



April 10, 2012

## **Lalatendu Acharya**

Department of Consumer Sciences and Retailing, Purdue University, 812 W. State Street West Lafayette,  
IN 47907 • Office Phone: (765) 494-9600 • (765) 430-6363 • lacharya@purdue.edu &  
lalatendu.acharya@gmail.com

---

### **Biography:**

Lalatendu Acharya (MBA, 1991; PhD, 2011, Communication, Purdue University) is an Assistant Professor at the Department of Consumer Sciences and Retailing, Purdue University. Lala has worked extensively with corporate, government and development sectors and has extensive experience of working with children and vulnerable communities addressing issues of social justice. Lala's research interests are in Community Based Participatory approaches, Health communication campaigns with vulnerable populations, Social Marketing of health and Health inequalities/disparities. Lala has shared these interests in multiple publications and conference presentations. Prior to earning his Ph.D. from the Department of Communication at Purdue University, Lala leveraged his degrees (B.S. and M.B.A.) into a professional career with UNICEF as a Communications Officer. Lala has also utilized his communication expertise in multiple sectors like pharmaceuticals, advertising and entertainment industry and business consultancy.



## Jennifer Alarcon

Uni. of Texas at El Paso, Dept. of Communication, 500 W. University Ave. El Paso, TX 79968 •  
(951) 217-9088 (c) • [jimapstead@miners.utep.edu](mailto:jimapstead@miners.utep.edu)

---

### Biography:

Jennifer Alarcon graduated with her Bachelor's Degree in Communication (emphasis in Broadcast Journalism, Minor in Political Science) from California State University, Fullerton in 2004. Jennifer spent 2 ½ years working as a news producer for El Paso's NBC affiliate, she then worked for 5 years as a high school communication teacher. Jennifer is currently in her 2<sup>nd</sup> semester at the University of Texas at El Paso working on her Master's Degree in Communication and was recently offered membership in the Honor Society of Phi Kappa Phi.

Jennifer's research interests include communication and health (especially children's health) and positive deviance. Her thesis will be on the topic of interpersonal communication and its impact on breastfeeding longevity. Jennifer would eventually like to attend the Annenberg School at USC for her PhD. Jennifer is currently a graduate research assistant in the department of communication at UTEP. She is married with two daughters.



## Amy M. Busch

9828 Fairfax Square # 358 Fairfax, VA 22031 • (419) 233-2934 (c) • abusch2@masonlive.gmu.edu

---

### **Biography:**

In 2009 Amy Busch graduated from Ohio University with a B.S.C. in Health Communication, a Certificate from the Global Leadership Center and a certificate in Teaching English as a Foreign Language. As an undergraduate Amy had the opportunity to study Spanish in Mexico, become a certified ESL instructor in Ecuador and conduct a student-led consulting project in Thailand. Upon graduating, Amy was awarded a Fulbright English Teaching Assistantship to South Korea where she served as an English instructor and cultural ambassador for over 800 students. During a break in her Fulbright year she volunteered at a medical clinic in Phnom Penh, Cambodia. After her year in Korea, Amy deferred graduate school to serve as an intern at Brazos Abiertos an HIV/AIDS clinic in Merida, Mexico. Amy is currently a first year M.A. student in Health Communication at George Mason University.



## Lucia Dura, Ph.D.

Uni. of Texas at El Paso, Dept. of English (Rhetoric and Writing), 500 W. University Ave. El Paso, TX  
79968 • (915) 747-5199 • ldura@utep.edu

---

### Biography:

Lucia Dura is proud to be the newest member of the Rhetoric and Writing program faculty at UTEP. Her dissertation (August 2011), on Cultivating the Habit of a Rhetorical Disposition for Positive Deviance Action Research, is a reflection of her research interests in methodology, rhetoric for social and organizational change, and intercultural/global rhetoric. Lucia is also interested in rhetorical ethics, medical rhetoric, issues in technical and professional writing, complexity, and design. Her research collaborations have yielded numerous national conference presentations and publications, including a book-length monograph, several book chapters, journal articles, and three short films. In 2010 she was the recipient of the UT Arlington Public Interest Award (first place) for her proposal to address retention and graduation in Texas education using the positive deviance approach. At UTEP she is committed to the Liberating Structures Affinity Group, the Nuestra Casa Initiative for tuberculosis awareness, *Frontera Retórica*, which is the Rhetoric Society of America's UTEP chapter, and she works as an Associate Facilitator of the Social Justice Initiative, housed in the Department of Communication. Off campus, Lucia collaborates with local, national, and international organizations.



