CONFERENCE ON COLLEGE COMPOSITION AND COMMUNICATION 2017@SJSU

SAN JOSE STATE UNIVERSITY, SAN JOSE, CALIFORNIA
JUNE 8-10, 2017

#4cSJSU
WWW.SJSU.EDU/CCCC
# Table of Contents

## Acknowledgements

[Page 5]

## Schedule

[Page 6]

## Panel Sessions

Panel A1: Writing Spaces After the 2016 Election

Panel A2: Building Bridges, Not Walls

Panel A3: Styling Composition Classrooms

Panel A4: Remixing Space

Panel A5: Expanding Discursive Spaces

Panel B1: Cengage Focus Group

Panel B2: Growing Roses in Concrete

Panel B3: Still I Rise

Panel B4: Holler If Ya Hear Me

Panel B5: Know Who We Be

Panel C1: Disrupting the Research-Writing Classroom

Panel C2: “The World At Large”

Panel C3: Teaching Writing at Hispanic-Serving Institutions

Panel C4: Squad Up!

Panel C5: Picture Me Rollin’

Panel D1: Creative Writing in the Composition Classroom

Panel D2: Using an Interdisciplinary Perspective to Track the Development of Argumentation and Writing Practices in First-Generation STEM Undergraduates

Panel D3: Troubling Assumptions

Panel D4: Stretching Beyond Bricks and Bars

Panel D5: Hacking Online Writing Courses

Panel E1: The MLL Writing Studio

Panel E2: Cengage Focus Group

Panel E3: All Eyez on Me

Panel E4: Making Space in Writing

Panel E5: Composing the Archives of Santa Clara University

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SAN JOSE STATE UNIVERSITY, SAN JOSE

#4CSJSU
WORKSHOPS
Workshop 1: Claiming the Space to Discuss Value: First-Year Writing Placement and Assessment Plans .......................................................... 14
Workshop 2: Creating Spaces to Write Daily ........................................ 15
Workshop 3: Create, Ideate, Collaborate: A CCCC Workshop on the Advantages of Regionals and Affiliates .............................................................. 16
Workshop 4: Conscious Scheduling: Making Space by Marking Time ........... 17
Workshop 5: “We’re No Longer Wasting Our Class Time!”: A Hands-On Workshop for Better Online Peer Learning .......................................................... 18
Workshop 6: Writing Centers as Unofficial Creative Spaces .......................................................... 19

MAPS
Map of Diaz Student Union .................................................................. 20
Map of SJSU Campus ........................................................................... 20
Map of MLK Library ............................................................................ 21

AROUND DOWNTOWN SAN JOSÉ
Eateries ......................................................................................... 22
Breweries, Wineries, and Coffee Shops ................................................ 23
Local Attractions ............................................................................. 24

LOCAL ARRANGEMENTS TEAM ......................................................... 25

WRITING RETREAT PARTICIPANTS .................................................. 26
ACKNOWLEDGEMENTS

Hosting CCCC@SJSU depended on a vast and expanding list of colleagues, supporters, and friends. We would be remiss if we did not thank the following people:

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Kate Sullivan

Asao Inoue
Kelly Inoue
Joanne Lamb
Olivia Lee
Shirley Rose
SJSU Jazz Band
Stephanie Kerschbaum

Pat Walls
Joyce Carter Locke
Gina Marin
Lu Ann McNabb
Kathleen McSharry
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SPONSORS

The supporters who made CCCC@SJSU possible:

Conference on College Composition and Communication
College of Humanities and the Arts, San José State University
Department of English and Comparative Literature, San José State University
Martin Luther King, Jr. Library, San José State University
University Writing Center, San José State University

Cengage
Norton
SCHEDULE

THURSDAY, JUNE 8

WRITING RETREAT

8:30am - Welcome
9:00am-12:00pm - Writing / Peer Discussion
12:00pm-1:00pm - Lunch
1:00pm-3:00pm - Writing / Peer Discussion
3:00pm-3:30pm - Break
3:30pm-5:00pm - Writing / Peer Discussion
6:00pm-9:30pm - Evening Welcome Event

FRIDAY, JUNE 9

PANELS

8:30 - Registration Opens
9:00am-10:15am - Coffee and Networking Hour
10:30am-11:45am - Session I (5 Panels)
12:00pm-2:00pm - Lunch / Keynote
2:15pm-3:30pm - Session II (5 Panels)
3:45-5:00pm - Session III (5 Panels)

SATURDAY, JUNE 10

PANELS

8:30am - Welcome
9:00am-10:15am - Session IV (5 Panels)
10:30am-11:45am - Session V (5 Panels)
12:00pm-2:00pm - Lunchbreak
2:00pm-5:00pm - Workshops (6 Workshops)
**WRITING RETREAT**
The Writing Retreat is dedicated time and space carved out especially for writers to practice writing. This will include a limited number of writing activities and ample time to just write alongside other writers.

