



March 26-27, 2026

Geneva College welcomes you to attend our 3rd annual
Orality & Literacy Conference: "And the Life of the Soul"

FEATURED SPEAKERS:



Andrew McLuhan,
Director of McLuhan Institute



T. David Gordon, Professor-
Emeritus, Grove City College

Geneva.edu/events/oralityliteracy

Scan the QR code for more information. Email or call with questions (724) 847-6700.

oralityconference@geneva.edu



THANK YOU FOR COMING!

**Join us next year at University of Pittsburgh-
Johnstown on September 18-19, 2026!**

**PENNSYLVANIA
COMMUNICATION
ASSOCIATION**

85th
***Awards & Banquet
Ceremony***

Featuring Keynote Speaker:

Nick Ruffner

Public Affairs Manager, Sheetz



Shields School of Business

become that someone

Welcome to the PCA 2025 Award & Banquet Ceremony

On behalf of the planning committee, welcome to the 2025 Pennsylvania Communication Association Awards and Banquet Ceremony here at Saint Francis University. As Vice President and conference planner, I am honored to celebrate with you this evening.

Tonight, we gather not only as colleagues and friends but to recognize the scholarship, teaching, and service that strengthen our association and the discipline of communication. This is a moment to reflect on our shared achievements and honor the dedication that makes our community thrive.

Thank you for joining us—we are delighted to celebrate with you.

Warm regards,

Kim Flanders

Vice President & 2025 Conference Planner

Pennsylvania Communication Association

Thank you to the 2024–2025 PCA Officers

Executive Director, PA Scholars Series Editor - Janie Harden Fritz, Duquesne University

President - Valerie Schrader, Penn State Schuylkill

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Member at Large - Georgia Bedford, Duquesne University

PA Communication Annual Editor - Paul A. Lucas, University of Pittsburgh-Johnstown

The Pennsylvania Communication Association Speaker of the Year Award

2024: Darcy L. Medica

2023: Autumn Redcross

2022: Tameko Patterson

2019: Daniel Egusquiza

2018: Susan Yochum, SC

2017: Kenneth G. Gormley

2010: Michael Gross

2009: Rick Sebak

2008: Glenn Kranzley

2007: Luke Ravenstahl

2006: David Brown

2005: Carol A. Tschop

2004: Edward Rendell

2002: Jane Claire Orie

2001: John Chapin

2000: Graham Spanier

1999: Mark Schweiker

1998: John E. Murray, Jr.