## Jayne Feldman

82 Tilstone Place • Rochester, New York 14618 • (585) 317-8707 • jayne.feldman@gmail.com

### **Biography:**

Jayne Feldman is currently an attorney and resides in Rochester, New York. Jayme received a Bachelor of Science in Communication Studies from the Ohio University Honors Tutorial College and a Juris Doctor from the University at Buffalo Law School. While at Ohio University, Jayme worked extensively with Dr. Arvind Singhal and was awarded the Dean of Students Award for her exemplary work on social change. Jayme has a particular interest in international human rights. At Ohio University, Jayme completed a thesis entitled "The Legal Implications of Genocide: Rwanda, Darfur and the Rhetoric of Meaning," which explored the rhetorical implications of the international community's usage of the word "genocide." While at University at Buffalo Law School, Jayme achieved a concentration in international law, was the Submissions Editor for the Buffalo Human Rights Law Review, and traveled to Bosnia, Serbia, and Kosovo to explore the rule of law in post-conflict zones. Most recently, Jayme has been an associate attorney at a labor and employment law firm in Rochester, New York.

## Laurel Felt

Uni. of Southern California Annenberg School for Communication & Journalism 3502 Watt Way, Los Angeles, CA 90089 • (847) 528-1350 • felt@usc.edu • www.laurelfelt.org

---

### Biography:

Laurel Felt, a fourth-year doctoral candidate at USC's Annenberg School for Communication & Journalism, co-chair of USC's Impact Games Network, and research assistant with the Annenberg Innovation Lab's PLAY! (Participatory Learning And You!) Project, is guided by her desire to support children's healthy development. Accordingly, Laurel has designed research protocols, pedagogical interventions, and professional development to nurture social and emotional competence, critical thinking, and communicative capacities. Laurel received her B.S. in Education & Social Policy from Northwestern University and M.A. in Child Development from Tufts University, and has consulted with: Nickelodeon; PBSKids Ready to Learn; Hollywood, Health & Society; the BBC World Service Trust; Sénégal's Réseau African d'Education pour la Santé; India's Expanding Minds Program; and the U.S. Department of Education, among other organizations. Laurel's dissertation will examine Dojo, a digital, impact game created by GameDesk that uses biofeedback to train users in emotional regulation. Laurel's research also looks at positive deviance, childhood obesity, and bullying.

## Jorge Kyle Gonzalez

(915) 474-1071 • kylegonzalez311@gmail.com

---

### **Biography:**

Kyle Gonzalez is a recent graduate from Baylor University's Hankamer School of Business with a bachelor's degree in marketing. Since traveling to Germany in 2006, Kyle realized two things. The first thing he realized is that he loved to travel and the second thing was that he loved meeting new people and experiencing new cultures. He realized early on that he was usually the only one out of his friends that thought creatively and outside the box. Throughout college Kyle was able to adapt very quickly and used patience and his critical thinking ability to enter new situations with an open mind. Being the oldest of three children and the first in his family to finish college straight out of high school he always had an open mind and was able to adapt to any situation. Kyle hopes to continue his education and pursue a Masters degree in Pullman WA and is eager to use liberating structures in the classroom setting.



## Karen P. Greiner

Univ. of South Florida, Dept. of Communication, 4020 Fowler Ave, Tampa, Florida 33603 •  
(740) 331-2107 • Kgreiner@gmail.com

---

### Biography:

Karen Greiner is a postdoctoral fellow at the University of South Florida in Tampa Florida. She was a Fulbright Fellow (Colombia, 2008-2009), and earned her Ph.D. in Health Communication from Ohio University. Her research focuses on communication interventions designed to promote social change in creative, innovative and inviting ways. Karen was an English teacher and HIV/AIDS educator as a Peace Corps volunteer in Cameroon (1998-2000), has a BA from Duke University in Comparative Area Studies and a Master's degree in International Education from New York University. She speaks French and Spanish (and has a goofy sense of humor in *any* language).