**EVENING WELCOME EVENT**
The first day of the conference will kick off with an evening event at M Asian Fusion Restaurant, sponsored by Cengage. Appetizers (including vegetarian options), desserts, and soft drinks will be provided at the event.

**COFFEE AND NETWORKING HOUR**
Our Coffee and Networking Hour will begin at 9AM on Day Two of the Conference (June 9th). Sponsored by Norton, this event will provide all conference participants a change to meet and greet colleagues from other campuses, discuss potential collaborations, and view the exhibits.

**LUNCH AND KEYNOTE SPEAKER: ASAO INOUE**
Lunch will be provided on Day Two of the Conference for anyone who registered before May 15th and will take place in the newly renovated SJSU Student Union. The Keynote Speaker, Asao Inoue, Associate Professor and Director of University Writing (University of Washington) and Assistant Chair of CCCC will be speaking on “Making Antiracist Classroom Spaces that Confront the Inherent White Supremacy in the Judgements of Language.”
SESSION A - FRIDAY, 10:30-11:45

PANEL A1 - WRITING SPACES AFTER THE 2016 ELECTION: AN INSTITUTIONAL CASE STUDY
ROOM: CV2 A
Chair: Mark Dowdy

SPEAKERS
Thomas McNamara. Fresno State University
Guadalupe Remigio Ortega. Fresno State University
Ruben Casas. Fresno State University

PANEL A2 - BUILDING BRIDGES, NOT WALLS: CONTRACT GRADING AS A MEANS OF SUPPORTING DIVERSE WRITING PRACTICES
ROOM: CVC C
Chair: Amanda Smith

SPEAKERS
Tialitha Macklin. Sacramento State University
Angela Clark-Oates. Sacramento State University
Stacy Wittstock. Sacramento State University

PANEL A3 - STYLING COMPOSITION CLASSROOMS: LEVERAGING LITERARY DEVICES, RHETORICAL MANEUVERS, SONGWRITING, AND ENTEXTUALIZATION PRACTICES
ROOM: CVC D
Chair: Linda Mitchell

SPEAKERS
Michael Turgeon. Santa Clara University. “Lines and Spaces: Why Songwriting Deserves a Place in the English Department”
Mark Thompson. San José State University. “A Return to Forms: Entextualization Practices & Their Classroom Implications”

PANEL A4 - REMIXING SPACE IN WRITING CENTERS, SERVICE LEARNING, AND WRITING CENTERS
ROOM: CVC A
Chair: Linda Landau

SPEAKERS
Michelle Szetela. Copper Hills High School. “Making Space for Concurrent Enrollment and High School Writing Centers”
Kara Mae Brown. UC Santa Barbara. “Using an Interdisciplinary Curriculum to Create Spaces for Diverse Writing Practice: An Assessment of the First-Year”

PANEL A5 - EXPANDING DISCURSIVE SPACE FOR DIVERSITIES AND ENHANCED LEARNING TRANSFER IN ASSESSMENTS, WRITING WORKSHOPS, AND FIRST-YEAR COMPOSITION
ROOM: CVC B
Chair: Allison St. Dennis

SPEAKERS
Maureen Fitzsimmons. UC Irvine. “The Rock Climbing Wall of Composition: Creating a Stable Space Which Accommodates Multiple Diversities”
Charles Lesh. Auburn University. “Graffiti Blackbooks and Spatial Diversity in Writing Workshops”
LUNCH AND KEYNOTE ADDRESS
FRIDAY, 12:00-2:00

