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MONDAY / october 17

7:30 AM	REGISTRATION & COFFEE	Lobby, 4th Fl
8:00 - 8:45 AM	WELCOME & OPENING PANEL DISCUSSION	Cinema, 2nd Fl
9:00 - 10:15 AM	BREAK OUT SESSION M1	

M.1.1 COMMUNICATION & THE WEB

Web Pages of Small and Medium Sized Manufacturing Companies In Tokyo and Their Global Communication Needs

Atsuko Yamazaki, Shibaura Institute of Technology

Getting the Message Across: A Peircean Analysis of Environmental Websites

Noël Alton, Western Governor's University; Christina Rosenquist, Brigham Young University

A Usability Analysis of Municipal Government Web sites in Alabama

Norman Youngblood, Auburn University; Jo Mackiewicz, Auburn University

M.1.2 SUSTAINABILITY, VALUES, AND GOALS

Sustainability as the Core Principle of Ethical Conduct

Alan Manning, Brigham Young University; Nicole Amare, University of South Alabama

Sustainability Communication Tracks in Technical Communication: Our Value in Deriving Sound, Sustainable Solutions

Marian Barchilon, Arizona State University

Advocacy Work in Technical Communication: Technical Communicators on Differing Sides of the Environmental Sustainability Debate

J.A. Dawson, East Carolina University

9:00 - 11:00 AM	SEMINAR 1	
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Thinking and Interacting Like a Leader

Kim Campbell, University of Alabama

10:30 - 11:45 AM	BREAK OUT SESSION M2	
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M.2.1 MULTILINGUAL COMMUNICATION

Improving the Quality of Engineering Internship Experiences with Enduring Wisdom from Different Cultures

Thomas Orr, The University of Aizu

Multilingualism : Mother Tongues as the tool for Learning in Classrooms

Basavadatta Mitra and Amit Raj, BITS, Pilani - K.K. Birla Goa Campus

Nomination for Strategic Leadership: Best Practices in Japanese-Style Communication for Managerial Purposes -

Kazuaki Yamauchi and Thomas Orr, The University of Aizu

M.2.2 SUSTAINABILITY IN THE TC CURRICULUM

Greening the Words: How Professional Communication Assignments Can Make a Difference (*)

Presented by: Elizabeth (LeeAnne) Kryder, UCSB Writing Program

Cultivating Sustainability Through Undergraduate Research & Writing &

Mark Feldman, Kimberly Moekle, and John Peterson, Stanford University

Cooperating for Professional Communication's Sake: Design of a Business Writing Prototype ,

Jo Mackiewicz, Ashley Clayson, Kristen Bill, Grant Hiatt, Jessica Sims, Pamela Horn, and Victoria Lisle, Auburn University

12:00 PM LUNCH ON YOUR OWN

1:00 - 2:15 PM BREAK OUT SESSION M3

M.3.1 MOBILE TECHNOLOGIES

The Systematic Literature Review as a Research Genre &

Judith Ramey, University of Washington; Priya Guruprakash-Rao, Mindbloom

Use of Mobile Phones by Non- or Semi-literate Users: A Systematic Literature Review -

Priya Guruprakash-Rao, Mindbloom; Judith Ramey, University of Washington

Sustainability on-the-go: Mobile devices and Web 2.0 stretching the frontiers of knowledge and identity

Constance Kampf, Aarhus University

M.3.2 THE BUSINESS OF MANAGING IN A SUSTAINABLE WORLD

Designing a Sustainable Usability Program +-

George Hayhoe, Mercer University

The Convergence of Sustainable Capitalism, &

Basavadatta Mitra, Saagar Gadhok, Shivam Salhotra, and Sakshi Agarwal, BITS, Pilani - K.K. Birla Goa Campus

M.3.3 WORKSHOP

Throwing a monkey-wrench into the works: Including radicals in the teaching of technical/environmental writing, -

Laura Palmer, Southern Polytechnic State University

2:30 - 3:45 PM BREAK OUT SESSION M4

M.4.1 EMPIRICAL RESEARCH ON SCHOLARSHIP AND METHODS

The Technology of Politeness: Interdisciplinarity and the Case of Frances Burney's Evelina ***** (

Jo Mackiewicz, Auburn University; Nicholas Williams, Indiana University

Measuring the Quality of Records to Improve Organizational Documentary Testimony ***** *

Basma Makhoul Shabou, HEG de Geneva

Is Our Peer-reviewed Literature Sustainable? *****&

Nancy Coppola, New Jersey Institute of Technology; Saul Carliner, Concordia University

M.4.2 TRANSFORMING AND SUSTAINING TC THROUGH TECHNOLOGY

Mobile Documentation: Usability Guidelines, and Considerations for Providing Documentation on Kindle, Tablets, and Smartphones *****&-

Marta Rauch, Oracle Corporation

Enhancing Public Participation Through Visualization Technologies: Mountaintop Removal as a Case Study *****&&

Tom Bowers, Northern Kentucky University

Using the Wiki to Deliver Paperless Software Documentation *****% \$

Kay Rettich, Florida Institute of Technology

M.4.3 WORKSHOP

Engineering Communication across the Disciplines: A Workshop on Using Online Modules to Standardize Instruction *****% ,

