

# LASSO THE LINGUISTIC ASSOCIATION OF THE SOUTHWEST Newsletter

Volume 44, No.1

<https://lassoling.org/>

Spring 2025

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## THANK YOU, SAN ANTONIO, FOR LASSO 2024!

The 53<sup>rd</sup> Annual Meeting of the Linguistic Association of the Southwest took place in San Antonio, Texas from September 26<sup>th</sup> – 28<sup>th</sup>, 2024. The theme of the conference was Dialect Contact, Leveling, and Change. We had two plenary speakers: Dr. José Esteban Hernández (University of Texas Río Grande Valley) who presented on “Spanish Dialect Contact in the United States: Overview of the Achievements, Challenges, and Pending Tasks”. Dr. Sandro Sessarego (University of Texas at Austin) discussed with us “Aspects of Language Documentation and Cultural Activism in Afro-Latin America”. Our LASSO President Dr. Patricia MacGregor-Mendoza (New Mexico State University), inspired us with the Presidential Address “Linguists: Our Evolving Role”. Sixty-seven of our members presented their work in addition to the 5 panels. We continue to hold our workshops on Promotion and Tenure and IJLASSO.

Many thanks again to Michael Rushforth, Bridget Drinka, Stephanie Gonzalez, Glenn Martínez, Mark Waltermire, and all the volunteers who helped make the conference a success!

We also announced the Helmut Esau Award. Jonathan Pye (University of Illinois) received the award for his work “British Latino: Investigating discourse-stylistic variables and the construction of persona within podcasting”.

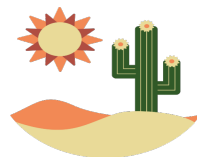
## CONGRATULATIONS, JONATHAN PYE!

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## FUTURE LASSO MEETINGS

LASSOvians who would like to host a future LASSO Conference should contact Executive Director Michelle F. Ramos Pellicia, [lasso.executive.director@gmail.com](mailto:lasso.executive.director@gmail.com) for more information.

Proposals may be presented at the Business Meeting. You do not have to be on the Executive or any other committee to present a proposal to host a LASSO Conference. If you are interested in hosting a conference, we encourage you to let us know!



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## NEWS FROM OUR MEMBERS

Alba Arias Álvarez published her article Graffiti and Urban transformation: the ideological discourse in the semiotic landscape of the Asturian Mining Valley. *Social Semiotics*, 1–23. <https://doi.org/10.1080/10350330.2025.2451930>

Whitney Chappell was recently promoted to Full Professor at the University of Texas at San Antonio, effective Fall 2025.

Eduardo Faingold recently published two books: *Language rights and the law in Scandinavia: Sweden, Denmark, Norway, Iceland the Faroe Islands, and Greenland* (Palgrave Macmillan, 2023) and *Exile from Argentina: A Jewish family and the military dictatorship*. 2<sup>nd</sup> Edition, Revised and Expanded (Information Age Publishing, 2024).

Eukene Franco-Landa presented her work "How the social value of ergativity among Basque-Spanish bilinguals influences the agreement variation" and co-authored with Dr. Ager Gondra "La enseñanza de las lenguas minoritarias desde un enfoque dialectológico: el caso del sistema educativo en euskera".

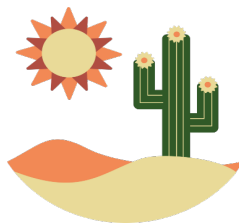
Michelle F. Ramos Pellicia co-authored the article "Map for Change: Rising up in Support of Undocumented Students." with Diana Camilo, Keisha Chin Goosby, Josefina Espino, Karina Duarte, Carolina Valdivia and Marisol Clark-Ibañez that appeared in *Promoting Equitable Classroom Practices in Higher Education* (Information Age Publishing, 2024).

Adam Schwartz, Dalia Magaña, Devin Grammon, and Sergio Loza co-edited the book [\*Aquí se habla. Centering the Local and Personal in Spanish Language Education\*](#) (De Gruyter Mouton) with a fantastic afterword by Glenn Martínez

Mark Waltermire and Daniel Villa have a forthcoming article in *Hispania* (2025, 108:1) titled "U.S. Spanish and the Standard Language Myth".

