62\textsuperscript{nd} Annual Convention of the
New York State Communication Association

October 15-17, 2004 ~ Kerhonkson, NY

Preliminary Program

Please notify Marie Garland, VP and Conference Planner, of any errors or
omissions prior to September 15, 2004
**Friday, October 15, 2004**

1:00 – 5:00  EXECUTIVE CONFERENCE CENTER LOBBY

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**Registration**

2:00 – 5:00  EXECUTIVE CONFERENCE CENTER LOBBY

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**Publishers’ Displays / Book Center Open**

2:00 – 5:00  HUDSON III

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**Teaching With Technology Workshop:**
Taking the First Steps in the Communication Classroom

Workshop Leader:  Steven L. Epstein, Suffolk Community College

In this workshop, participants will explore the rationale(s) behind using multimedia as an effective instructional tool. Research in demographics, psychology, and communication will serve as a basis for the initial discussion. Participants will also have an opportunity to participate in the demonstration of three to five technology "packages", provided by various publishers, that can be integrated into on-campus courseware (e.g. Blackboard, WebCT, etc.). The workshop leader, Dr. Steven Epstein, is a former faculty member in communication and education at Columbia University, a higher education consultant for IBM Corp. and vice president of multimedia and distance learning at Simon & Schuster. A frequent speaker and writer, he has authored a number of educational software programs that take advantage of the Internet and/or "Smart Classrooms".

2:00 – 3:15  ULSTER

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**The Science Fiction Genre**

Chair:  Lance Strate, Fordham University

An Alien in Hollywood: Philip K. Dick Crossmedia Comparison of *Minority Report*
Alexander Beck, Fordham University

Hail Zion (Cue the Erotic Techno Music)
Jonathan Lugo, Fordham University

Race Relations Interpreted Through *The Matrix* Construct
Brendon Ellington, Fordham University

*The Animatrix*: A Deeper Look into the Desert of The Real
Philip Apruzzese, Fordham University

Respondent:  Barbara Jo Lewis, Brooklyn College CUNY
Thinking Out of the ‘Box’:
Negotiating a Week of 21st Century Life Without Television.

The 10th anniversary of National TV-Turnoff Week took place in April 2004. “TV-Turnoff Week” encourages us to step outside the television environment. This roundtable explores the usefulness of a week without television through the observations of students who deprived themselves of television for a week.

Participants:
Lewis Freeman, Fordham University
William Phillips, New York University
Students from Fordham University

Technology and the Beauty Industry: Communicating Through Appearances

Chair: Salvatore J. Fallica, New York University

The Language of Hair: the Blonde Icon’s Legacy of Whiteness
Jessica Shimmin, New York University

The Makeover: The Human Upgrade
Angellie Hyman, New York University

Building a Bridge to Neil Postman: A Roundtable

Chair: Lance Strate, Fordham University

Roundtable Participants:
Read Mercer Schuchardt, Marymount Manhattan College
Phil Rose, York University
Margaret Cassidy, Adelphi University
James C. Morrison, Emerson College
Bill Petkanas, Western Connecticut State University
3:30 – 4:45 ORANGE

Burkean Concepts: Uses and Clarifications

Chair: Sandra Sarkela, SUNY Potsdam

Jessica Lynch and Lynndie England: A Case of Representative Anecdote, Recalcitrance, and Comic Corrective
  Jeffrey W. Murray, Rochester Institute of Technology

The Synechdochic Fallacy Revisited (2004): A Case Study of What Causes Men’s Violence Against Women?
  Stephen M. Weinstock

What’s "Normal" Anyway?: Cluster Analysis as a Method for Examining Alternative Definitions of Disability and Williams Syndrome Provided by Students at the Berkshire Hills Music Academy
  Lauren McKenzie, University of Massachusetts / SUNY Potsdam

