, but we often have difficulty finding time and people for feedback, so we work independently (i.e., going fast-ish). Writing groups are an obvious solution – yet while writers value groups they often hesitate to lead one. This session presents ways to use mentoring and coaching principles to lead groups with minimal work and less anxiety. Session objectives include a) how to scale up best practices of mentoring for a group of writers without killing yourself in the process, b) how to facilitate the group, so you have the wisdom of the group helping the members, and not everything is reliant on you. Specific strategies and tools will be presented throughout.

The Law and Policy of 'Chegging' (TEXTBOOK TRACK)

Presenter: **Stephen Gillen**, Partner, Wood Herron & Evans LLP

[Go to Zoom Session](#)[Phone Access Only](#)

Chegg is one of the more recently notable providers of a controversial service - it provides students with subscription-based access to answers to their textbook end-of-chapter questions. The service is controversial for two reasons - publishers claim it infringes their copyrights, and faculty claim it facilitates cheating. Chegg is notable because in 2021 it was sued by Pearson. In this session, we will provide an update on the litigation, look at other similar providers, examine the legal and ethical issues with the service, and talk about practical steps authors can take when their textbooks are targeted.

Self-care for academic authors: Why you need it and how to do it (GENERAL TRACK)

Presenter: **Stacie DeFreitas**, licensed psychologist and Associate Professor, Prairie View A & M University

[Go to Zoom Session](#)[Phone Access Only](#)

Self-care should be a critical aspect of every person's regular routine as it reduces stress and assists people in being more productive in both their personal and professional lives. For writers, it is particularly important due to the mental energy needed to be an effective and productive writer. Self-care provides the healing necessary to provide professional writers with the capacity to be creative and efficient in their writing while also increasing their ability to focus. Further, a regular self-care practice will assist in supporting one's immune system, fostering self-compassion and self-confidence, and increasing feelings of well-being. This session will provide attendees with information on why self-care is essential to their writing productivity and strategies for how to implement self-care in time efficient ways. Participants will leave the session with tools and resources for developing their own self-care plan.

ET 2:00p 15 min CT 1:00p 15 min MT 12:00p 15 min PT 11:00a 15 min

15-minute Networking Event

Host: *Eric Schmieder*; Theme: "Get to Know..."

Join Networking

Phone Access Only

ET 2:15p 30 min CT 1:15p 30 min MT 12:15p 30 min PT 11:15a 30 min

Writing Across Cultural & Virtual Boundaries in a Successful Cross-cultural Mentoring Partnership (ACADEMIC TRACK)

Presenters: *Laura Jacobi*, Associate Professor, Minnesota State University Mankato; *Tram Anh Bui*, Ph.D. candidate, Brock University

Go to Zoom Session

Phone Access Only

In 2021 we had the unique opportunity to participate in a cross-cultural mentorship program during which we learned about research and scholarly writing from a partner with a culturally unique perspective. In this session we will share our experiences, successes, and lessons learned regarding navigating the writing process and mentoring relationship across virtual and cultural boundaries. We will discuss our strategies for successful communication, goal setting, and scholarly writing. Finally, we will clarify how to become involved for those interested in being paired with a mentor or mentee from another country. Please come and share strategies learned in your own mentoring experiences as well!

Using Lightboard Technology to Engage Students (TEXTBOOK TRACK)

Presenter: *Rick Mullins*, Professor and Chair of Chemistry, Xavier University

Go to Zoom Session

Phone Access Only

As students have an ever-increasing dependence on digital resources, authors may want to explore the use of new technologies to develop textbooks and resources that engage students in these spaces. In this session, a textbook author discusses how lightboard/learning glass technology has been used to create digital learning resources that meet students where they are, enabling deeper engagement with instructional content. Specifically, the creation of key concept videos that are embedded within the electronic textbook and a YouTube hosted solutions manual will be highlighted. Attendees will leave the session with knowledge of the basics to begin using the lightboard/learning glass technology!

Assembling a personal safety-net community in academia (GENERAL TRACK)

Presenter: *Margaret Thompson Reece*, Manager, Reece Biomedical Consulting LLC

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Phone Access Only

Thriving in academia requires proactively developing a personal safety-net community. A network of people with similar interests can reduce the impact of adverse events, and help you locate and take advantage of new academic and writing opportunities. During this session, strategies are explored for getting your name on the paper about your project...getting your manuscript published when the data you have do not align with dogma in the field...or finding a new position when opportunity or need arises. We will review a set of common scenarios to describe situations where a personal network becomes an essential resource. Strategies for building a safety-net community will be discussed, and the dos and don'ts for getting started are considered.