## **Davi Kallman**

816 Dulcinea • El Paso, Texas 79922 • (915) 873-6326 • dikallman@miners.utep.edu

---

### **Biography:**

Davi is a graduate student at the University of Texas in El Paso and is pursuing her master's degree in Communication Theory. She earned her Bachelor of Arts in Corporate and Organizational Communication, maintained a perfect 4.0 grade point average while at UTEP. Named one of the University's Top Ten Seniors and a recipient of UTEP's ChangeMaker Award for her advocacy of disability rights, Kallman, who is herself dyslexic, doesn't hesitate to challenge the status quo. She established the Disabled Student Services Task Force at UTEP to increase awareness of the needs of students with both obvious and "hidden" disabilities, and was the driving force behind the creation of the University's first Homecoming pageant for disabled students. Last summer she used her UTEP Study Abroad scholarship to travel to Indonesia to work on environmental campaigns as part of a team working to preserve that country's rainforests. Honored as the Department of Communication's Outstanding Student of the Year and the recipient of numerous other awards for academic excellence and service to her community, this past summer she continued her education in Washington D.C. as an intern for Congressman Silvestre Reyes to compliment her love of politics. She is currently a public speaking teacher at UTEP where she implements liberating structures in the classroom.

## Virginia Lacayo

Communication and Social Change Consulting (Nicaragua) • Managua: (505) 8465-4008 •  
lacayo@mac.com

---

### Biography:

Virginia Lacayo has more than 18 years of experience on the field of communication for social change. She was co-creator, Executive Producer and Director of the award winner edutainment television series *Sexto Sentido* (Puntos de Encuentro, Nicaragua). She has presented as a keynote speaker (together with Amy Bank) at the First Latin American Conference on Entertainment-Education held in Morelia, Mexico, November 2005. Her professional interests and experience focus on innovative approaches to communication for social change, complexity theory applied to international development and social change program design and evaluation. These issues have been the topic of her recent publications, presentations and seminars. She has a Master's Degree on Communication and Development from Ohio University (U.S) and she is currently working on her doctoral dissertation, focusing on the application of system thinking principles and ideas to communication for social change and social movement building strategies.

## Henri Lipmanowicz

(908) 377-6782 • [henrilip@mac.com](mailto:henrilip@mac.com)

---

### **Biography:**

Henri Lipmanowicz is a Founder of the Plexus Institute and served as Chairman of the Board until 2010. Henri retired from Merck in 1998 after a 30-year career, from Managing Director in Finland to President of the Intercontinental Region and Japan (all countries outside of the US and Western Europe) and a member of Management Committee. He is engaged in spreading Liberating Structures in the US, Latin America, Africa, Asia and Europe. He served as coach in a multi-center Positive Deviance Initiative to prevent the spread of MRSA infections in the US. Mr. Lipmanowicz holds a MS degree in Industrial Engineering and Management from Columbia University. Henri is French and resides in the US and France.

## Gabriela I. Morales

Uni. of Texas at El Paso, Dept. of Communication, 500 W. University Ave. El Paso, TX 79968 •  
(915) 274-9680 (c) • gmorales7@miners.utep.edu

---

### Biography:

Gabriela “Gabby” Morales earned her Bachelor’s Degree in Communication (Electronic Media) in 2009 from the University of Texas at El Paso. During her undergraduate years Gabriela worked as a tutor for a local high school. As a graduate student she worked in radio production and engineering, having created and co-led a group of students in Miner News Radio, a student radio magazine for the university. Gabriela has also worked with various groups on campus such as the Social Justice Initiative, Media Changemakers and the Nuestra Casa Initiative serving as coordinator, facilitator, and products facilitator. Gabriela currently works as a research assistant for Dr. Singhal.

Gabriela is in the last semester of her Master’s Degree in Communication and is graduating in May 2012. Her research interests include positive deviance, media’s impact on health awareness, organizational and health communication. For her thesis she has been working with Candlelighters, an organization that helps children with cancer and their families. Her thesis, *Photovoice with Pediatric Cancer Parents: Communicative Behaviors for Effective Coping*, has encouraged her to keep working with families affected by cancer and to incorporate what she has learned to make these families’ lives a bit easier by offering options they can use to better cope with the situation. The dedication to her work and studies has also led her to be inducted as a member of the Alpha Chi Honor Society at UTEP. She plans to pursue her Ph.D. at UNM in the fall of 2012.