3:30 – 4:45 HUDSON I

Currents in Teaching: Form and Function of Student Engagement

Chair: Ari Kissiloff, Ithaca College

Communicating Culture in Classrooms
  Trudy Milburn, Baruch College CUNY
  Richard Wilkins, Baruch College CUNY
  Karen Wolf, Baruch College CUNY

Communication Technology, Student Learning, and the Diffusion of Innovation
  Hsiang-Ann Liao, SUNY College at Brockport

Are Good Discussions Intellectual?: An Ethnographic Study of Communicative Tensions in a Liberal Studies Seminar
  Sheryl Baratz Goodman, Ursinus College
  Christina Abreu, Ursinus College

6:00 DUTCHESS

Buffet Dinner

Tickets required. Meal tickets are included in the hotel package for those conference attendees who have Friday night accommodations at the hotel. Those who are not staying at the hotel may purchase dinner tickets from the hotel main desk.
Saturday, October 16, 2004

7:00 – 8:30  DUCHESS

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Buffet Breakfast

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8:00 – 9:15  ULSTER

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Healthy Viewing?: Engagements with Texts About Health

Chair: David Weber, SUNY Potsdam

Public Health Entertainment-Education Program Viewing: Its Predictors
Bumsub Jin, Kansas State University

Patient as Performer: An Analysis of the Patient Body Using Children’s Books and Television Shows as Examples
Diana Ferrero-Paluzi, Iona College

Paradigm Shift: Health and Healing
Stephen M. Weinstock

8:00 – 9:15  ORANGE

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Currents in Organizational Communication:
New Waves in Familiar Water

Chair: Susan Jasko, California University of Pennsylvania

Learning the Ropes: An Analysis of the Organizational Socialization Process Within Local Police Departments
Corey Liberman, Rutgers University
Katie Marie Lever, Rutgers University

Navigating the Waters: Assessing Theory Development in Sexual Harassment Research
Shirley M. Crawley, Fairfield University

Communicating About Crises: A Concept Clarification of Organizational Crisis & Disaster Deconstruction
Jeffrey Wickersham, University of Maine
8:00 – 9:15  HUDSON I

Teaching the PATRIOT Act:
Taking Our Students Beyond Its Name

Chair: Thomas Flynn, Slippery Rock University

Participants:
Susan Drucker, Hofstra University
Donald Fishman, Boston College
Gary Gumpert, Professor Emeritus, Queens College
Brian M. O’Connell, Central Connecticut State University
Andrea Romo, Slippery Rock University
Sandra Sarkela, SUNY-Potsdam

8:00 – 9:15  HUDSON III

Televisual Identities

Chair: Lance Strate, Fordham University

I’m Not a Witchdoctor, But I Play One on TV: Televisual Medicine, Shamanism, Myth, and Ritual
Christopher A. Greene, Brooklyn College

Fighting For Identity, ABC’s Alias
Elizabeth Fitzgerald, Fordham University

The ‘Domestic Goddess’ Postfeminist Representation in the Televisual Kitchen: A Media Ecological Analysis of Nigella Bites
Carlnita P. Greene, Borough of Manhattan Community College

Feminism and thirtysomething
Albert Auster, Fordham University

9:00 – 4:30  EXECUTIVE CONFERENCE CENTER LOBBY

Registration

9:00 – 4:00  EXECUTIVE CONFERENCE CENTER LOBBY

Publishers’ Displays / Book Center Open
9:30 – 10:45  ULSTER

The Fourth Estate: Perspectives on Change

Chair: Edward Lenert

Just the Facts?: Objectivity, Print Journalism, and the Digital Revolution
Kathleen McGrory, Hamilton College

Defining ‘Alternative’: Alternative Newsweeklies Cover the 2004 Election
Jonathan Whitten, New York University

Reporting Crisis: Charting Television Journalism’s Decline, from the Challenger Disaster to the Attacks of September 11, 2001.
Kenneth Dancyger, New School University

9:30 – 10:45  ORANGE

The Administrators Talk to Administrators
(by invitation only)

Deans and Chairs of schools of communication (and its many variations) and Chairs of the numerous departments seldom get the opportunity to discuss their problems, dreams and frustrations within the convention environment. This is the second annual administrators’ gathering and we have assembled an unusual group of individuals chosen for their varying experiences and tales to tell.