ET 2:45p 15 min CT 1:45p 15 min MT 12:45p 15 min PT 11:45a 15 min

15-minute reset break and free time for visiting

Join Networking

Phone Access Only

ET 3:00p 1 hour CT 2:00p 1 hour MT 1:00p 1 hour PT 12:00p 1 hour

Creating a Great Book Title and Cover: Tips on Making Memorable First Impressions

(ACADEMIC TRACK)

Presenter: **John Bond**, President, Riverwinds Consulting

[Go to Zoom Session](#)

[Phone Access Only](#)

Eye- and ear-catching titles and covers can mean the difference between high interest and obscurity. But what are the formulas to help turbocharge your work to maximize interest? Publishing Consultant John Bond details the do's and don'ts of creating a memorable title and cover. He shows examples of textbooks and monographs that did it right and ones that missed the mark. These seemingly small steps in book creation may help secure a publisher and will definitely increase the number of readers and buyers. Attendees will be invited to bring their own examples and questions. John will also provide a handout of tips and tricks. Self-published authors need this session. Authors pitching to or working with traditional publishers will benefit by showing they can be a savvy partner in marketing their work, even if the publisher retains graphic/creative control.

The Second Edition: Revising, Adding, Editing, Deleting (TEXTBOOK TRACK)

Presenter: **Kenneth Campbell**, Professor, Monmouth University

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[Phone Access Only](#)

This session will deal with the steps and process involved in preparing the second edition of a previously published book. The presenter will discuss his own recent experience working on the second edition of a textbook, from the proposal and planning stage to submission of the finished product. This is intended to be an interactive session, with feedback and questions from the audience. The session will include both practical advice and the consideration of larger issues. Some questions considered will include:

- What is the purpose of a second edition? How soon is it necessary or advisable to propose a second edition?
- Should a second edition simply add new material? How much new material?
- What are some of the advantages of writing a second edition?
- How might second editions differ across disciplines?
- How does the creative process work differently when revising a previously published work?

The \$200 Marketing Plan (GENERAL TRACK)

Presenter: **Christina Inge**, Harvard University Continuing Education and Northeastern University College of Professional Studies

[Go to Zoom Session](#)

[Phone Access Only](#)

Maybe your work is self-published and you are responsible for the marketing. Or perhaps you work with a traditional publisher but want to help maximize sales. It can be daunting to market your work if this isn't your area of expertise and you don't have a big budget to bring to the task. The \$200 all-inclusive Marketing Plan is your step-by-step guide to getting your book out there. In this hands-on session, you'll learn how to promote your book on a basic budget with blockbuster results.

ET 4:00p 30 min CT 3:00p 30 min MT 2:00p 30 min PT 1:00p 30 min

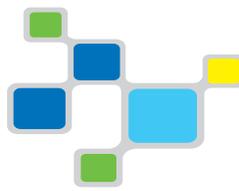
30-minute Networking Event

Host: Kevin Patton, TAA President; Theme: "Get to Know..."

[Join Networking](#)

[Phone Access Only](#)

Tuesday, June 21

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A bridge from research to publication: Maximizing the power of a research journal

(ACADEMIC TRACK)

Presenters: **Nicole Brown**, Associate Professor, UCL Institute of Education; **Dannelle Stevens**, Professor Emerita, Portland State University; **Joanne Cooper**, Professor Emerita, University of Hawaii, Manoa

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Many researchers and practitioners are advised to maintain a journal to support their professional development and research journey. Journaling is a particularly fruitful way to record relevant information and to make sense of experiences and data. However, there is little guidance on how to practically deal with a research journal to make it a particularly useful tool and a guide for publication of findings. Participants will experiment with different forms and formats for research journaling, considering what to record, how to record, what can be done with findings, and how to present those findings in a published work. Three experienced researchers and journal-keepers will guide the participants on this journey.

Time to Slow Down: Finding an Offramp from the Authoring Freeway

(TEXTBOOK TRACK)

Presenters: **Marielle Hoefnagels**, Professor, University of Oklahoma; **Ken Saladin**, textbook author in Anatomy & Physiology; **Susan Ford**, textbook author in Clinical Pharmacology; **Robert Christopherson**, Professor of Geography Emeritus, American River College; **Donna Battista**, Head of Content, Top Hat

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You've written a successful textbook through multiple editions. The book is a money-maker, and your publisher wants to keep it going. But there comes a time when you want to step back, lighten your load, and retire. You're ready to get off the authoring freeway. Slamming on the brakes would do the job but could lead to a catastrophic loss of control. Instead, you're searching for an off-ramp leading to a graceful exit, where you will find a successor you can trust and your brand can continue to build market share. But how do you navigate to that inviting destination? This panel discussion will include veteran authors who have taken the offramp or are approaching it. Their driving directions will explain how to leave the fast lane and consider the emotional aspects of that choice. We will also invite input from audience members at any stage in their writing careers.

ET 1:30p 15 min **CT** 12:30p 15 min **MT** 11:30a 15 min **PT** 10:30a 15 min

15-minute Networking Event

Host: Mike Spinella; Theme: "My Latest Challenge..."

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ET 1:45p 30 min **CT** 12:45p 30 min **MT** 11:45a 30 min **PT** 10:45a 30 min

Developing a Book Project: Managing Time Leads to Success!