1997: Karen Wiley Sandler

1996: The Young Center for the Study of Anabaptist and Pietest Groups

1994: James H. McCormick

1993: Robert E. Feir

1992: Charles Gray

1991: Senator John Heinz

1990: Dennis S. Gouran

1989: Helen McLain

1989: John Meehan

1987: Carroll C. Arnold

1986: Samuel Hazo

1985: G. Terry Mandonna

1984: Robert C. Wilburn

1983: Wayne Van Dine

1982: Mary J. Purcell

1981: Sandy Starobin

1980: Willie Stargel

1979: Ethel D. Allen

1978: Cyril Wecht

1977: Caryl M. Kline

1976: Martin H. Morand

1985: Warren O. Richardson

1984: Herman Cohen

1982: Ralph Towne

1981: Jeanne M. Lutz

1980: Donald Ecroyd

1979: Thelma Caruso

1978: William S. Tacey

1977: Vernon Metz

Harvey Kelly Award for

Excellence in Teaching

2024: Valerie Lynn Schrader

2023: Sarah Deluliis

2022: Tatyana Dumova

2021: Paul Lucas

2019: Inci Ozum Ucock-Sayrak

2018: Dawn Pfeifer Reitz

2017: Craig T. Maier

2016: Jennifer Wood

2015: Hans Schmidt

2014: Sheryl Baratz Goodman

2013: Melissa Cook

2012: Cem Zeytinoglu

2011: Jennifer Snyder-Duch

2010: Alfred G. Mueller, II

2009: Janie M. Harden Fritz

2008: Ann Jabro

2007: Donna Weimer

2006: Kathleen Taylor Brown

2005: Kathleen Glenister Roberts

2004: Pat Arneson

Introductory Remarks

Kim Flanders

Saint Francis University

Banquet Schedule

Keynote Speech

The PCA Speaker of the Year

Graduate Writing Competition

Undergraduate Writing Competition

The Julia T. Wood Teacher/Scholar Award

William S Tasey School of the Year

The Carroll Arnold Distinguished Service Award

The Donald Ecroyd Research & Scholarship Award

The Harvey Kelly Excellence in Teaching Award

The Voices of Tomorrow College Communicator of the Year

The Jeanne Lutz High School Speaker of the Year

In Memoriam–

Donna Weimer and Molly Wertheimer

**Thank you to Saint Francis University,
Shields School of Business for supporting
this year's PCA Annual Conference**



Shields School of Business

Keynote Speaker: Nicholas Ruffner, Sheetz Public Affairs Manager

Sponsored by: Shields School of Business, Saint Francis University

As public affairs manager, Nick Ruffner leads external communications efforts for Sheetz, which has more than 770 store locations across Pennsylvania, North Carolina, Virginia, West Virginia, Maryland, Michigan and Ohio. Ruffner's responsibilities include all media relations, crisis communications and reputation management. In 2024, he was promoted to public affairs manager at Sheetz – continuing management of Sheetz public relations but expanding his role in assisting Sheetz entering new markets, making sure that all audiences (media, the public, local municipal officials) know what Sheetz can bring to local communities.

Ruffner attended the Indiana University of Pennsylvania, graduating in 2006 with a Bachelor of Arts in Journalism. Subsequently, in 2007, Ruffner graduated with a Master of Science in Broadcast Journalism from the S.I. Newhouse School of Public Communications at Syracuse University.

Ruffner began a career in broadcasting in 2007, working as a television anchor/reporter at WJAC-TV in Johnstown up until late 2011. He then served as the news director for a group of seven radio Pennsylvania.

Nick's career in public relations began in July 2013 as a communications coordinator for the Pennsylvania House of Representatives and was later hired, in 2015, as the communications director for Congressman Glenn 'GT' Thompson. In that role, he handled all public relations activities for the Congressman's office. Nick served in that role through Nov. 2016, when he moved to the Altoona area to work for Sheetz.

Ruffner was recognized, in 2020, as Corporate Public Relations Professional of the Year by Regan Communications and PR Daily. In 2021, he was named a Top 40 Under 40 Leader to Watch by Convenience Store Decisions.

Nick lives in Duncansville, PA, with his wife, Zoleanne, and three children – Christian, Claire and Carter.

1990: Hal Witteman
1989: Thomas Rosteck
1988: Susan Jarboe
1987: Stephen Browne
1986: Lester Olson
1983: William Rawlins
1983: Karen Tracey
1982: Randy Hirokawa
1981: Tony Lentz
1977: Bonnie Johnson
1976: Lyle Sussman
1975: Art Bochner
1974: Jan Kubicki

Robert T. Oliver Lifetime Achievement Award

2024: John Chapin
2023: Molly Wertheimer
2022: Ronald C. Arnett
2021: Pat Arneson
2019: Linda Schifino
2018: John Lawson
2017: Donna S. Weimer
2014: James Tomlinson
2012: Richard Goedkoop
2008: Chrys Gabrich
2007: Harry Strine
2006: Jean Ann Streiff
2005: Joseph G. Meyers
2004: Glen Richey
2003: Richard Gregg
2002: Dennis Gouran
2001: Diane Casagrande
2000: Herman Cohen
1999: Richard Coffman
1998: Harvey R. Kelly, Jr.
1997: Jeanne M. Lutz
1996: Thomas A. Hopkins

Carroll Arnold Distinguished Service Award

2024: Joel Ward
2023: Paul Lucas
2022: Jill K. Burk
2021: Jen Jones
2019: Donna Weimer
2018: Amanda G. McKendree
2017: Cem Zeytinoglu
2016: John Lawson
2015: Nikki Gutgold
2014: Kristen Lynn Majocha
2013: Sheryl Baratz Goodman
2012: Linda Schifino
2011: Ann Jabro
2010: Dennis S. Gouran
2008: Grace Fala
2007: Terrie Baumgardner
2006: Janie M. Harden Fritz
2005: Grace Coleman
2004: John Chapin
2003: Dennis Woytek
2002: Donna Weimer
2001: Ronald C. Arnett
2000: Chrys Gabrich
1999: Dale Bertlesen
1998: Barbara W. Uncapher
1997: Joseph G. Myers
1996: Myrna Foster-Kuehn
1995: Jean Ann Streiff
1994: Richard A. Coffman
1994: Madeline Boyland
1993: Glen Richey
1992: Richard J. Goedkoop
1991: Robert T. Oliver
1990: Harriet Rudolph
1989: Beryl A. MacLean
1987: Harvey R. Kelly, Jr.