MAKING ANTIRACIST CLASSROOM SPACES THAT CONFRONT THE INHERENT WHITE SUPREMACY IN THE JUDGEMENTS OF LANGUAGE

LOCATION: DIAZ STUDENT UNION BALLROOM

SPEAKER
Asao Inoue, University of Washington, Tacoma

We are thrilled that Asao Inoue will join us as our keynote speaker. Inoue is Associate Professor of Rhetoric and Composition, Director of University Writing, and Director of the Writing Center at the University of Washington in Tacoma. He has researched and published extensively on the intersections of writing assessment and racism. In 2015, he published *Antiracist Writing Assessment Ecologies: Teaching and Assessing for a Socially Just Future*; and in 2012, he co-edited a collection, *Race and Writing Assessment*, which won the CCCC’s Outstanding Book Award. Inoue was also recently elected as the Assistant Chair of CCCC and will chair the conference in Kansas City in 2018.
SESSION B – FRIDAY, 2:15-3:30

PANEL B1 - CENGAGE FOCUS GROUP
ROOM: CVC A

PANEL B2 - GROWING ROSES IN CONCRETE: CULTIVATING CIVIC ENGAGEMENT, COLLABORATIVE LEARNING, AND COMMUNITY BUILDING IN COMPOSITION AND COMMUNICATION
ROOM: CVC C
Chair: Linda Landau

SPEAKERS
Kirsten Kaschock and Rachel Wenrick. Drexel University. “Bringing It Back: Building a Literary Arts Program in an Urban Extension Center”
Joseph P. Whatford. San Bernardino State University. “Supporting Our Troops by Reading Their Posts”
Ljiljana Coklin. UC Santa Barbara. “Civic Engagement and Community Building”

PANEL B3 - STILL I RISE: CONFRONTING POWER, PRIVILEGE, AND VIOLENCE IN RHETORIC AND COMPOSITION PEDAGOGIES
ROOM: CV2 A
Chair: Avantika Rohatgi

SPEAKERS
Maura Tarnoff. Santa Clara University. “Analysis and Action in the Writing Classroom”
Shannon Hervey. San José State University. “Toward a Feminist, Queer Studies Rhetoric and Composition Pedagogy”

PANEL B4 - HOLLER IF YA HEAR ME: ATTENDING TO CULTURAL AND LINGUISTIC DIVERSITY IN COLLEGE COMPOSITION
ROOM: CVC B
Chair: Faith Kirk

SPEAKERS
Joseph Lewis. Wayne State University and Delta College. “The Right to Write: Examining Multiculturalism in the College Composition Classroom”
Judy Holiday. University of La Verne. “SRTOL’s Continuing Impact: Improving the Service Component of an Hispanic-Serving Institution”
Sarah Michals. UC Santa Cruz. “Writing Outside the Box: Genre-Based Instruction for International Students”

PANEL B5 - KNOW WHO WE BE: CULTIVATING SPACE FOR AGENCY AND CRITICAL SCHOLARSHIPS BY HEARING OUR STUDENTS
ROOM: CVC D
Chair: Linda Mitchell

SPEAKERS
Ariel Andrew. San José State University. “The P Word: Turning the Academic Taboo of Plagiarism into an Opportunity for Aspiring Scholars”
Xochilt Almendarez. Claremont Graduate University. “Who Are They?: Cultivating Agency through Minority Education Experiences”
SESSION C - FRIDAY, 3:45-5:00

PANEL C1 - DISRUPTING THE RESEARCH-WRITING CLASSROOM: A COSMIC SEEKING
ROOM: CVC A
Chair: Cynthia Baer

SPEAKERS
Lauren Picard. University of Denver
Zoe Tobier. University of Denver
Kanika Agrawal. University of Denver

PANEL C2 - “THE WORLD AT LARGE”: EXTENDING WRITING CENTER PRACTICES AND SERVICES INTO MARGINALIZED COMMUNITIES
ROOM: CVC C
Chair: Maria Judnick

SPEAKERS
Phillip Bode. North Dakota State University.
Luc Chinwongs. North Dakota State University.
Ibtissem Belmihoub. North Dakota State University.

PANEL C3 - TEACHING WRITING AT HISPANIC-SERVING INSTITUTIONS: NAMING WHAT WE KNOW
ROOM: CVC B
Chair: Mark Dowdy

SPEAKERS
Yolanda Santiago Venegas. UC Santa Cruz.
Mark Baker. UC Santa Cruz.
Ellen Newberry. UC Santa Cruz.
Sarah-Hope Parmeter. UC Santa Cruz.
Robin King. UC Santa Cruz.