## Rebecca Morales

(915) 412-7543 • rmmorales3@miners.utep.edu

---

### Biography:

Rebecca Morales recently graduated Magna Cum-Laude from the University of Texas at El Paso in December of 2011 with a B.A. in Organizational and Corporate Communication and a Minor in French. During her undergraduate career her student essay was chosen to be published in the *UTEP Guide*. Rebecca was also very much involved at the university by being a member of the French Club, exec-board member with The Future Leaders in Public Relations, and ex board member of the Communication Honor Society Lambda Pi Eta. Her extensive research with Dr. Ryan in Communication in Conflict encompassing the Rwandan genocide was monumental in continuing her learning of communication methods in understanding and resolving both large and small-scale conflicts. Learning new methods of Entertainment-Education and Positive Deviance with Dr. Singhal further enhanced Rebecca's knowledge of new approaches of communication. She is currently exploring Communication Masters Programs to pursue in 2012. In the meantime, Rebecca is helping lead a high school group from El Paso for an educational 19 day trip to France, Germany, U.K., Austria, and Italy in June of 2012. Rebecca considers herself a traveler, not a tourist and has a passion to help others discover not only the world, but tolerance, new ideas, friendships and connections at the same time.

## Rafael Obregon

(740) 438-8698 • [robregon@unicef.org](mailto:robregon@unicef.org)

---

### Biography:

Rafael Obregon has recently joined UNICEF as Chief of the Communication for Development Unit. He previously was an Associate Professor in the School of Media Arts & Studies & Director of the Communication and Development Studies Program at Ohio University in The U.S.A. He has an extensive background in teaching and research in development and health communication, as well as professional experience in the area of international development. He has taught and served as an administrator for the Program for Social Communication at Colombia's Universidad del Norte, and has conducted research and taught in Africa, Asia and Latin America. In 2007 he was the Unesco Professor at Universidad Autonoma de Barcelona, Spain. He currently serves on the editorial board of several journals, including the Journal of Health Communication. His research and professional interests include development and health communication, social change, capacity strengthening, and monitoring and evaluation. He has published numerous peer reviewed articles and book chapters, and his most recent publications is the *Handbook of Global Health Communication*, co-edited with Silvio Waisbord (in press, Wiley).



## Marc Peters

(240) 593-4869 • mrpeters@clintonschool.uasys.edu

### **Biography:**

Marc Peters currently works as part of the internet marketing team at Heifer International while completing his graduate work at the Clinton School of Public Service. He has become increasingly engaged in the Arkansas community: helping to launch a progressive political action committee; serving as a board member for National Alliance on Mental Illness: Arkansas; and coaching a basketball team at the North Little Rock Boys and Girls Club. From 2007-2008, Marc worked as national student blog director for the Obama for America presidential campaign. In 2004, he was inducted as a Horatio Alger National Scholar and in 2007 was recognized as one of the top 65 public servants in his graduating class by the Harry S. Truman Foundation. In March of 2012, Marc was initiated into the Pi Lambda chapter of Alpha Phi Alpha Fraternity, Incorporated.



## **Victor Santana-Melgoza**

(541) 231-4768 • [vsantana@miners.utep.edu](mailto:vsantana@miners.utep.edu)

---

### **Biography:**

Victor Santana-Melgoza is a first-year Master's student in Communication at The University of Texas at El Paso. His research interests include intergroup dialogue and mass media effects on the social construction of beauty among gay men of color. Victor earned his B.A. in Organizational and Corporate Communication at UTEP and has pursued a career within diversity and social justice. Victor is a professional diversity trainer, facilitator and consultant. He has worked with several organizations such as the YMCA and the National Conference for Community and Justice in promoting conversations around diversity and inclusion.

Victor has a history in both the nonprofit field and in student affairs. Within the nonprofit arena, he has worked in HIV/AIDS prevention, gun-violence education and the arts. Within student affairs his efforts were focused on housing, marginalized population support and social justice education. Currently, Victor serves as a Research Assistant for the Department of Political Science.



## Arvind Singhal, Ph.D.

Uni. of Texas at El Paso, Dept. of Communication, 500 W. University Ave. El Paso, TX 79968 •  
(915) 747-6286 • [asinghal@utep.edu](mailto:asinghal@utep.edu)