**Jeanne Lutz High School Speaker
of the Year Award**

2024: Ryan March

2023: Udbhav Akolkar

2022: Faith Bennett

2019: Daisy Qiu

2018: Audrey Johnson

2017: Ryan Patrick McNelis

2016: Noah Glattke

2015: Alexis Galvis

2014: Maria Navarro-Gutierrez

2011: Lilly Zhang

2010: Joseph LoPresti

2007: Grace Muller

2005: Kourtney Stone

2004: Tim Michaux

2003: Katie Koehler

1999: Khaldoun Makhoud

1999: Danielle Buchma

1995: Anne King

1994: Brandy Sue Lait

1993: Julie A. McCabe

1992: Joshua Decker

1991: Aileen Green

Julia T. Wood Teacher/Scholar Award

2024: Robert T. Craig

2022: Maria del Guadalupe Davidson

2021: Annette M. Holba

2019: Karen Tracy

2018: Arthur P. Bochner

2017: Barbara Biesecker

2016: Gary Gumpert

2015: Mary Anne Fitzpatrick

2014: Roderick Hart

2013: William K. Rawlins

2012: Carole Blair

2011: Martin J. Medhurst

2010: Stephen Lucas

2009: James C. McCroskey

2008: Julia T. Wood

**Donald H. Ecroyd Research
and Scholarship Award**

2024: Tatyana Dumova

2022: Valerie Lynn Schrader

2021: Inci Ozum Uçok-Sayrak

2019: Fadoua Loudiy

2018: Craig T. Maier

2017: Marianne Dainton

2016: Andrew Smith

2015: Isaac Catt

2014: John Lyne

2013: Pat Arneson

2012: Deborah Eicher-Catt

2011: Janie M. Harden Fritz

2010: Christopher Lyle Johnstone

2009: Nichola D. Gutgold

2008: James Dillard

2007: Alfred G. Mueller, II

2006: Mary Mino

2005: Molly Wertheimer

2004: Calvin L. Troup

2003: Ronald C. Arnett

2002: John Chapin

2001: Marilyn Daniels

2000: Wayne McMullen

1999: Mary Mino

1998: Margaret Jones Patterson

1993: Marilyn Daniels

1991: Eric Zook

The PCA Speaker of the Year Award

Nick Ruffner

The Pennsylvania Communication Association Speaker of the Year Award honors Pennsylvanians who excel at public speaking

Presented by Kim Flanders

Graduate Writing Competition Awards

1st Place: Tiffany Bohner:

Breaking the Silence: A Rhetorical Analysis of the Bell Let's Talk Campaign

2nd Place: Kelli Branche:

Rhetoric and Revelation in St. Augustine.

3rd Place: Samuel Edogbanya

When a Bite is More Than a Mouthful: A Rhetorical Analysis of the Apple Logo

Presented by Maryl McGinley

Undergraduate Writing Competition Awards

1st Place: Audrey Husted, Geneva College:

Bakhtin Walks into a Bar: The Author and Hero Relationship of Billy Joel's "Piano Man"

2nd Place: Sanjana Vinjamuri, Immaculata

University, Indiana Gallant, Immaculata University:

"You Can Be Anything": Highlighting Barbie's Hyperfemininity and Hypermasculinity In The Animated Films

3rd Place: Rebecca Ribblet, University of Pittsburgh – Johnstown:

The Rhetorical Arrow of Storytelling in The Hunger Games

Presented by Maryl McGinley

The Julia T. Wood Teacher/Scholar Award

Christopher L. Johnstone

The Julia T. Wood Teacher/Scholar Award recognizes achievements of a Pennsylvania related teacher/scholar whose outstanding service and contributions are highly visible and influential on students and fellow scholars alike.

Presented by Valerie Lynn Schrader

William S Tasey School of the Year Award

Central Cambria School District, Mrs. Vescovi

The William Tasey School of the Year Award honors school speech programs other than college or university programs. Qualifying schools have excellent curricular and extracurricular speech opportunities.

Presented by Kim Flanders

The Carroll Arnold Distinguished Service Award

Fadoua Loudiy, Slippery Rock University

The Carroll Arnold Distinguished Service Award recognizes contributions of a PCA member to the profession and/or to PCA. The award could be for long and faithful service, outstanding teaching, distinctive service, and/or a single outstanding contribution.