Laura R. Grossenbacher and Christina Matta, University of Wisconsin-Madison

4:00 - 5:15 PM KEYNOTE SPEAKER

Bright Green Strategies for Thriving in Tough Times

Alex Steffen, Worldchanging

6:30 PM AWARDS RECEPTION

TUESDAY / october 18

8:15 AM REGISTRATION & COFFEE

Lobby, 4th Fl

8:45 - 10:00 AM BREAK OUT SESSION T1

T.1.1 EMPIRICAL RESEARCH IN THE INTERNATIONAL CLASSROOM

Viewing and Participating: Blog Visualization and its Learning Outcomes in Blended Learning *****%&

Terumi Miyazoe, Tokyo Denki University; Terry Anderson, Athabasca University

Good Practices to Ensure Sustainable Education for International Students' Success *****% %

Ruth Vanbaelen and Jon Harrison, Nihon University, CST

Stimulating college students to consider the sustainability issues through the peer-review method *****%* '

Sayuri Yoshizawa, Hoshi University; Atsushi Yoshikawa, The Japan Institute for Educational Measurement, Inc.; Takao Terano, Tokyo Institute of Technology

T.1.2 THE RHETORIC OF THE PROPOSAL PROCESS

Institutionalized: Organizational Obstacles to Communicating Sustainability -

Patricia Brackin, Michael DeVasher, Rebecca DeVasher, Richard House, Richard Layton, Mark Minster, Jennifer Mueller-Price, Corey Taylor, and Katherine Toohey, Rose-Hulman Institute of Technology

Lessons from the past: what can be learned from ancient and modern rhetoric for a better RFP

Debbie Davy, Texas Tech University

After the Montreal Protocol: the impact of 'cradle to grave' issues on proposal writing -

Hazel Sales, University College Plymouth

9:00 - 11:00 AM SEMINAR 2

Rethinking the Design of Presentation Slides

Presented by: Michael Alley, The Pennsylvania State University

10:15 - 11:30 AM BREAK OUT SESSION T2

T.2.1 TECHNOLOGY IN THE TC CLASSROOM

Human Computer Interfaces and Discourse Analysis: Teaching an Engineering Audience +

Joseph Jeyaraj, Ronald Sones, and Jacquelyn Waters, Liberty University

The "SNOWBALLS" Web-Based e-learning System and its Development \$+

Kumiko Morimura, Jorg Entzinger, and Shinji Suzuki, The University of Tokyo

T.2.2 WORKPLACE COMMUNICATION FOR STUDENTS

A Taxonomy of Technology: A Tool for Preparing Students for Internal Communications Context of Organizations &%(

Saul Carliner, Concordia University

A Model of Aesthetic Experience &%-

Suguru Ishizaki, Carnegie Mellon University

The Language of Sustainability: From the Basic Writing Classroom to Professional Discourse &&

Andreas Karatsolis, Silvia Pessoa, Krishnapuram Karthikeyan, Dudley Reynolds, and Pantelis Papadopoulos, Carnegie Mellon Qatar

12:00 - 1:45 PM LUNCH & PLENARY SPEAKER

What's Wrong with Sustainability?: A Rhetorical Question.

M. Jimmie Killingsworth

2:00 - 3:15 PM BREAK OUT SESSION T3

WEDNESDAY / october 19

8:15 AM REGISTRATION & COFFEE

Lobby, 4th Fl

8:45 - 10:00 AM BREAK OUT SESSION W1

W.1.1 EMPIRICAL RESEARCH IN THE WORKPLACE

Informal Communication, Sustainability, and the Public Writing Work of Organizations

Brian McNely, Ball State University

Perceptions and Practices: A Survey of Professional Engineers and Architects

Don Cunningham and Jill Stewart, Radford University

Analyzing the Interplay between Visual-Verbal Rhetorical Strategies in Multimodal Documents

Suguru Ishizaki, Carnegie Mellon University

W.1.2 TECHNOLOGY AND SUSTAINABILITY

Using Service-Learning and Global Virtual Team Projects to Integrate Sustainability into the Technical Communication Curriculum

Madelyn Flammia, University of Central Florida

Developing e-learning content to raise global awareness in a seminar style course

Jorg Entzinger, Kumiko Morimura, and Shinji Suzuki, The University of Tokyo

Mobile ICT Literacy: A Contributor for Environmental Sustainability

Elizabeth Avery Gomez, New Jersey Institute of Technology

W.1.3 WORKSHOP

Usability Standards – Evolution, Access and Practice

Brian Traynor, Mount Royal University

10:15 - 11:30 AM BREAK OUT SESSION W2

W.2.1 CONTENT ECOLOGIES: EXPLORING SUSTAINABILITY STRATEGIES FOR PARTICIPATORY CULTURE

Tracing Ecologies of Writing

Donnie Sackey, Michigan State University

Write Local: Sustainable Digital Content Models for Small Organizations

Jeremy Harder, Michigan State University

Respondent: William Hart-Davidson, Michigan State University

W.2.2 CREATING AND COMMUNICATING SUSTAINABILITY

Selling Strong Medicine: The Rhetoric of Ontario's Harmonized Sales Tax

Debbie Davy, Texas Tech University

Indicating Impact: The Environmental Life-Cycle Rating Label

Jerrod Larson, EnvironmentalFacts.org; David Farkas, University of Washington

LabelPatterns.Org: A Comprehensive Pattern Library for Consumer-Decision Labels , *

David Farkas, University of Washington; Jerrod Larson, EnvironmentalFacts.org; Steven Naranjo, University of Washington

W.2.3 WORKSHOP

Teaching Sustainable Methods of Web Design and Development -)

Karl Stolley, Illinois Institute of Technology

11:45 - 12:30 PM CLOSING PANEL