(ACADEMIC TRACK)

Presenter: **Joseph 'Rocky' Wallace** has written four books, co-written or edited six others, and develops graduate education leadership programs currently at Campbellsville University

[Go to Zoom Session](#)[Phone Access Only](#)

Once you've committed to writing or co-writing a book, the challenge of time management begins to loom large. How will you meet your deadlines, thoroughly cover the topic, and ensure your writing

(continued)

reaches your audience effectively? How will you know when you're done with a draft and it's time to get input from partners or editors? New authors can struggle with these challenges. There are key principles of time management that can help. In this session, participants will come away with a workable plan for organizing their writing project to get through the first draft and subsequent versions in an orderly, predictable way. We'll also develop a strategic focus on identifying where the passion for the topic and the need for the content intersect.

Resolving the dilemma between your teaching responsibilities and your scholarly writing pursuits (TEXTBOOK TRACK)

Presenter: **Antonina Lukenchuk**, Professor, National Louis University

[Go to Zoom Session](#)
[Phone Access Only](#)

The mantra 'Publish or Perish' still reigns in academia, but teaching responsibilities can absorb a lot of the time and energy you might otherwise dedicate to writing. How can a busy academic integrate their teaching practice with research and idea-generation to maintain a vigorous writing schedule? Join this experienced textbook author to learn her tips for time management and writing productivity. With her grounding in educational research and personal experience writing textbooks, she will help you think about how to develop a productive synergy between your teaching duties and your scholarly authoring pursuits.

[ET 2:15p 15 min](#)
[CT 1:15p 15 min](#)
[MT 12:15p 15 min](#)
[PT 11:15a 15 min](#)

15-minute reset break and free time for visiting

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Informalizing the Textbook to Enable Learning (TEXTBOOK TRACK)

Presenter: **Rick Mullins**, Professor and Chair of Chemistry, Xavier University

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Why should a textbook only speak in an encyclopedic, formal way about the subject to readers? In this session, we will discuss how a more informal approach to writing a textbook can better engage the audience. Without sacrificing the depth of coverage, the inclusion of a chapter on grit, growth mindset, and how learning works also teaches students how to learn the material. At the same time, a rapport is established between reader and author similar to that of an athlete and coach. Using research-based assessment strategies and digital learning tools that align with these principles, a pathway is enabled that allows students to deeply engage material, resulting in greater learning.

Silver Linings: Important Lessons from the Pandemic (GENERAL TRACK)

Presenters: **Kristen Cvancara**, Professor, Minnesota State University, Mankato; **Laura Jacobi**, Associate Professor, Minnesota State University, Mankato; **Kiki Van Essen**, PhD student, Arizona State University

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The pandemic has pushed us to develop new ways of working and writing. This session will discuss how our writing habits have shifted in the past 18 months. Session participants will be invited to work through a series of reflective exercises to 1) identify how writing habits, topics, and focus have changed, 2) unpack what we can(not) control with the writing process, and 3) review positive strategies for moving our writing forward in new and innovative ways. The presenters will offer advantages, disadvantages, some surprising breakthroughs, and strategies for you to explore. The overall goal is to reflect on positive lessons learned so that we can grow from the challenging experiences of the pandemic. Focused on optimism and drawing on our ability to adapt, the session will highlight unique and creative ways to ensure our writing will carry on.

ET 3:30p 30 min CT 2:30p 30 min MT 1:30p 30 min PT 12:30p 30 min

30-minute Networking Event

Host: *Shawn Nordell*; Theme: "My Latest ~~Challenge~~... Solution!"

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ET 4:00p 1 hour CT 3:00p 1 hour MT 2:00p 1 hour PT 1:00p 1 hour

The Writing Life Beyond the Career Path (ACADEMIC TRACK)

Presenter: *Janet Salmons*, Writer, Coach, Artist, Vision2Lead

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As your academic career advances, you may find your priorities shift from scoring publications for your c.v. to selecting the right projects to build your legacy, collaborating with and mentoring others. Once you've established your writing and intellectual credentials in your discipline, you may be invited to write or contribute to more projects than time would allow. What factors should you weigh to determine which projects to pursue? How can you maintain a balance between personal/family life and continuing to make significant contributions to your field? In this interactive session, we will explore three dilemmas to discover creative ways to select meaningful projects, curate your life work, and give back to the field.

More than meets the eye: Crafting a persuasive book proposal (TEXTBOOK TRACK)

Presenters: *Moshe Rachmuth*, Assistant Professor, Portland State University; *Dannelle Stevens*, Professor Emerita, Portland State University

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Crafting a persuasive book proposal involves more than just meeting the publisher's guidelines. The process of completing the proposal involves reflection, analysis, and synthesis. By reflecting on their rich and varied experiences with the topic, authors can make sure the proposal clearly illuminates that experience to the publisher in a variety of ways. In this session, a first time book proposal writer and his coach will describe the process of developing the proposal during which a variety of strategies were used that contributed to the author reaffirming his purpose as well as strengthening his voice, understanding, and commitment to the project. Participants will become acquainted with the typical sections of book proposals and practice several strategies to use to increase the persuasiveness and strength of the proposal.

Branding for Authors (GENERAL TRACK)

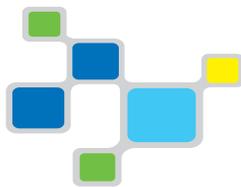
Presenter: *Christina Inge*, Harvard University Continuing Education and Northeastern University College of Professional Studies

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[Phone Access Only](#)

Scholarly authors increasingly hear that they need to develop a 'brand' to support their publishing efforts. But what is a brand when it comes to scholarship, and how does one scholar differentiate themselves from another? And how do you develop a brand? In this session, you'll learn how to create a professional brand that enhances your writing career. You will learn how to communicate your philosophy and value authentically across visual and verbal media, build a website, and venture into social media effectively with less effort!