Facilitator: Gary Gumpert, Professor Emeritus, Queens College

9:30 – 10:45  HUDSON I

Contextualizing Cyberculture

Chair: Lance Strate, Fordham University

Prefiguring the ‘New Media’: The Prehistories of Digiculture
Donald Theall, Trent University

Respondent: James W. Carey, Columbia University
Saturday, October 16, con’t.

9:30 – 10:45 HUDSON III

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<th>Event Title</th>
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<tr>
<td>Cultural Currents: Critical Readings of Popular Texts</td>
<td>Liz LeDoux, Bentley College</td>
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<td>A Rhetorical Analysis of Sex and the City Through the Use of Semiotics</td>
<td>Kelly Brewer, Marist College</td>
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<td>How Television Represents America’s “Drug Problem” (and Why)</td>
<td>Katrina Flener, Brooklyn College CUNY</td>
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<td>Semiotic Study of New York State Instant Lottery Games</td>
<td>Lorenzo Puglisi, Marist College</td>
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11:00 – 12:15 ORANGE

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<td>Living up to the “Credo”: The Nature and Status of Free Speech Scholarship &amp; Pedagogy in the National Communication Association</td>
<td>Thomas Flynn, Slippery Rock University</td>
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11:00 – 12:15 HUDSON I

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<td>Workshop: How to be a Public Intellectual</td>
<td>Paul Levinson, Fordham University</td>
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Paul Levinson provides a primer on how to turn your classroom and coffeeshop analyses of media into public expositions on television, radio, and newspapers. How to call attention to your views, how to be an expert, how to be interviewed, how to offer provocative and quotable comments, how to talk on radio and TV. Levinson has been a guest on the CBS Evening News with Dan Rather, the O'Reilly Factor, Jesse Ventura's America, NPR's Talk of the Nation, has made numerous appearances on CNN, Fox News, and MSNBC, and has been quoted in the New York Times, USA Today, and dozens of major newspapers around the country and the world.
11:00 – 12:15 HUDSON III

Relating in the Digital Age

Chair: Salvatore J. Fallica, New York University

ICQ as a Tool of Thought*
Chin-Yunn Yang, New York University

Online Dating
Maribel Luna, New York University

Disconnected: Computer Mediated Communication Across Cultures
Stavros Papakonstantidis, Ithaca College

* Debut paper

12:15 – 1:15 DUCHESS

Buffet Lunch and General Business Meeting

Tickets required. Meal tickets are included in the hotel package for those conference attendees who have accommodations at the hotel. Those who are not staying at the hotel may purchase tickets from the hotel main desk.

1:30 – 2:45 ULSTER

Fresh From the Media Ecology Bookstore

Chair: Raymond Gozzi, Jr., Ithaca College

Mediation and the Communication Matrix
Catherine Waite Phelan, Hamilton College

Mediating the Muse
Robert Albrecht, Jersey City State University

Bookends
Margaret Cassidy, Adelphi University
1:30 – 2:45 ORANGE

Navigating Public Memories: Communities, Traumas, and Transformations

Chair: Kendall R. Phillips, Syracuse University

Losing Matthew Shepard: Navigating Queer Public Memory
Tom Dunn, Syracuse University

A National Trauma and a Public Memory
Sandy Kellogg, Syracuse University

Changing the Days: U2’s Bloody Sunday After 9/11
Gregory Dorchak, Syracuse University

Respondent: Charlton McIlwain, New York University

1:30 – 2:45 HUDSON I

Navigating The Whitewater of Gender-Based Differences in Human Communication

Chair: James Laux, Slippery Rock University

Gender-based Differences in In-class and Out-of-class Student-Faculty Interaction
John Hyle, Slippery Rock University
Melissa Leslie, Slippery Rock University