## CONGRATULATIONS TO OUR MEMBERS ON THEIR ACCOMPLISHMENTS!

If you have published a book, other news to report about yourself, or if you would like to publicize an event that would be of interest to other LASSO members, please send a message to: Michelle F. Ramos Pellicia at [lasso.executive.director@gmail.com](mailto:lasso.executive.director@gmail.com) for inclusion in the next newsletter.



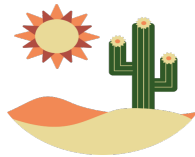
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## **MEMBERSHIP RENEWAL TIME!**

There is no better time than the present time to renew your membership. If you prefer to renew by check, there is a Membership Renewal Form at the end of this newsletter that you can print and send. You can also renew your membership online:

<https://lassoling.org/membership/>

Membership in LASSO demonstrates commitment to the study of linguistics and provides scholars and students alike the opportunity to develop professional friendships, to obtain information about teaching and research, and to exchange ideas and network with each other. LASSO members receive two newsletters per year and two issues of the International Journal of the Linguistic Association of the Southwest. Presentation of papers at the annual LASSO conference is a privilege of membership, and only those who are LASSO members may have their work published in IJLASSO. Members in good standing may vote and hold office



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## 2025 HELMUT ESAU AWARD

### DESCRIPTION

This award is named in honor of Helmut Esau, who was active in the early days of LASSO. Professor Esau died in an automobile accident shortly after he was elected to the LASSO presidency. His colleagues at the time established the Esau Award to commemorate his contributions to the Linguistic Association of the Southwest and the profession at large.

### ELIGIBILITY

Undergraduate and graduate student presenters can submit their revised, polished paper for consideration for the Helmut Esau Award for best student paper. In order to be eligible for the Helmut Esau Award, an applicant must:

- Be an undergraduate or graduate student
- Have presented a paper at the 2024 Annual Meeting
- Be the sole author of the paper or have co-authored it with other student(s).

Now is an excellent time to revise your paper!

### AWARD

The award is given to the best of all high-quality submissions received. Recipients of this prestigious accolade receive a \$400 cash award (more directions on our LASSO website <https://lassoling.org/conference/>).

### SUBMISSION

Submit your polished paper to this year's LASSO President, Dr. Mark Waltermire (markw@nmsu.edu). Papers must be submitted to the President by March 15<sup>th</sup>, 2025.

In your email subject line, please write YOUR NAME -LASSO HELMUT ESAU AWARD. Please submit your paper and information in two separate documents as follows:

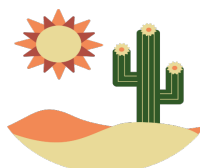
#### Information

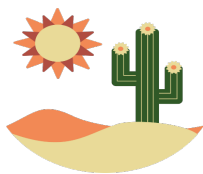
1. Your name(s)
2. Title of your paper
3. School Affiliation
4. Contact e-mail
5. Paper Title

Before submitting, make sure to:

- Eliminate any references to you within the paper
- Omit the acknowledgments
- Use the preferred format: Language Style (see Language Style Sheet)
- Papers should not exceed 8,000 words including footnotes.

The award recipient will be announced in our LASSO Annual Meeting 2025.





## **54<sup>th</sup> ANNUAL CONFERENCE OF THE LINGUISTIC ASSOCIATION OF THE SOUTHWEST (LASSO)**

### **Borderless Language**

#### **CALL FOR PAPERS**

LASSO, the Linguistic Association of the Southwest, invites abstract submission for papers and group panels for its 54th Annual Meeting to be held at Wichita State University, Wichita, Kansas on October 9<sup>th</sup> – 11<sup>th</sup>, 2025.

LASSO is a linguistics association in the United States whose purpose is the advancement of the scientific study of language. While many of our members study the languages of the southwestern United States, LASSO has an international focus; it draws its membership and includes linguistic scholarship from any language and any region in the world.

For this year's conference, we welcome papers in all areas of linguistic inquiry, including but not limited to language attitudes and ideologies, linguistic landscape, indigenous, heritage, and world language education, language policy and planning, language variation and change, phonetics, phonology, morphology, syntax, etc. The theme for this year is Borderless Language. As such, we especially encourage papers addressing language and social justice, critical pedagogies, language in healthcare, language maintenance and revitalization, and sociolinguistics.

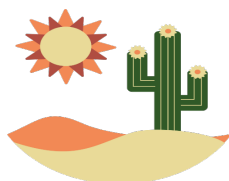
Submissions by junior faculty and graduate students are especially welcome. Graduate students who present their work at the conference are eligible for the Helmut Esau Prize, which includes a \$400 award.