Wednesday, June 22

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Questions or access issues during the conference?

Text Michael Spinella at (973) 943-0501

ET 12:00p 1 hour **CT** 11:00a 1 hour **MT** 10:00a 1 hour **PT** 9:00a 1 hour

Auditors, Royalties and Lawyers, Oh My! (TEXTBOOK TRACK)

Presenters: **Brenda Ulrich**, partner Archstone Law Group PC; **Juli Saitz**, CPA, royalty auditor, and partner, HKA

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Authors are often mystified when reviewing their royalty statements: What do the codes mean? How are royalties calculated? How does this relate to my contract? If there's a mistake, what should I do? Figuring out what to do about your royalty statements often requires a team approach between an auditor and a lawyer – first to find the errors and then to fix them. Auditor Juli Saitz of Ankura Consulting, and attorney Brenda Ulrich of Archstone Law, will discuss how auditors and lawyers collaborate to identify mistakes and underpayments in an author's royalty payments, as well as how to address these issues with your publisher, get them fixed, and possibly improve your contract and royalty statements to avoid similar problems in the future. Drawing on their extensive experience representing textbook authors, Juli and Brenda will discuss how auditors and lawyers can partner together to get the best outcomes for authors.

Sharing Your Ideas and Work: Making the Leap with Friends, Colleagues, Reviewers, and Publishers (GENERAL TRACK)

Presenter: **John Bond**, President, Riverwinds Consulting

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You have been working on an idea or project for a long time. When is the right time to ask trusted readers for feedback?...to 'pull the trigger' and submit your manuscript to a publisher? Publishing Consultant John Bond will discuss the right time to take the dive and share your ideas, draft of a journal article or books manuscript, or when to hit the submit button. Some authors delay too long for fear of rejection; others jump too soon wanting approval. John will answer common questions such as: might someone steal my idea? How do I know who is reviewing my work? How much should I change based on feedback? John will also look at working with small peer or writing groups. Attendees should bring their questions to share.

ET 1:00p 30 min **CT** 12:00p 30 min **MT** 11:00a 30 min **PT** 10:00a 30 min

30-minute Networking Event

Host: **Paul Krieger**, TAA Vice President; Theme: "Takeaways..."

[Join Networking](#)[Phone Access Only](#)

ET 1:30p 1 hour **CT** 12:30p 1 hour **MT** 11:30a 1 hour **PT** 10:30a 1 hour

Embracing Revision: Making the Most of the Process (ACADEMIC TRACK)

Presenter: **Micki Caskey**, Professor Emerita, Portland State University

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In this hands-on session, you will explore ways to embrace a positive stance about revising academic writing and to make the most of the process. First, we will engage in a reflective activity about the opportunities and challenges associated with revising a manuscript. Second, we will practice and discuss key strategies and digital tools for revising your own writing. Third, in small groups, we will exchange our ideas and experiences for building an optimistic and confident revision practice using key strategies. Finally, we will come together to share our wisdom about the integral and necessary role revision plays in successful writing practice.

ET 1:30p 1 hour CT 12:30p 1 hour MT 11:30a 1 hour PT 10:30a 1 hour

Developing Digital Content (TEXTBOOK TRACK)

Presenters: **Donna Battista**, Head of Content, Top Hat; **Lisa Peterson**, Director of Content, Top Hat

[Go to Zoom Session](#)

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This presentation is intended to be a hands-on workshop in which we work together to brainstorm solutions to the challenges, and discover new opportunities, in creating engaging digital experiences. Most textbooks were written and developed for print. But today students are consuming content primarily in digital formats: ebooks, YouTube, quizlet, and publisher courseware have outpaced print in Higher Education content sales. For textbook authors, challenges arise when there is no simple one-to-one correlation between the print and digital experience. Content needs to be reimaged to deliver on the pedagogical goals in new ways. Despite the challenges, there are also opportunities for students to interact with the content in new ways that engage them and provide insight unavailable in print.

ET 2:30p 15 min CT 1:30p 15 min MT 12:30p 15 min PT 11:30a 15 min

15-minute reset break and free time for visiting

[Join Networking](#)

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ET 2:45p 1 hour CT 1:45p 1 hour MT 12:45p 1 hour PT 11:45a 1 hour

ROUNDTABLE SESSIONS

All Roundtables will be held in the Networking room, using breakouts. The session will be followed immediately by our Closing Raffle.

Get the word out through academic blogs! (ACADEMIC TRACK)

Discussion Leader: **Janet Salmons**, Writer, Coach, Artist, Vision2Lead

[Go to Zoom Session](#)

[Phone Access Only](#)

How can you communicate about your research or new thinking, and draw attention to your publications? Time to re-consider blogs. We'll discuss: Finding an appropriate blog vs. starting your own; Writing blog posts – style and form; Using visuals, comics, infographics, media on blog posts; Connecting blogs & social media to find new readers.