Gender-based Differences in the Use of Equivocal Communication
Shannon Strang, Slippery Rock University

Gender-based Differences in Self-Reported Pessimism/Optimism Among Undergraduate College Students
Carissa Lounder, Slippery Rock University
Gregg Frantz, Slippery Rock University

Gender and Ethnicity-Based Evaluations of Characters in Primetime Television Sitcoms
Jill Dittmer, Slippery Rock University
Erika Evans, Slippery Rock University
1:30 – 2:45 HUDSON III

Administrators Workshop: Administrators Answer Non-Administrators
(Open to all)

For this session, we have gathered a group of Deans and Chairs, chosen for their varying experience and tales to tell. This is round-table discussion in which administrators and non-administrators get the opportunity to ask each questions and express their concerns about current trends. All conference participants are welcome to attend and participate.

Facilitator: Gary Gumpert, Professor Emeritus, Queens College

Early List of Participants.

Joe Bulsys, SUNY Geneseo
Peggy Cassidy, Adelphi University
Theresa Harrison, SUNY Albany
Barbara M. Kelly, Hofstra University
Paul Levinson, Fordham University

Dianne Lynch, Ithaca College
Catherine W. Phelan, Hamilton College
Sandra Sarkela, SUNY Potsdam
Martin Wallenstein, John Jay College
Carol Wilder, New School University

3:00 – 4:15 ULSTER

Currents in Time: Reconfiguring Past and Future

Chair: Tom Gencarelli, Montclair State University

Richard Hofstadter, Millennial Visions, and the Internet
Donald Fishman, Boston College

Constructing The Hours: The Evolution of Embedded Meanings and Transformations in the Visual text
Valerie R. Swarts, Slippery Rock University
Blythe McDanel, Slippery Rock University

Navigating the Currents of Time and Place: Identity and Myth in New York State Commemorative Coinage
W. David Gibson, Rutgers University
Saturday, October 16, con’t.

3:00 – 4:15 ORANGE

Theories of Audience and Media Effect: Examples in Various Contexts

Chair: Micky Lee, Ithaca College

College Students’ Interest in Health News
Bumsun Jin, Kansas State University
Rebekah D. Gibson-Robinson, Kansas State University

Taking Liberties: Separating Fact from Fiction and Effect of Movies on Viewers’ Beliefs
Bradley J. Freeman, Marist College

Gaywatch: A Research Proposal Using Cultivation Analysis Theory to Examine the Impact of Gay and Lesbian Portrayals on Primetime TV
Mary E. McCrank, SUNY College at Brockport

3:00 – 4:15 HUDSON I

Analyses of Verbal and Nonverbal Communication

Chair: Joseph S. Coppolino, Nassau Community College

A Study of Differences in the Way Males and Females Describe the Same Thing and Name Inanimate Objects*
Phyllis Albano, Nassau Community College

Gender Specific Differences in Politeness and Saying ‘Thank You’*
Lisa Drummond, Nassau Community College

An Analysis of the Nonverbal Communication in the Television Series, Star Trek: The Next Generation*
Barbara Giaquinto, Nassau Community College

An Analysis of the Nonverbal Communication in the Book Clan of the Cavebear
Suzanne Ross, Nassau Community College

* Debut paper
3:00 – 4:15 HUDSON III

The Journey of the Interpersonal Text: From Face to Face to Mobile to Wi-Fi

This basic course remains a major course offering of the Communication discipline. Does such a course, and its variations, reflect the technological changes that have changed our daily interpersonal relationships? Are there texts available to be used in the basic course? Each of the panelists has authored multiple texts and grappled with the changing nature of the discipline.

Chair: Gary Gumpert, Professor Emeritus, Queens College  
Author: *Inter/Media: Interpersonal Communication in a Media World,* et al.