Presented by Valerie Lynn Schrader

The Donald Ecroyd Research & Scholarship Award

Tatyana Dumova, Point Park University

The Donald Ecroyd Research and Scholarship Award recognizes a PCA member who has a commitment to and a sustained record of research and publication in the field of communication.

Presented by Janie M. Harden Fritz, Duquesne University

The List of PCA Award Winners through years

Voices of Tomorrow College Communicator of the Year Award

2024: Kacey Harper

2023: Jayden Furge and Ashley Farrell

2022: Francesca Palmeri

2021: Emily Learn

2019: Hannah Fassbender

2018: Paige Parise

2017: Molly Mitchell

2016: Alyssa Wharton

2015: Jacey L. Hunter

2014: Taylor Coniglio

2013: Natalie Pertz

2012: Rosemary Clark

2011: Kelly Matune

2009: Davnese J. Booker

2008: Joshua M. Seacco

2007: Sherrie Dunlap

2006: Ralph Gigliotti

2005: Heather Papinchak

William S. Tasey School of the Year Award

2024: Pottsville High School

2023: Pine Richland High School

2022: Abington Heights High School

2021: Beaver County Christian School

2019: Unionville High School

2018: Greensburg Salem High School

2016: Richland School District

2015: Mt. Lebanon High School

2014: Oakland Catholic High School

2011: North Allegheny High School

2010: Pocono Mountain West High School

2007: St. Bonaventure Parish

2005: Mechanicsburg High School

2004: Oakland Catholic High School

William S. Tasey

School of the Year Award Cont.

2003: Center Area District Schools

2000: North Hills High School

1999: Danville Area

1994: Shikellamy High School

1992: Penncrest High School

1991: Mercer Area

1990: Scranton Central High School

1989: Mechanicsburg High School

1988: Cedar Cliff High School

1987: McCaskey High School

1986: Pennsbury High School

1985: North Hills High School

1984: Harry S. Truman High School

1983: McKeesport Area High School

1982: Radnor High School

1981: Sacred Heart High School

1980: Shikellamy High School

1978: Northern High School

1977: Derry Area High School

1976: Scranton Central High School

1975: Bethel Park High School

1974: Pennsbury High School

1973: Edgewood High School

1972: Shamokin Area

1971: Central District Catholic

1970: Grove City High School

1969: Hempfield High School

1968: North Hills High School

1967: Charleroi Area

1966: Cedar Cliff High School

1965: Moon High School

1964: Eisenhower High School

PCA  2025



**DARIUS
BRANCHE**

**SAMUEL
EDOGBANYA**

2025

GRADUATE WRITING COMPETITION

2nd: Darius Branche (Duquesne University):
Allegoria: Rhetoric and Revelation in St. Augustine.

3rd: Samuel Edogbanya (Duquesne University):
When a Bite is More Than a Mouthful: A Rhetorical Analysis of the Apple Logo

THE PENNSYLVANIA COMMUNICATION ASSOCIATION

The Harvey Kelly Excellence in Teaching Award **Timothy Michaels**

The Harvey Kelly Excellence in Teaching Award recognizes a PCA member who has demonstrated a passion for and a mastery of teaching, both in and out of the classroom. The award could be for innovative methods in the classroom, community-based education, demonstrated impact, lifetime accomplishment, or a single exceptional accomplishment.

Presented by Cem Zeytinoglu, East Stroudsburg University

The Voices of Tomorrow College Communicator of the Year Award **Megan Marlin, Saint Francis University**

The Voices of Tomorrow College Communicator of the Year Award recognizes excellent communicators at the college level. This award is presented to a Pennsylvania college student who excels in curricular and extracurricular communication (including speech or media) work, who uses communication skills in a service capacity, and who demonstrates promise of future leadership through communication.

Presented by Kim Flanders, Saint Francis University

The Jeanne Lutz High School Speaker of the Year Award **Jaycee Kleinstuber, Central Cambria High School**

The Jeanne Lutz High School Speaker of the Year Award recognizes excellent communicators and/or role models at the high-school level

Presented by Kim Flanders, Saint Francis University



Congratulations
Jaycee.
We are so proud of
you and all of your
hard work.
Keep dreaming big
and we will always
be here cheering
you on.
Love,
Mom, Dad & Ethan

Thank McGraw Hill
for the contributions
to this weekend and
being a sponsor of
this year's
Pennsylvania
Communication
Association
Conference.



In Memoriam

Presented by Janie M. Harden Fritz

Molly Wertheimer



Donna Weimer