Implementing a Diversity, Equity, & Inclusion Approach to Writing Projects (TEXTBOOK TRACK)

Discussion Leader: **Kevin Patton**, TAA President, textbook author in Anatomy & Physiology

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Parallel to TAA's recent commitment to advancing DEI approaches to textbooks and academic writing, Kevin Patton began to apply these principles to his textbook revision projects. And he found out that it's not easy, nor is it straightforward. Join us in a roundtable discussion as Kevin briefly shares some of the stumbling blocks he encountered at various stages of revision, then a lively discussion among all participants. What are your stumbling blocks, questions, and/or successful strategies? Why even concern ourselves with inclusion?

Sharing Marketing Ideas for Textbooks (TEXTBOOK TRACK)

Discussion Leader: **Paul Krieger**, TAA Vice President, textbook author in Anatomy & Physiology

[Go to Zoom Session](#)

[Phone Access Only](#)

We all know that marketing is vitally important to make a textbook successful, but which strategies work the best? How have you helped your publisher with marketing your book? What has worked well for you? What has not worked well? What are some of your dos and don'ts for marketing? Both published and unpublished authors are welcome to join this Roundtable discussion to share tips and ideas for best practices in marketing.

(continued)

ET 2:45p 1 hour CT 1:45p 1 hour MT 12:45p 1 hour PT 11:45a 1 hour

The Imposter Syndrome – How to overcome the feeling you are not qualified to write (GENERAL TRACK)

Discussion Leader: **Zara Miller**, published author, writer, and blogger

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Many authors experience a phenomenon called ‘Imposter Syndrome’ characterized by a feeling or an ‘inner voice’ telling them they can’t do it. This can be exacerbated by circumstances such as career changes or geographic dislocations like moving to a new state or a new country. Jump-start your creativity and silence the inner voice impeding your success as an author. Join novelist Zara Miller in a Roundtable discussion to hear how she overcame her own doubts in writing her first novel, to share your experiences with fellow authors, and to consider solutions together.

ET 3:45p 15 min CT 2:45p 15 min MT 1:45p 15 min PT 12:45p 15 min

Raffle, Closing Remarks, and Adjournment

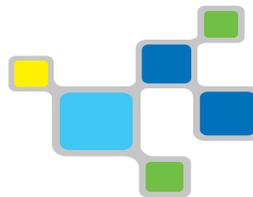
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One-on-One Virtual Mentoring



For all conference registrants who preregistered for mentoring sessions, please refer to your confirmation email for your Zoom login instructions. (Mentor registration closed on June 15.) If you cannot locate your confirmation email and need to review the details regarding your mentor appointment(s), please sign in to [Signup.com](https://signup.com) with your email to review the details of your mentoring appointments.

Reminder: All mentoring appointments were scheduled in Eastern Time (same time zone as the conference schedule). All confirmation emails relating to the appointments will reflect appointments in Eastern Time. Please make note of how this interacts with your own time zone and e-calendar.

Thank you to our conference mentors: John Bond, Steve Gillen, Paul Krieger, Tracey Hodges, Felicia Moore Mensah, Dannelle D. Stevens, Brenda Ulrich, and Juli Saitz.



John Bond



Steve Gillen



Paul Krieger



Tracey Hodges



Felicia Moore Mensah



Dannelle D. Stevens



Brenda Ulrich



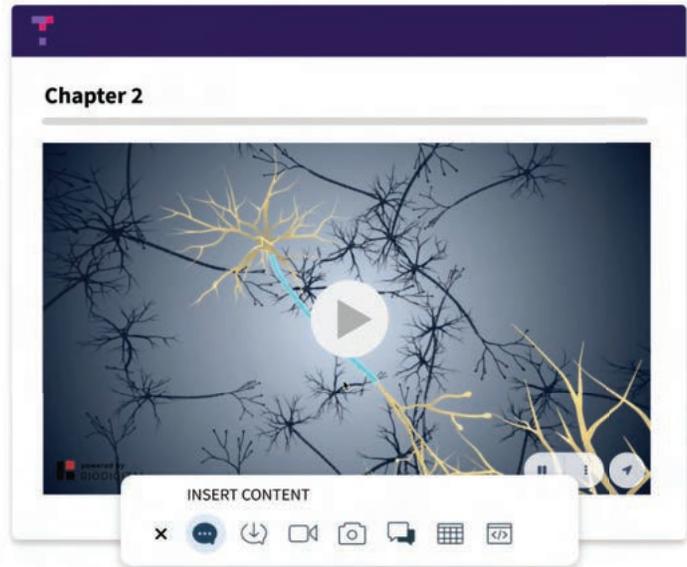
Juli Saitz

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Conference Mentors!*

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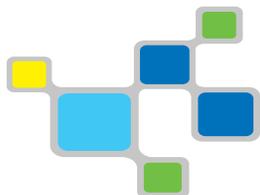
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Presenter Bios



Tram Anh Bui

is a Ph.D. candidate in Educational Studies at Brock University, Canada and a lecturer at Ho Chi Minh City University of Foreign Languages and Information Technology (HUFLIT), Vietnam. Her major research interests lie in the area of student mobility, international student leadership, intercultural competence, EFL teacher education, and mindfulness in qualitative inquiry.