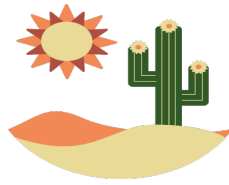
**Keynote Speaker:** Rena Torres Cacoullos, Penn State University

**Theme:** Borderless Language

**Dates:** October 9-11, 2025

**Location:** Wichita State University, Wichita, Kansas





## SUBMISSION INSTRUCTIONS

Abstracts may be written in English or Spanish. Presentations should be delivered in the same language as the abstract. Only one abstract as single author and a second as co-author will be accepted from any one individual. Presentation time for papers will be 20 minutes plus 10 minutes for discussion. Proposals for complete panels with multiple speakers are also welcome but must fit within a 90-minute time frame.

Abstracts should be between 250 to 500 words, single-spaced, 12-point Times New Roman font. Use of special fonts should be kept to a minimum. In general, omit the bibliography. Abstracts must include the title of the paper and clearly show the importance of the study, previous research, the gap in existing literature, the objective of the study, and indicate key aspects of data and methodology.

To preserve anonymity during the review process, authors should not include their names, academic affiliation, email address or any other identifier or reveal their identity anywhere in the abstract. This information will be completed in a separate form prior to submission in Easy Abs. Include the title of the paper, area of research, author names, academic affiliations, and email addresses in the form within the abstract submission system. Submissions should be in pdf format.

Submissions by graduate students are especially welcome. By presenting at LASSO, graduate students are eligible for the Helmut Esau Prize, which includes a \$400 award. Participation in LASSO is a privilege of membership. This means that an individual must be a current member in order to present a paper and be listed in the conference program. You may fill out a membership form at the same time as you register for the conference at [lassoling.org/membership/](https://lassoling.org/membership/).

**Conference website:** [https://www.wichita.edu/academics/fairmount\\_las/mell/lasso2025/](https://www.wichita.edu/academics/fairmount_las/mell/lasso2025/)

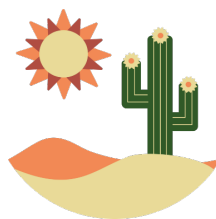
**Submissions open:** February 3<sup>rd</sup>, 2025 - May 30<sup>th</sup>, 2025

**Abstract review period:** July 1<sup>st</sup>, 2025 - July 18<sup>th</sup>, 2025

**Program Chair:** Dr. Sheryl Bernardo Hinesley, Western Washington University

**Contact Email:** [bernars3@wwu.edu](mailto:bernars3@wwu.edu)

**Submission link available in the Linguist List website here:** <https://easyabs.linguistlist.org/conference/LASSO54/>



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# Call for Papers!

**Submit your papers to IJLASSO, Volume 44.  
Please submit your articles no later than  
October 15, 2025.**

**You do not need to be a member of LASSO to  
submit; however, publication is only for  
members of the association.**

**For submissions:**

**<https://engagedscholarship.csuohio.edu/ijlasw/>**

**Questions: A. Medina-Rivera  
a.medinarivera@csuohio.edu**

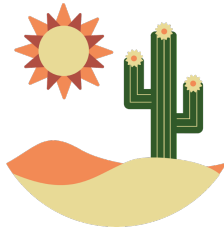
Interested in collaborating on a Special Issue  
for IJLASSO? Contact me, let's talk about it!

Our last issue included an interview. Would  
you be interested in collaborating for the next  
interview? Contact me!