Panelists:
- Joseph A. DeVito: Professor Emeritus, Hunter College  
  Author: *Essentials of Human Communication,* et al.
- Susan Drucker: Professor, School of Communication, Hofstra University  
  Author: *Real Law@Virtual Space,* et al.
- Paul Levinson: Professor of Communication, Fordham University  
  Author: *Cellphone: The Story of the World’s Most Mobile Medium, and How It Has Transformed Everything,* et al.

4:30 – 5:30 HUDSON III

Plenary Session: The Future of The New York State Communication Association

Facilitator: Susan Jasko, California University of Pennsylvania

All attendees are invited to participate in an open discussion about the mission and constitution of the association. These documents are available on the NYSCA website: [www.nyscanet.org](http://www.nyscanet.org), and attendees are invited to review them prior to the meeting. The first of its kind, this session will refine and guide the priorities of the association in both the short and long term futures.

5:30 DUTCHESS

Reception

Celebrate! Tickets required or cash bar.
6:30 COLUMBIA

Dinner

Tickets required. Meal tickets are included in the hotel package for those conference attendees who have Saturday night accommodations at the hotel. Those who are not staying at the hotel may purchase tickets from the hotel main desk.

7:30 COLUMBIA

Keynote Presentation:
Communication Hype, Enduring Currents, and Contemporary Struggles

Introductions: Marie Garland, Ithaca College

Presenter: Stanley Deetz
Professor of Communication
University of Colorado at Boulder

Prior to joining the CU faculty in 1997, Dr. Deetz taught for several years at Rutgers University, chairing the department there during the 1980’s. He is an author of Leading Organizations through Transitions (Sage 2000), Doing Critical Management Research (Sage 2000), Transforming Communication, Transforming Business (Hampton, 1995) and Democracy in an Age of Corporate Colonization: Developments in Communication and the Politics of Everyday Life (SUNY, 1992), and editor or author of 8 other books. He has published over 100 essays in scholarly journals and books regarding stakeholder representation, decision-making, culture, and communication in organizations and has lectured widely in the U.S. and Europe. His materials are used for an online course on Communication and Cultural Change for the Executive Masters at Seton Hall University.

Dr. Deetz was a Senior Fulbright Scholar at Goteborgs Universitet (Sweden, 1994), and has held visiting appointments at Arizona State University, the University of Texas, University of Iowa, and the Copenhagen Business School. He is a Fellow of the International Communication Association serving as its President, 1996-97, and has held many other elected professional positions. He is an active consultant and trainer for companies in the U.S. and Europe. He has held many administrative posts at CU, including serving as a member of the Vice Chancellor’s (academic Affairs) Advisory Committee, the Program Review and Personnel Committees for the Leeds School of Business, and the Dean’s Advisory Committee for the School or Journalism and Mass Communication.
Sunday, October 17, 2004

8:00 - 9:30 DUCHESS

Buffet Breakfast

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9:00 – 10:30 EXECUTIVE CONFERENCE CENTER LOBBY

Registration

9:00 – 12:00 EXECUTIVE CONFERENCE CENTER LOBBY

Publishers’ Displays / Book Center Open

9:00 – 10:15 ULSTER

The East Shall Shake the West

Chair: Lance Strate, Fordham University

Taoism, Media Ecology, and the Reason the West Just Can’t ‘Dig It’
Megan Rogers, Fordham University

Language Issues in Daoism (Taoism) and Media Ecology
Zhenbin Sun, Fairleigh Dickinson University

To and Fro Goes the Way
Raymond Gozzi, Jr., Ithaca College

The Dialectic of Eastern Thought in Media Ecology
Paul Grosswiler, University of Maine
Media and Partisanship

Chair: Katherine Fry, Brooklyn College CUNY

Media Consolidation and Lack of Fairness
George Rodman, Brooklyn College CUNY

Why We Should Revive the Fairness Doctrine
Fred Wasser, Brooklyn College CUNY

Liberal/Conservative Wars Across Media and Across Genres
Katherine Fry, Brooklyn College CUNY

Fahrenheit 9/11: The Interplay of Influences on the Mediated Political Message
Barbara Jo Lewis, Brooklyn College CUNY

Program Directors: Sinking, Swimming, Treading Water?