As Top Hat's head of Content, **Donna Battista** is responsible for the strategic vision and execution of the content go-to-market with a focus on growing the content business into a leading provider of affordable and engaging courseware in key disciplines. Donna has 20 years of experience



leading content and product development in higher education, and led the creation, development, launch and growth of the Business MyLabs, the leading courseware solution in the business and economics disciplines. Donna's previous experience includes Vice President of Business, Economics and the UK Global Publishing division at Pearson and Vice President of Product for the education vertical at Burning Glass.

John Bond has over 25 years of experience in scholarly publishing, most recently as Chief Content Officer. He is now a Publishing Consultant at RiverwindsConsulting.com and advises authors and publishers on creating and delivering great content. He is the author of 4 books and as a publisher has overseen the publication of 20,000 journal articles and 500 scholarly books.



Dr. Nicole Brown is Director of Social Research & Practice and Education Ltd and Associate Professor at UCL Institute of Education. Nicole's research interests relate to physical and material representations of experiences, the generation of knowledge, the use of metaphors, and more generally, research methods and approaches to explore identity and body work. Her books include *Embodied Inquiry: Research Methods*, and *Making the Most of Your Research Journal*. She tweets as @ncjbrown and @AbleismAcademia.



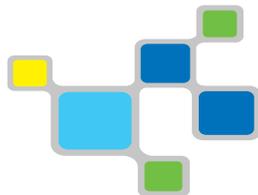
Dr. Kenneth Campbell is a Professor of History at Monmouth University in West Long Branch, NJ. He has published ten books, including four textbooks and three anthologies included for classroom use. His most recent book is *The Beatles and the 1960s: Reception, Revolution and Social Change* (2022). The second edition of his *History of the British Isles: Prehistory to the Present* (retitled *History of Britain and Ireland*) is due out in 2022.



Micki M. Caskey is professor emerita at Portland State University whose areas of specialization include academic writing, doctoral education, and middle grades research. She works with doctoral students and early career faculty to support their academic writing and scholarly productivity. Micki is co-series editor of *The Handbook of Research in Middle Level Education* and *The Handbook of Resources in Middle Level Education* as well as the former editor of *Research in Middle Level Education Online*—an international peer-reviewed research journal. She is author or editor of more than 75 publications and 125 conference presentations.

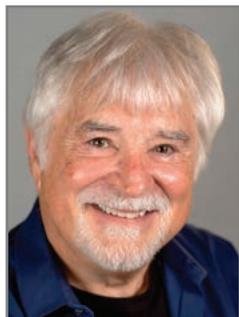


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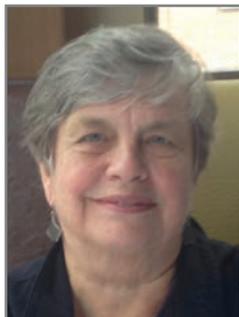
Robert Christopherson

describes himself as "in the offramp process," gradually letting a coauthor take control of his several textbooks. He is Professor of Geography Emeritus, American River College, receiving many teaching awards. He earned degrees at California State University, Chico, and Miami University, Oxford, Ohio. In 2012, he received CSUC Distinguished Alumni Award. He is the author of leading texts, *Geosystems*, 11/e, *Elemental Geosystems*, 9/e, among others, published by Pearson. Robert and his wife, Bobbé, completed 17 expeditions to the Arctic and Antarctic, and elsewhere. He received the TAA 2020 Keedy-Anderson Award.



Dr. Joanne Cooper

is a professor emeritus from the University of Hawaii, Manoa. She is the recipient of the university's Medal for Excellence in Teaching award, as well as the Graduate Mentoring award. She has authored five books and numerous articles, many of which focus on journal keeping, academic writing and leadership in higher education. With Dannelle Stevens, she is the author of *Journal Keeping: How to Use Reflective Writing for Learning, Teaching, Professional Insight and Positive Change*.



Dr. Kristen Cvancara,

Professor, Minnesota State University, Mankato (USA) is in the Department of Communication Studies. She investigates the socialization and use of hurtful messages in interpersonal relationships. She has published research in the *Journal of Family Communication*, *Personal Relationships*, *Communication Quarterly*, *Communication Teacher*, *North American Journal of Psychology*, *Social Psychology of Education*, and in the edited volumes of *Anti- and Pro-Social Communication* and *Bullying Among University Students*. She is a leadership development consultant and social justice advocate.



Stacie Craft DeFreitas

is a licensed psychologist, the Director of Clinical Training for the Clinical Adolescent Psychology doctoral program, and an Associate Professor at Prairie View A & M University. Her Ph.D. is in clinical psychology from Duke University. Her primary research interests are the academic and mental health development of youth of color. She is interested in strengths-based examinations of psychological phenomena and is the author of *African American Psychology: A Positive Psychology Perspective*.