LASSO



Linguistic Association  
of the Southwest



## LASSO - THE LINGUISTIC ASSOCIATION OF THE SOUTHWEST

Saturday, September 28<sup>th</sup>, 2024

6:15pm – 7:30pm

Location: La Villita

### Meeting Minutes

1. Approval of minutes Executive Meeting
  - a. Jens Clegg moved to approve, P. Macgregor-Mendoza seconded. Approved.
2. Vacant seats
  - a. Secretary, per last year's changes to the constitution
    - 1.2 The Secretary shall keep Minutes of LASSO meetings, maintain all membership records, and collaborate on the preparation and distribution of any official Association communications other than the Journal. Work will start in January. Lisbeth (Lisa) Philip nominated by M. Ramos Pellicia. Voted unanimously in favor. Philip elected.
  - b. Executive Committee – 1 vacant seat [Israel Sanz-Sánchez, West Chester University (2024)]  
Nominating committee nominated **Jens Clegg**. P. Gubitosi seconded. No opposition. Clegg elected.
  - c. Nominating Committee – 1 vacant seat [Jens Clegg, Purdue University Fort Wayne (2024)]  
**Paco Martinez Ibarra** nominated by Susana de los Heros. Seconded by A. Medina-Rivera. No opposition. Martinez Ibarra elected.
3. LASSO Conference for the next three years
  - a. Proposals
    1. Wichita State University (2025) – Rachel Showstack
      - a. Dates set: **October 9<sup>th</sup> – 11<sup>th</sup>, 2025**
      - b. Keynote, 1 presidential address, 1 banquet
  - b. Rachel has concern about ongoing LASSO issue—many people don't register or pay their dues before the conference. AAAL, for example, you must pay dues on conference site before you can access resources on the website (e.g. registering for conference).
  - c. Suggestion for Easychair instead of Easyabs.
    1. If we want the website to collect money, we have to pay someone to set up an e-commerce style website.
    2. PayPal was also suggested as an option to collect funds. Pro: You control the money. Con: They charge 3%.
  - d. Rachel Showstack would like to add a Workshop on Health Humanities on the front end of the conference. Group recommended Thursday morning and early afternoon (8:00am - 11:00am and 12:00pm - 3:00pm).
  - e. Local Arrangements Committee
    1. Rachel Showstack, Chair
    2. Gabriela Aguilar, Arely Navarrete, Savannah Pascal, Raul Rangel
  - f. Program Chair
    1. Sheryl Bernardo Hinesley from Western Washington University. Approved.





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#### 4. IJLASSO

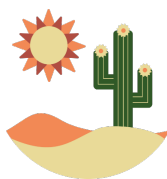
##### a. Updates from Antonio Medina-Rivera, Editor

1. We were able to publish issue 42; Library is doing the service for LASSO for free.
2. The new reviews editor will be Margarita Jara.
3. Rafael Orozco has agreed to be our Interviews Coordinator/Editor, but we haven't heard from him. We need to find a new Interviews Coordinator/Editor.
4. Katherine Christoffersen will be Managing Editor to help with the final stage of each issue.

#### 5. Treasurer Report

##### a. Updates from Patricia Gubitosi, Treasurer

1. A few more people paid after the conference began.
2. We started last year with \$73,521.76; to make sure that all people who appeared on program paid.
3. We have more new memberships this year.
4. We paid the Helmut Esau award, paid for the website and the additional expenses from the Colorado conference. We need to make sure that arrangements made with hotels will not burden LASSO's financial position.
5. The initial balance as of 9/26/2024 was \$70,327.76, almost \$4,000 in memberships, current balance is at \$74,243.32.
6. Questions: we are awarding students because we want them to feel part of the association. Should a student who received the award, be a member of the association? Membership is calendar year; by the time students submit \$400 + membership (either \$30 or waived) in LASSO. There was a proposal to award the \$400, plus a year of membership.
7. There was discussion about recruitment and retention of graduate students. We also considered how to grow the Esau award. Since we no longer have journal expenses as in the past, can we apply our funds in different ways? But we cannot sustain paying a graduate student for creating a digital archive. If we want to bring in more graduate students, we might want to consider offering nominal travel grants. It has to be sustainable. Whatever we spend has to be less than what we bring in.
8. We should explore options of how we can invest funds to grow them. Patricia also pointed out that we need to make sure that we have contact information for all of the presenters. An example from LSA was shared: Collection happens at point of sale. It would be good to have conference fee and membership fee collected at the same time. We should have an integrated website, someone to run the conference site from year to year. Number of Masters and Ph.D. students is declining; not all Masters students continue on to Ph.D.
9. LASSO was in charge of paying for the hotel at the Colorado conference; generous donations were received from UTSA. The issue of fees will always be murky since we're bridging university funds and outside funds.
10. We also discussed wanting to have presentations that were remote. Membership dues for people that present remotely. Presenting in LASSO is a privilege of being a member.