---

### Biography:

Dr. Arvind Singhal is the Samuel Shirley and Edna Holt Marston Endowed Professor of Communication and Director of the Social Justice Initiative in UTEP's Department of Communication. He is also appointed as the William J. Clinton Distinguished Fellow at the Clinton School of Public Service, Little Rock, Arkansas. Arvind teaches and conducts research in the diffusion of innovations, the positive deviance approach, organizing for social change, and the entertainment-education strategy. His research and outreach spans sectors such as health, education, peace, human rights, poverty alleviation, sustainable development, civic participation, democracy and governance, and corporate citizenship. Singhal has won Top Paper Awards from the International Communication Association and National Communication Association a dozen times, and Ohio University's Baker Research Award twice. The Social Science Research Council and the International Communication Association recognized Singhal as the winner of the *Communication Research as Collaborative Practice Award* in 2009 and the winner of the *Communication Researcher as an Agent of Change Award* in 2008. The Northwest Communication Association honored him with the 2007 *Human Rights Award for Steadfast Commitment to Social Justice, Social Change, and Freedom*. Singhal was honored by Ouachita Baptist University as the 2009 *Berkitt Williams Distinguished Lecturer* and by Lady Irwin College, University of Delhi, as the 2006 *Raushni Memorial Deshpande Distinguished Lecturer*. In 2005, USC's Norman Lear Center honored him with the first *Everett M. Rogers Award for Outstanding Contributions to Entertainment-Education*. He has taught previously at Ohio University, University of Southern California, University of California - Los Angeles, and held visiting professorships at the USC Annenberg School; the Rollins School of Public Health, Emory University; Royal Roads University, Canada; Chemnitz University of Technology in Germany; Institut Teknologi (Malaysia), Bangkok University (Thailand); and visited and lectured in over 65 countries of Asia, Africa, Latin America, Australia, Europe, and North America.

## Erin Stock

(205) 249-9935 • erinstock@gmail.com

---

### Biography:

Erin Stock, a soon-to-be graduate of the Clinton School of Public Service in Little Rock, has a background in journalism and a newfound interest in communications work – particularly in the field of media development. As a master’s student, Erin had the opportunity to partner on projects with the United Nations humanitarian news service (IRIN) in Bangkok and with a conflict resolution/media NGO in Jakarta (Search for Common Ground). A graduate of Northwestern University’s journalism school, Erin worked for four years as a reporter for The Birmingham News in Alabama, covering immigration, courts, crime and education. Upon graduating in May, she will begin a fellowship with InterAction in Wash., D.C. Originally from Overland Park, Kan., Erin is a fan of good food and good conversation, and in her spare time enjoys practicing Liberating Structures on her classmates and friends.

## Robert R. Ulmer, Ph.D.

11612 Shady Creek Drive Little Rock, AR 72211 • (501) 217-0338 • rrulmer@ualr.edu

---

### Biography:

Robert R. Ulmer Ph.D., is Professor and Chair of the Department of Speech Communication at the University of Arkansas at Little Rock. He is an internationally recognized expert in risk and crisis communication. Dr. Ulmer is one of the first researchers to focus on finding positive results from a crisis. His approach, called the discourse of renewal, is now used throughout the business and health industries as a way to communicate crisis-driven information effectively. He has co-authored 5 books and over 40 research articles focusing on effective risk and crisis communication. His latest book titled *Effective Crisis Communication: Moving from Crisis to Opportunity* emphasizes how effective risk and crisis communication can be used to create opportunities to develop meaningful dialogue and shared understanding with stakeholders through risk and crisis events.

## Hua (Helen) Wang

359 Baldy Hall, University at Buffalo-SUNY, Buffalo, NY 14260  
(716) 218-0522 • [hwang23@buffalo.edu](mailto:hwang23@buffalo.edu) • [www.buffalo.edu/~hwang23](http://www.buffalo.edu/~hwang23)

---

### Biography:

Helen Wang is currently an Assistant Professor in the Department of Communication, College of Arts and Sciences and a Research Assistant Professor in the Department of Community Health and Health Behavior, School of Public Health and Health Professions at the University at Buffalo, the State University of New York. She earned her Ph.D. in Communication from the Annenberg School for Communication & Journalism, University of Southern California in 2010. Her dissertation “Building Personal Wellness Communities: Meaningful Play in the Everyday Life of a Network Society” was part of the Wellness Partners project funded by the Robert Wood Johnson Foundation. She also holds an M.A. in Communication from San Diego State University and a B.A. in Japanese from Peking University, China.

Helen has presented and published on entertainment-education, serious games, and the social impact of technology adoption and use. Most recently, she is interested in exploring the notion of “networked play for change” to design and evaluate interventions that leverage the advantages of communication technologies and social networks for wellness promotion and social change. She is developing projects on positive deviance training using immersive gaming, social networking, and collaborative learning. In addition, since her attendance at the Plexus Summit in November 2010, Helen has been a liberating structures enthusiast and experimenting with LS activities in her classrooms.