Susan M. Ford

has been a nurse for over 45 years and is ready to retire. She has relinquished other commitments and her work is exclusively authoring *Introductory Clinical Pharmacology (ICP)*, for Wolters-Kluwer (12th edition published in 2022). She is the 3rd author and is actively seeking her own replacement. Mentoring a co-author backfired when the stressors of working in healthcare during COVID times proved problematic. She will share attempts to find her replacement and her plans to restructure the working relationship with her new co-author.

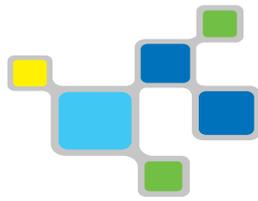


Steve Gillen

is a partner at Wood Herron & Evans LLP in Cincinnati, OH, where he counsels clients in publishing, copyrights, and related matters. He is a TAA Council Member and a long-time presenter at its annual conferences. He has written and spoken nationally on various publishing and copyright topics and teaches courses in Media Law at the University of Cincinnati. Earlier in his career, Steve served as in-house counsel for a middle-market educational publishing company.



Presenter Bios



Marielle Hoefnagels is a professor at the University of Oklahoma and has written two introductory biology textbooks for McGraw-Hill. She is trying to decide how much longer to go on, especially as the textbook industry changes. She put together this session for herself and other authors who want to learn more about how and when to step back from textbook authoring.



Christina J. Inge teaches digital marketing and data at both the Harvard University Division of Continuing Education and the Northeastern University College of Professional Studies. She's the author of *Fundamentals of Marketing Analytics*, from Flatworld. In her day job, she runs the mission-driven marketing and communications agency, Thoughtlight, which she founded in 2014.



Laura Jacobi is an Associate Professor in the Communication Studies Department and the Program Director of a peer-facilitated academic support program (MavPASS) at Minnesota State University Mankato. Teaching interests include courses in communication pedagogy and interpersonal communication. Her research pursuits include instructional communication and intercultural communication. She has published articles in various journals including the *Journal of Intercultural Communication Research*, the *Journal of International Students*, *Journal of Educators Online*, and the *Journal of Pedagogic Development*.



Paul A. Krieger is an award-winning teacher and the creator, author, and illustrator of Morton Publishing's Visual Analogy Guide series. Due to the success of his first book on human anatomy in 2004, this unique book concept quickly evolved into a four-book series. He is Professor Emeritus of Anatomy & Physiology at Grand Rapids Community College and also works as a scientific illustrator.



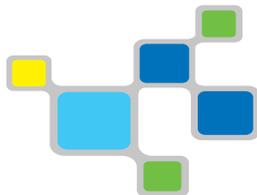
Antonina Lukenchuk is Professor at National Louis University, Chicago, Illinois, where she teaches graduate courses in educational foundations and research. Antonina's research and scholarly interests and publications are in paradigms of educational research, qualitative research methodologies, online and blended education, and service-learning. Antonina is actively involved in advising doctoral students and supervising their dissertations. Antonina's recent publication is, *Outliving Your Dissertation: A Guide for Students and Faculty* (Peter Lang, 2017).



Erin McTigue started her own business, The Positive Academic, through which she mentors and coaches academics in writing and productivity, as well as runs workshops. While at Texas A&M, she co-directed a university-wide writing support program and developed an academic writing course for international students. Erin is widely published, has won teaching and mentoring awards, and continually aims to bring a lightness of spirit to the weight of academia.



Presenter Bios



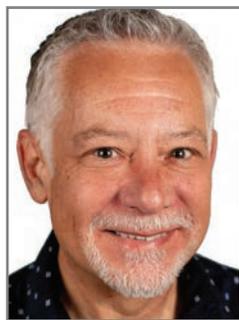
Zara Miller is a published author, writer and blogger. She is a graduate of Middlesex University London where she studied International Relations. Her debut YA novel *I am Cecilia* attracted the eye of prominent speaking conferences such as Career Grad Festival and Association of Writers and Writing Programs. She writes for *The Teen Magazine* where she handles culture and student section and works for her publishing house New Degree Press as an author coach, guiding new talent towards publishing successfully.



Rick Mullins is currently Professor and Chair of Chemistry at Xavier University. His teaching has been recognized with multiple awards, including the Alpha Sigma Nu Bishop Fenwick Teacher of the Year Award, the most prestigious teaching award given at Xavier University. In 2021, he published his first textbook, *Organic Chemistry: A Learner-Centered Approach*, an effort he could not have completed without the helpful guidance and inspiration of TAA authors and staff.



Dr. Kevin Patton (he, him) has written and revised various textbooks and manuals in anatomy and physiology for more than three decades. He currently serves as President of TAA, after a brief tenure on TAA's inaugural Committee on Diversity, Equity, and Inclusion (CDEI). Patton says he struggles with being fully inclusive in his writing—not for lack of compassion or effort, but for lack of awareness of exactly what to do and how to do it. And he wants to talk about that.



Lisa Peterson is Director of Content Development at Top Hat and oversees the team of content developers who work directly with textbook authors to help them create engaging, accessible, and interactive digital-first content. Lisa has 20 years of experience developing resources for the Higher Education and K-12 markets through work at Top Hat, Nelson Education, and Oxford University Press. Her previous experience includes creating and managing a Training and Development Program designed to level-set the editorial team's base level knowledge of workflow and process.