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## 6. Local Committee Report

- a. THANK YOU to the Local Arrangements Committee.
- b. Cost: The total cost is estimated to be around \$10,000 for the venue, keynote speaker fees, name tags, coffee/tea/water, light breakfast (if possible). The costs will be covered by the registration fee (\$75 for students and \$150 faculty) and by funding we secured through the university. The conference dinner and riverboat tour were separate fees, \$40 and \$10, respectively.
- c. Venue: We opted to have the conference in two different locations within our downtown system to facilitate the dinner and excursion since they are closer to the Southwest Campus than the Downtown Campus. Our Downtown Campus has hosted many conferences before and there is a dedicated event manager that helps coordinate all events and activities so this greatly helped the planning process.
- d. Hotel: We have an established partnership with the hotel next to the Downtown Campus and as such, we entered into an agreement with them to block off rooms for the conference. If possible, it is very helpful to ask if the conference rate can be offered the night before and the night after the conference for participants to have more flexibility in their travel capabilities.
- e. Conference Dinner & Excursion: Club Giraud has a long history with our newly acquired Southwest Campus and offers vegetarian and vegan options as well as the option of a cash bar. This was ideal and is located within walking distance of where the presentations were on Friday. We also wanted to provide the option of a cultural excursion and chose a riverboat tour as many visitors to San Antonio take a tour.
- f. Website: We worked with our Communications Team to put together the website and marketplace (registration). Some opportunities for improvement include:

- 1. Membership fees: There were various questions about membership fees and registration fees. Perhaps require that membership fees be paid after participants agree to attend the conference after their abstract is accepted. There was a lot of confusion about the two fees, and it was difficult for some people to pay both fees at the same time on top of other travel fees.
- 2. Contact information: Keep the LASSO & Conference website updated with appropriate contact information. It seems that many people didn't know who to contact, so having this information updated on the websites would be helpful for people to easily get in touch with the appropriate person(s).
- 3. Schedule: Determining the most effective way to keep the most up-to-date conference schedule posted for participants to more easily review changes.
- 4. Email listservs: Review the email listservs to make sure that they are up to date as well.

## 7. Vice-President / Program Chair Report

- a. Program details: 5 panels. 67 people presented their work. P&T and IJLASSO were included. 2 plenary speakers, plus presidential address.

## 8. President Report

- a. Helmut Esau award
  - 1. Reminder to grad students to anonymize their papers.
    - a. Three of the submitters did not remove their names from their papers. A recommendation was made that we note in the instructions that authors should remove identifying information from their papers so reviewers can review their papers anonymously.
  - 2. Four papers were submitted for consideration of the Helmut Esau award. Five reviewers completed the paper review and recorded their responses on Google forms. The paper "British Latino: Investigating discourse-stylistic variables and the construction of persona within podcasting," submitted by Jonathan Pye, received the highest ratings from all reviewers.



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9. Development Committee Report

a. Call for Papers

- 1. As last year, it was shared with graduate programs in Hispanic Linguistics throughout the nation.
  - a. Irene took charge of the central area of the US. Claudia, the West coast, and Irina, the East coast

b. Webpage

- 1. The committee has successfully updated the website, sharing all the relevant information. There was an issue with the page after WordPress launched an update. This affected the newsletter section. To solve this issue, we created a new newsletter section in the menu of the main page. Now, under the Newsletters menu, there are archive newsletters (up to 2023) and newsletters for 2024. We expect, from now on, to create new pages for each year (Newsletters 2025, Newsletters 2026, and so on).
- 2. The posting of events and announcements is regularly done on Facebook, Instagram, Twitter, and LinkedIn.

- a. There are more engagements through Twitter and Facebook. Members retweet some of the posts. There are only a few engagements on LinkedIn and Instagram.

- b. Fall 2024:

- 1. Twitter: 91 followers
    - 2. Instagram: 68 followers
    - 3. LinkedIn: 26 members
    - 4. Facebook: 615 members

- c. These are the accounts:

- 1. Twitter: <https://twitter.com/lassoling>
    - 2. Instagram: <https://www.instagram.com/lassoling>
    - 3. LinkedIn: <https://www.linkedin.com/groups/2851787>
    - 4. Facebook: <https://www.facebook.com/groups/146699991466>

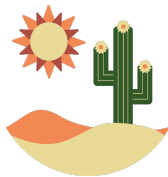
- 3. Concerns and Ideas

- a. It would be useful to maintain a list of contact people, institutions, etc. who regularly participate in LASSO so it's easier to spread the word about upcoming events, conferences, etc.