This roundtable focuses on the challenges and responsibilities of program directors in small liberal arts colleges who must function as administrators and academics but who are not technically defined as members of management within the institution. Participants will discuss areas including recruitment, adherence to academic standards and its consequences, hiring, monitoring, and dismissing faculty, being a spokesperson for the program, fiscal responsibilities, technology, record keeping, and curriculum development.

Roundtable Participants:
Sean Dugan, Division Chair, Mercy College
Judith Mitchell, Chair, Corporate Communications, Mercy College
Paul Trent, Chair, Speech Communication, Mercy College
9:00 – 10:15 HUDSON III

**Propaganda in Theory and Practice: Four Case Studies**

Chair: Robert Sullivan, Ithaca College

- **Beauties and Beasts: Representing the Masses in Battleship Potemkin and Triumph of the Will**
  - Alexa Kaiser, Ithaca College

- **The Army of One Campaign as Total Propaganda: An Ellulian Perspective**
  - Dennis McGlaughlin, Ithaca College

- **Adbusters: Anti-propaganda Propaganda**
  - Rachael Maier, Ithaca College

- **Kiss: Or, Because I’m a Girl as Sociological Propaganda for Korean Westernization**
  - April Tam, Ithaca College

Respondent: Paul Stewart, Roberts Wesleyan College

10:30 – 11:45 ULSTER

**Identities in Interaction**

Chair: TBA

- **The use of Computer-Mediated Communication for Social Interaction: Thinking Differently About Identity Construction**
  - Corey Jay Liberman, Rutgers University

- **Self-Disclosure: The Traditional Studies Don’t Lie**
  - Christopher Straub, Ithaca College

- **Understanding the Lives of African American Male-to-Female Transgender Persons**
  - John Youngblood, SUNY Potsdam
10:30 – 11:45 ORANGE

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**Academic Job Search Roundtable: Learning How to Go With the Flow**

The participants on this panel have all recently secured their posts and successfully survived the entire process of an academic job search. Importantly, they now hold various types of positions: part-time adjunct, temporary contract, and full-time, tenure track appointments. They will share their experience about each aspect of the job search - composing an academic vita, crafting the cover letter, compiling an application portfolio (including the presentation of research and teaching information), phone interview challenges, and getting through the sometimes grueling process of the on-site interview. The moderator for this panel has served on numerous search committees, and brings the perspective of the hiring committee to the panel. As chair of the Department of English and Communication at SUNY-Potsdam, she offers valuable insight from the ‘other side’ of the interview table.

Chair: Sandra Sarkela, SUNY Potsdam

Participants:
Liz LeDoux, Bentley College
Micky Lee, Ithaca College
Lauren McKenzie, SUNY Potsdam

10:30 – 11:45 HUDSON I

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**Discourses of Health and Wellness: Lessons from the Study of Culture and Communication**

Chair: Marie Garland, Ithaca College

Participants:

What’s a Parent to Do?: Uncertainty and Institutional Control in the Diagnosis and Treatment of Autism
Amanda Kurth, Ithaca College

The Invisible Epidemic: Malaria, Medicine, and Cultural Blindness
KT Bender, Ithaca College

More than Body Image: The Place of Anorexia in Medical Discourse
Molly Riordan, Ithaca College
10:30 – 11:45 HUDSON III

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**Big Games/Big Business**

Chair: Kimberly Gregson, Ithaca College

It’s Only a Game: The 4 As of Successful Video Game Demonstration
Toby Cohen, New School University

Judging a Game by its Cover
Matt Willis, Ithaca College
Samantha DiPippo, Ithaca College
Heather Barbaria, Ithaca College

Joystick Films and Motion Pixelation
Chris Litten, Ithaca College
Avery Crocker, Ithaca College

12:00 NOON

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**Conference Concludes**

See you in 2005!