PANEL C4 - SQUAD UP: CREATING COMMUNITIES OF PRACTICE TO STRENGTHEN WRITING PROCESSES AND PEDAGOGIES
ROOM: CV2 A
Chair: Avantika Rohatgi

SPEAKERS
Frances Ajo. UC San Diego. “UCSD Dissertation Writing Retreat: Developing and extending graduate students’ writing practices”
Jenn Wells and Alexandra Maass. New College of Florida. “Sure, We Meant to Do That: How A Faculty Book Club Accidentally Created A Community of Practice”

PANEL C5 - PICTURE ME ROLLIN’: MOTION, VOICE, AND INTELLIGIBILITY IN COMPOSITION INSTRUCTION AND SCIENTIFIC AND TECHNICAL WRITING
ROOM: CVC D
Chair: Linda Landau

SPEAKERS
Peter Huk. UC Santa Barbara. “Writing While Riding”
Ellen Street. UC Davis. “Epistemic Certainty Surrounding Dietary Recommendations for Meat”
Maria Angelica Wong Chang. UC Davis. “Credibility and Reader Engagement: The Paradox of Proximity in Scientific Discourse”
SESSION D - SATURDAY, 9:00-10:15

Panel D1 - Creative Writing in the Composition Classroom: Making a Space for the Student’s “Authentic” Voice
Room: CVC C
Chair: Jennifer Johnson

Speakers
Ray Daniels. UC Santa Cruz
Christopher Davis. UC Santa Cruz
Maria Cecilia Herrera Astua. UC Santa Cruz

Panel D2 - Using an Interdisciplinary Perspective to Track the Development of Argumentation and Writing Practices in First-Generation STEM Undergraduates
Room: CVC D
Chair: Cynthia Baer

Speakers
Tricia Serviss. Santa Clara University.
Margaret Lucero. Santa Clara University.
Rubi Alcazar. Santa Clara University.

Panel D3 - Troubling Assumptions and Expanding the Boundaries of Composition with Diverse Readers and Writers
Room: CV2 A
Chair: Allison St. Dennis

Speakers
Faith Kirk. San José State University. “Back to Pencils and Paper in the Heart of Silicon Valley: Advocating for Tactile, Task-Based Learning in the Developmental Composition Classroom”
Meghan Sweeney. Saint Mary’s College of California. “Diverse Motivations/Diverse Readers: Opening up a Space for Multiple and Competing Motivations Among Basic Reading and Writing Students”
Jada Patchigondla. San Jose State University. “Stretch Curriculum: A Space for Liminal Discourse”

Panel D4 - Stretching Beyond Bricks and Bars Through Third Spaces, Critical Literacies, and Social Media
Room: CVC A
Chair: Erica Cirillo-McCarthy

Speakers
Tyler Branson. UC Santa Barbara. “Resources for Introducing Critical Literacy in the Business Writing Classroom”
Chris Kamrath. Stanford University. “Writing Platforms: Twitter & Medium as Spaces for Composition”

Panel D5 - Hacking Online Writing Courses, Tutoring, and Centers
Room: CVC B
Chair: Tom Moriarty

Speakers
Jenae Cohn. Stanford University. “How to Hack Your Classroom Space: A Proposed Heuristic for Making Mindful Choices about Classroom Design from Low to High-Tech Spaces”
Nels Olson. Western Governors University. “Carving Out Asynchronous Online Space: A Practical Model for Online Writing Centers”
Carrie Kilfoil. University of Indianapolis. “Making Space for Language Diversity in the Online First-Year Writing Course”
SESSION E - SATURDAY, 10:30-11:45

PANEL E1 - THE MLL WRITING STUDIO: CREATING A THIRD SPACE WITHIN AN INCREASINGLY DIVERSE LINGUISTIC CONTEXT

ROOM: CVC B
Chair: Maria Judnick

SPEAKERS
Christine Alfano. Stanford University.
Norah Fahim. Stanford University.
Jennifer Johnson. Stanford University.
Sarah Pittock. Stanford University.
Mary Stroud. Stanford University.

PANEL E2 - CENGAGE FOCUS GROUP
ROOM: CV2 C

PANEL E3 - ALL EYEZ ON ME: MAKING SPACE FOR MULTIMODAL RHETORICS AND COMPOSITION WITH OUR STUDENTS IN MIND

ROOM: CVC C
Chair: Faith Kirk

SPEAKERS
Susan Kirtley. Portland State University. “Permeable Boundaries: Using Graphic Narratives to Enrich Multi-Modal Literacy in the Composition Classrooms”
Amanda Reyes. Cerritos College. “Reflections on A Multimodal Rhetoric Approach to Diversity, Writing & Space”