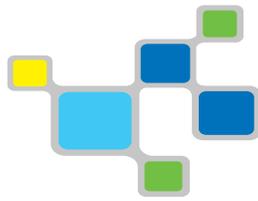
Moshe Rachmuth is an Assistant Professor of Modern Hebrew at Portland State University. He has been teaching college and college-level interdisciplinary courses since 1995. He has taught logic, mathematics, English, Hebrew, comparative literature, history, and more. From 2017 to the present he has been teaching Freshman Inquiry (FRINQ) year-long courses at Portland State University, Portland, Oregon.



Margaret Thompson Reece PhD, physiologist, scientist and laboratory director at academic medical centers in California, New York, and Massachusetts studied reproductive cancers. Subsequently, from 2006 to 2012 Dr. Thompson Reece served as Chief Scientific Officer at Serometrix LLC, Rochester, NY. As CSO she led a team developing PCSK9 inhibitors for managing elevated cholesterol. She is now Manager at Reece Biomedical Consulting LLC where she authors A&P scientific monographs and a website MedicalScienceNavigator.com.



Presenter Bios



Juli Saitz Partner, HKA, is a CPA, royalty auditor and has extensive experience serving clients including several textbook authors as well as multi-national corporation licensors. Her work in this area includes developing and implementing royalty compliance programs and performing audits of licensees around the world. Juli has helped authors and corporate clients recover millions of dollars in asserting their audit rights related to licensed copyrights, trademarks and patents. She is focused on the shift in the publishing industry to electronic content delivery methods and adaptive learning platforms. In addition, Juli has served as a damages expert in matters involving royalty disputes in the publishing industry.



Dannelle D. Stevens is a professor emerita, faculty in residence for academic writing and facilitates the Jumpstart Academic Writing Program at Portland State University Portland, Oregon. Her degree is in educational psychology from Michigan State. Through working with national and international faculty on the complex tasks associated with balancing teaching, writing and publishing, she developed the key ideas in her fifth book, published this year, *Write more, publish more, stress less!* Five key principles for a creative and sustainable scholarly practice. She conducts workshops and coaches faculty on writing and career-related choices that lead to a successful career in academe.



Ken Saladin has written anatomy and physiology textbooks for McGraw-Hill Education for 28 years. He has always mentored a coauthor on one of these and written the other two solo until now. Ken and his publisher developed a meticulous recruitment and screening process with a happy ending that should have useful take-away points for others contemplating the off ramp.



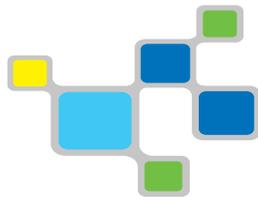
Brenda Ulrich is an intellectual property attorney who focuses on publishing, higher education, copyright and trademark law. Brenda represents authors negotiating and interpreting publishing agreements, agency agreements, and joint author agreements. She also advises colleges and universities on the development and implementation of intellectual property policies, navigating copyright questions related to teaching and scholarship, as well as managing and defending college and university trademark portfolios. She is a partner in the law firm of Archstone Law Group PC.



Dr. Janet Salmons is a free-range scholar, writer, and artist through Vision2Lead. She serves as the Methods Guru for SAGE Publications' research community, www.MethodSpace.com. Her most recent books are: *Doing Qualitative Research Online*, 2nd edition (in press) and *What Kind of Researcher Are You?* (2021). She is an honorary member of the TAA Council of Fellows (2019) and received the Mike Keedy Award (2018) in recognition of enduring service to authors.



Presenter Bios



Kiki van Essen is a second year PhD student in the Communication department at Arizona State University. Kiki researches interpersonal and intercultural communication specifically focussed on friendships, romantic relationships, and family relationships of international students. She published in *Communication and Theater Association of Minnesota Journal*, and wrote a book chapter for the book *Developing Intercultural Competence: International Students' Journeys* and the *Encyclopedia of Health Communication*.



Elementary) and has helped develop graduate education leadership programs for P-12 school administrators at Morehead State, Asbury University, and currently Campbellsville University in Kentucky. Rocky and his wife Denise have two daughters and two grandchildren, and reside in Midway, Kentucky.

Wendi Kamman Zimmer

is the Associate Director of POWER Writing Services and an Assistant Professor at Texas A&M University. Her doctoral degree is in Curriculum and Instruction with an emphasis in Reading and Literacy education. Additionally, Wendi partners with Texas A&M University's Center for Teaching Excellence and focuses on conflict management, graduate writing support, and enhancement of teaching and learning.



Dr. Joseph 'Rocky' Wallace has written four books and co-written or edited six others for the education publisher Rowman and Littlefield. He is the former principal of a Kentucky and U.S. Blue Ribbon School (Catlettsburg



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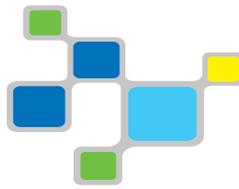
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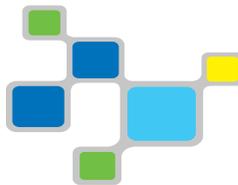
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