10. New business

- a. Creation of a handbook
- b. List of e-mails from last year. Michelle will compare list from this year and make it available.
- c. Lisa has a survey monkey that she's happy to use for surveys.
- d. Jens Clegg introduced new business to charge Executive Committee to find out what it would take to have a system that collects money and records payments for LASSO dues. Jenkins seconded. Motion carried.

Adjourned at 7:35pm. ¡Hasta la próxima!



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## LASSO ACCOUNT: FEBRUARY - 2024

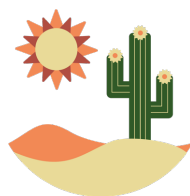
As presented at the LASSO Conference 2024

### Financial Report

Initial balance	2023	\$71,523.48
Memberships	2023	\$ 1,998.28
<b>Total</b>		<b>\$73,521.76</b>
Helmut Essau Award		\$ 400.00
Website		\$ 18.00
Colorado Expenses		\$ 2,776.00
<b>Total balance</b>		<b>\$70,327.76</b>

Initial balance	2024	\$70,327.76
Memberships until 9/23/24		\$ 3,915.56
<b>Total balance</b>		<b>\$74,243.32</b>

(Bank of America \$66,008.55 // Paypal \$8,234.77).



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Sincere **Thanks** are extended to those named below who contribute their time and talents as officers volunteers for the Linguistic Association of the Southwest.

**President**

Mark Waltermire, New Mexico State University (2025)

**Past President**

Patricia MacGregor-Mendoza, New Mexico State University (2025)

**Vice President / Program Chair**

Sheryl Bernardo Hinesley, Western Washington University (2025)

**Secretary**

Lisbeth (Lisa) Philip, University of New Orleans (2027)

**Executive Director**

Michelle F. Ramos Pellicia, California State University San Marcos (2025)

**Treasurer**

Patricia Gubitosi, University of Massachusetts Amherst (2025)

**Executive Committee**

Sheryl Bernardo Hinesley, Western Washington University (2025)

Damián Vergara Wilson, University of New Mexico (2026)

Jens Clegg, Purdue University Fort Wayne (2027)

**Nominating Committee**

Alba Arias Alvarez, Universidad de Alcalá (2025)

Daniela Narváez, University of Massachusetts Amherst (2026)

Francisco Martínez-Ibarra, Towson University (2027)

**Local Organizing Committee for the 2025 Conference**

**Program Chair:** Rachel Showstack, Wichita State University (2025)

Gabriela Aguilar, Wichita State University (2025), Arely Navarrete, Wichita State University (2025),

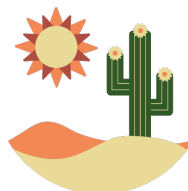
Savannah Pascal, Wichita State University (2025), Raul Rangel, Wichita State University (2025)

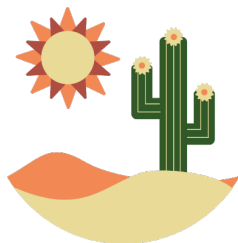
**Development Committee**

María Irene Moyna, Texas A&M (2025)

Claudia Matachana López, University of Massachusetts Amherst (2025)

Irina Lifszyc, University of Massachusetts Amherst (2025)





# LASSO

The Linguistic Association of the  
Southwest

## 2025 Membership Application\_\_\_\_or Membership Renewal\_\_\_\_ (Please print)

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Institutional Affiliation (if not given above): \_\_\_\_\_

Telephone: Home: (\_\_\_\_\_)\_\_\_\_\_- \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_- \_\_\_\_\_  
Office: (\_\_\_\_\_) \_\_\_\_\_- \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Annual Dues: Regular -- \$75 US \_\_\_\_\_  
Student/retired/unemployed -- \$30 US \_\_\_\_\_  
Institutional -- \$60 US \_\_\_\_\_

Overseas postage surcharge: \$15 annually \_\_\_\_\_

Life membership: \$600 US \_\_\_\_\_

Tax-deductible contribution \_\_\_\_\_

TOTAL ENCLOSED \_\_\_\_\_

**Make check payable to "LASSO."** Your canceled check will be your receipt. Return this form with your remittance to:

Dr. Patricia Gubitosi, LASSO Treasurer  
422 Herter Hall  
University of Massachusetts Amherst  
161 Presidents Dr  
Amherst, MA 01003

Visit our website at: <http://lassoling.org/>