PANEL E4 - MAKING SPACE IN WRITING TUTOR TRAINING THROUGH DIALOGUE, REFLEXIVITY, AND THRESHOLD CONCEPTS

ROOM: CVC A
Chair: Avantika Rohatgi

SPEAKERS
Sayaka Morita, San José State University. “Understanding the Needs of Student Writers and Why Tutoring Sessions Change Focus: An Analysis of Writing Center Client Reports”

PANEL E5 - COMPOSING THE ARCHIVES OF SANTA CLARA UNIVERSITY

ROOM: CV2 A
Chair: Linda Landau

SPEAKERS
Anthony Hoyt. Santa Clara University.
Sai Panneerselvam. Santa Clara University.
Cindy Stella. Santa Clara University.
Amy Lueck. Santa Clara University.
Facilitator: Cynthia Baer. San José State University

In this workshop faculty and administrators are invited to bring your classroom and program placement and assessment strategies to the table. Together we will explore the models, outcomes, and values of our current practices, then forge new plans to make placement and assessment meaningful to all stakeholders in the university writing community.
WORKSHOP 2
CREATING SPACES TO WRITE DAILY
ROOM: DIAZ STUDENT UNION 2B

Facilitators: Sherri Harvey and Helen Meservey. San José State University

Using various prompts and a series of revolving questions, this workshop will demonstrate that the writing process can be a stimulating challenge. In the course of this workshop, we will show you how to change the way you use current hot topics and things you already know and love to stimulate the writing process and sprinkle your own writing with a bit of magic.
WORKSHOP 3
CREATE, IDEATE, COLLABORATE: A CCCC WORKSHOP ON THE ADVANTAGES AND OPPORTUNITIES OF REGIONALS AND AFFILIATES
ROOM: DIAZ STUDENT UNION 3A

Facilitators: William Macauley. University of Nevada, Reno
Kelly Harrison. San José State University
Tereza Kramer. St. Mary’s College of California
Kay Halasek. Ohio State University
Simone Billings. Santa Clara University

This workshop is designed to share a full range of benefits associated with regional and affiliate professional organizations. Participants will be provided with examples of several options and with opportunities to develop ideas for their own regionals/affiliate organizations. Workshop content will work for any area of professional emphasis.
WORKSHOP 4
CONSCIOUS SCHEDULING: MAKING SPACE BY MARKING TIME
ROOM: DIAZ STUDENT UNION 3B

Facilitator: Melissa Nicolas. University of Nevada, Reno

This workshop will address goal setting, work-life balance, and the power of “conscious scheduling” to help navigate life when major setbacks such as illness, disability, job changes, moves, divorces, financial problems, or any other of life’s myriad challenges disrupt our well-made plans.
WORKSHOP 5
“WE’RE NO LONGER WASTING OUR CLASS TIME!”: A HANDS-ON WORKSHOP FOR BETTER ONLINE PEER LEARNING
ROOM: DIAZ STUDENT UNION 4A

Facilitators: John Holland. San Francisco State University
Joan Wong-Kure. San Francisco State University
Martha Rusk. San Francisco State University
Evan Kaiser. San Francisco State University
Melissa Meeks. The Eli Review

This workshop distills the strategies faculty have used to make peer learning a primary mode of instruction in hybrid classes. By treating peer learning as a type of critical reading and response exercise, giving feedback became a routine and powerful way to reinforce larger course goals in a wide range of writing spaces, from traditional to hybrid and even fully online courses.
Writing centers are a natural place for creativity and collaboration. In this workshop, we will explore different venues for creativity in a writing center—for students, faculty, and writing center staff. We will discuss how we use creativity in our writing centers in tutor training sessions, in online formats (e.g., blogs), and through writing studio approaches. Participants will then have the opportunity to create their own plans for making their centers creative spaces.
MAP OF SJSU CAMPUS
AROUND DOWNTOWN SAN JOSÉ

EATERTIES:

TESKE’S GERMANIA
German food and beer
255 N. First Street

LUDWIG’S
German food
261 N. Second Street

FARMER’S UNION
American Tavern
151 W. Santa Clara Street

NEMEA
Greek Food
96 S. First Street

CREAM
Specialty Ice Cream Sandwiches
49 S. First Street

SCOTT’S SEAFOOD
Seafood
185 Park Avenue

DALAT
Vietnamese Food
408 E. William Street

GRILL ON THE ALLEY
American Steakhouse
172 S. Market Street

MOSAIC
Asian Fusion
211 S. First Street

FLAMES
American Diner
88 S. Fourth Street

SP2
American Food and Bar
72 N. Almaden Ave

DELUXE EATERY&DRINKERY
American Food and Breakfast
71 E. San Fernando Street

FIREHOUSE GASTRO PUB
American Food in a Pub Setting
69 N. San Pedro Street

CHACO’S
Mexican Food
87 E. San Fernando Street

THE TABLE
New American Food
1110 Willow Street

WHISPERS
Cafe and Creperie
150 S. Second Street

THE CITY FISH
Streetside seafood
30 E Santa Clara Street
AROUND DOWNTOWN SAN JOSÉ

BREWERIES, WINERIES, AND COFFEE SHOPS:

TRIALS PUB
Authentic British Pub
265 N. First Street

55 SOUTH
Craft Cocktail Bar and Lounge
55 S. First Street

PAPER PLANEn
Craft Cocktails
255 N. First Street

PHILZ COFFEE
Coffee Shop
118 Paseo De San Antonio

THE CONTINENTAL
Craft Cocktails and Lounge
349 S. First Street

HABERDASHER
Craft Cocktails
43 W. San Salvador Street

TANG BAR
Craft Cocktails
301 S. Market Street

BYINGTON
Vineyard and Winery
21850 Bear Creek Road, Los Gatos

LOMA PRIETA
Winery
26985 Loma Prieta Way, Los Gatos

TESTAROSSA
Winery
300 College Ave, Los Gatos

HERMITAGE BREWING
Craft Brewery
1627 S. Seventh Street

STRIKE BREWING CO.
Craft Brewery and Warehouse Taproom
2099 S. Tenth Street

YARD HOUSE
Food and Craft Beer
300 Santana Row

BOBA BAR
Milk Tea and Food
310 S. Third Street

AMOR CAFE AND TEA
Milk Tea and PokeBowl
110 E. San Fernando Street

GONG CHA
Milk Tea
140 Paseo De San Antonio

THIRST TEA
Milk Tea and Desserts
150 S. First Street
# LOCAL ATTRACTIONS

**SAN PEDRO SQUARE**
Bars and Restaurants
87 N. San Pedro Street

**AFK GAMER LOUNGE**
Food, drinks, and video games
163 W. Santa Clara Street

**CAFE STRITCH**
Food, Drinks, and Live Jazz
374 S. First Street

**MUNICIPAL ROSE GARDEN**
5 1/2 acre rose garden with more than 3500 plants (Free Admission)
Dana Avenue & Naglee Avenue

**DOWNTOWN WILLOW GLEN**
Eateries, Cafes, and Boutiques
Lincoln Ave

**SAN JOSÉ MUSEUM OF ART**
Modern and Contemporary Art Museum
110 S. Market Street

**SAN JOSÉ TECH MUSEUM**
Family Friendly Science and Technology Center
201 S. Market Street

**WINCHESTER MYSTERY HOUSE**
Victorian Mansion built by Sarah Winchester
525 S. Winchester Boulevard

**SANTANA ROW**
Restaurants and Shopping Center
377 Santana Row

**SANTA CRUZ BEACH BOARDWALK**
Rides, shops, and activities on the beach
400 Beach Street, Santa Cruz

**MYSTERY SPOT**
A “gravitational anomaly” located in the redwoods
465 Mystery Spot Road, Santa Cruz

**MONTEREY BAY AQUARIUM**
One of the most extensive and immersive aquariums in the country
886 Cannery Row, Monterey

**SOLAR4AMERICA ICE**
Ice Skating Rink with Sports Bar
1500 South Tenth Street

**ROSICRUCIAN EGYPTIAN MUSEUM**
Museum of Egyptian Art and Artifacts
1600 Park Avenue
LOCAL ARRANGEMENTS TEAM
Ryan Skinnell - Chair and Local Host
Cynthia Baer - Co-Chair and Local Host

MEMBERS
Michelle Hager, Webmaster
Linda Lappin, Planning Committee
Linda Leen, CCCC@SJSU Student Intern
Richard McNabb, Planning Committee
Thomas Moriarty, Social Committee
Jada Patchigondla, Newcomers’ Coordinator
Sarah Prasad, Exhibitor Coordinator and Social Committee Chair
Avantika Rohatgi, Social Committee Chair
Mark Thompson, Social Committee
Jennifer Johnson, Planning Committee
Linh Nguyen, First Year Writing Student Assistant and Graphic Designer

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