



Fostering Excellence in Business Communication

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ABC Newsletter

Issue 4, March 2015

From the editor

Welcome to the March Issue

As you see, we are trying out a new format this time. We hope the revised newsletter is now more easily accessible from a variety of media.

The ABC management and ABC members have been very busy with exciting projects since the last issue. We now have a new travel award to support the ABC and its mission in conferences worldwide.

In addition we have several conferences coming up in the next few months, including the ABC Western Region Conference at the University of Southern California May 20-22, the Global Advances in Business Communication Conference in Eastern Michigan University, May 27-30, and the 12th ABC conference of the Europe, Africa and Middle East region in Cape Town, South Africa 6-8 January 2016.

Wishing you all a productive and successful first half of the year!

Sky Marsen
ABC News Editor

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From the president



Peter Cardon
President of ABC

Dear ABC friends:

I encourage each of you to find ways to make ABC much more of a year-round experience.

Spring is a great time to re-engage with ABC in various ways. Here are just a few suggestions for the participating in ABC in the next few months:

Start planning your proposals for ABC's 80th Annual International Conference in Seattle. Soon you may officially begin submitting presentation proposals and papers for our next international conference. We anticipate high attendance at this year's event. As a result, we expect a more competitive review process than in past years. Please start preparing your proposals now so that they are as strong as possible.

Get involved in committee work. Most of the ABC committees will start their work soon. Please watch for emails from your committee chairs with invitations to help out. If you don't get an email from your chair, feel free to reach out to your chair and find out ways get involved.

Vote for ABC officers and board members. In the next month or so, you'll receive an email invitation to vote on ABC

officers and board members. You can go to the website to read bios about each of the candidates. Please participate in this important process.

Watch for new ways to participate in the ABC community. Within the next few months, we will announce some exciting new technologies that ABC is investing in. These new technologies will make it easier to connect with your ABC colleagues—formally and informally—than ever before. You can expect details soon about how these tools can help you make ABC more of a year-round experience than ever before.

Thanks for all you do for ABC!
Pete

ABC News

Ambassador Travel Award

The Ambassador Award is intended to help newer ABC members build their careers while also promoting ABC at non-ABC conferences. It provides an opportunity for our members to participate in conferences they might not otherwise attend and for the other conference attendees to learn about ABC.

The criteria for ABC members eligible for the Ambassador Award include:

- Membership in ABC for approximately 5-8 years;
- Evidence of contributions to ABC through committee work or other service;
- Evidence that the person is considered an "up and coming" researcher/teacher;
- Selection of a conference that is relevant to ABC's goals;
- Relevance of this non-ABC conference to ABC's goals;

- Publications in an area of research relevant to the conference to be attended;
- Description of the ways in which the person would represent or promote ABC.

The award winner is chosen by the Executive Committee based on self-nominations or nominations from any Board member or committee chair. One Ambassador Award of \$1,000-1,500 per year may be awarded. The awardee must acknowledge ABC's sponsorship during the conference and in any resulting publications.

Application Deadline for 2015: April 1. Please submit your proposal to Jim Dubinsky, ABC Executive Director, at dubinsky@vt.edu.

C. R. Anderson Research Fund Committee News

ABC extends a warm note of thanks to Geert Jacobs of Ghent University, Belgium for his dedicated service as chair of the C. R. Anderson Research Fund Committee. We will miss Geert in this role, as he steps up his involvement with the ABC South Africa 2016 conference as part of his overall duties as Regional Vice-President (RVP) for Europe, Africa, and Middle East. Please welcome Pris Rogers, University of Michigan, as the new chair of this committee.

Since 2011, the CRARF committee has evaluated ABC members' grant applications for innovative research projects in the field of business communication. ABC offers support in the form of micro-grants of US \$1,000 to US \$5,000 for equipment, hard- and software, travel and accommodation expenses, and/or research support-staff compensation within the course of a research project of up to 12 months. CRARF aims to encourage and support innovative, academic research in such areas as business communication,

management communication, business writing, consulting, marketing, English, speech communication, intercultural communication, linguistics, rhetoric, and information systems.

Conferences



12th ABC conference of the Europe, Africa and Middle East region

This is the first ABC conference on the African continent and the Professional Communication Unit (PCU) at the University of Cape Town (UCT) is proud to host this event. Conference website, <http://www.abc-capetown.com/>. The theme is:

Figuratively speaking: the facts and fictions of business and corporate communication

The Committee invites proposals for the following sessions:

Full paper (30 minute slot: including 10 minutes of discussion and question time) Abstract of 300 words **due by 30 April.**

Work in progress (20 minute slot: including 5 minutes of discussion and question time) Abstract of 300 words **due by 30 April.**

Panel (60-90 minute slot, depending on number of contributors and panel format) Abstract of 500 words **due by 30 March.**

Submit all abstracts and outlines to abstracts@abc-capetown.com

ABC Southwestern Conference

This is coming up very soon, on March 11-14 at the Hyatt Regency in Houston.

ABC Western Region Conference

The ABC Western Region Conference will be held at the University of Southern California, Marshall School of Business, May 20-

22, <http://businesscommunication.org/2015-western-conference>

The conference theme is:

Business Communication in 2020

Questions explored include:

What will be the most essential business communication skills in 2020 and beyond? How can business communication instructors prepare students for the communication needs of 2020 and beyond? What are the most intriguing avenues of research that will strengthen the business communication field for 2020 and beyond?

Proposals deadline March 16.

Global Advances in Business Communication (GABC)

The GABC Conference is an affiliate conference of the Association for Business Communication that brings together academics and practitioners to consider ongoing scholarly activities and business practices which shape and are shaped

by the intersection of cultural factors and global business.

The conference and its affiliate journal are co-sponsored by the University of Antwerp, the Technological University of Malaysia and Eastern Michigan University. The conference will take place at Eastern Michigan University, May 27-30. For more information, see http://www.emich.edu/cob/departments_centers/gabc/index.php or contact David Victor at dvictor@emich.edu

Member News

New Journal, *Lingue Culture Mediazioni* - Languages Cultures Mediation



The Department of Language Mediation and Intercultural Communication at the University of Milan has just launched a new peer-reviewed journal, *Lingue, Culture, Mediazione/Languages, Cultures, Mediation*. The first issue, co-edited by ABC members Giuliana Garzone and James Archibald, focuses on the definition of linguistic and cultural mediation.

Marshall Case studies in Business Communication

If you are looking for case studies that explore communication issues for use in your classes and that are available for free, please check out the web site at <http://www.marshall.usc.edu/faculty/centers/cmc/communicationcases>.

These case studies have been written by undergraduate students at the Marshall School of Business at the University of Southern California with the advisement of Center for Management Communication faculty. Under this initiative, student teams write original cases emerging from semester-long interaction with and research about local businesses or global companies with a presence in the rich learning laboratory of Los Angeles. Because these case studies are written by students for students, they complement a student-centered learning environment and enable students to master a wide range of skills essential to today's workplace – one of the main conclusions drawn from research on this subject.

Case study topics include diversity, technology-mediated communication, intercultural business communication, ethics and communication, crisis communication, and other subjects relevant to management communication.

Award



David Ramsey, Professor Emeritus of Southeastern Louisiana University has won the **International Journal of Management and Commerce 2014 Reviewer of the Year** award. We congratulate David on his achievement. David also serves on the Editorial Board of ABC's International Journal of Business Communication.
