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**Fostering Excellence in Business Communication**  
The Association for Business Communication (ABC) Newsletter

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## ABC Newsletter Issue 14, Fall 2017

### From the editor



Sky Marsen, ABC News Editor

### Welcome to the Fall 2017 Issue

Dear ABC Colleagues,

Our annual conference is coming up in just a few short weeks. This issue contains some information, so keep reading. As you probably have seen, [the program](#) is promising to be interesting, exciting

and are a great opportunity to polish your research and teaching skills - and to warm up for the rest of the schedule! There are still places available for these workshops, so please consider participating.

In addition to presenting your work and learning about others' projects, the conference will be a chance to meet up with colleagues, expand your networks and contribute to committee and SIG meetings. If you are looking for or offering work in business communication, we will also have our regular [employment opportunities](#) notebook. The deadline for submitting your resume is October 4.

Enjoy reading the newsletter and I look forward to catching up with you soon in Ireland.

Sky Marsen  
ABC News Editor

## From the President



**Deborah Roebuck, ABC President**

Dear ABC Members:

your ABC President! This year has truly flown by, but I have been so blessed and honored to serve you in this role. I consider myself privileged to be a part of this body of educators, consultants, and practitioners who sometimes live for--or feel like they are dying over--the art and craft of business communication.

For the past 30 plus years, I've followed the path of an educator, and my writing has been a major piece of my travels. As you can imagine, this path is now pretty worn and trodden after years in the classroom as well as years at my keyboard as a writer. I'm not a novelist, nor a journalist, or a screenwriter-- any of whom strives to perfect the art of expression of ideas through the craft of word choice. Instead, my path as a writer has been to educate others to become better business writers and speakers, to become better team members, and to become better leaders.

I feel passionate about the role of the writer in our society, no matter what kind of writing we do. Writers are in a powerful position, compared to any other role in business or community service, to shape the views of the culture. The power of the written word is without measure. Words can build or break a relationship. They can enhance or diminish a reputation. Words can declare war or encourage peace. As an educator, I have learned that words can shape the lives of students who leave our classrooms to join the work force and who become our future ethical leaders.

I believe that writers hold a tremendous responsibility to use their platform to deliver ethical messages— words that build up the world, words that emphasize what is good in humankind, and words that inspire us to achieve our full potential. I believe writers, including myself, should be accountable for what we publish—because the words we leave behind become our legacy. As writers who desire to be highly published, we want to leave our mark on the world. Poet Joseph Addison wrote in his work, *The*

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generation to generation, as presents to the posterity of those who are yet unborn.”

The great American novelist, William Faulkner, received the Nobel Prize in 1950 for his works. In his acceptance speech, Faulkner said, “The writer wants to leave a scratch on the wall—Kilroy was here—that somebody a hundred or a thousand years later will see.”

Faulkner also said something in his acceptance speech that I disagree with. He said “The writer’s only responsibility is to his art. He will be completely ruthless if he is a good one...If a writer has to rob his mother, he will not hesitate; the ‘Ode on a Grecian Urn’ is worth any number of old ladies.”

I must disagree as every writer must be accountable for his or her words and the effects those words create on others. As writers, we have a platform to shape the world, and I choose to put my efforts toward shaping the world into a great civilization that helps others become the best that they can be. I want to leave a legacy that makes a positive difference in the life of others.

I agree with novelist Joseph Conrad who wrote these words in 1898: “A work that aspires, however humbly, to the condition of art should carry its justification in every line.”

As a business communicator, I need to identify my justification—why I am writing what I am writing, who I am trying to influence, and what kind of legacy I want to leave because of my work.

In my own life’s work, I will share with you that I answer up to the God of my faith in regards to the work I do, and especially in my words. I can best share my feelings about this with you through Psalms 19:14, which says, “Let the words of my mouth and the meditations of my heart be acceptable in your

God. This is my choice, and this is my source of inspiration and to whom I am accountable.

I encourage each of you to use the power of your words to leave a legacy to build the world into a better place, for the sake of all generations to come. So that we can continue the legacy of "All for One, And One for All!"

Humbly, Your Servant Leader,  
Deborah

## From the Executive Director



**Jim Dubinsky, ABC Executive Director**

Dear ABC Members:

In just over a month, ABC members and guests will gather in beautiful Dun Laoghaire, Dublin, Ireland for our 82<sup>nd</sup> Annual Conference. Our conference chairs, Gail Cruise and Jean Bush-Bacelis, have put together a marvelous program for you, to include some extraordinary pre- and post-conference activities (Did someone mention a castle? James Joyce?). One

exercise and meditation to get you ready for the day. My wife, Robyn, will be leading it as she did last year. Look for more information on the schedule.

While I am very excited about the upcoming conference, I have other news to share.

***IJBC* changes editors.** Please welcome Dr. Jacqueline and Dr. Milton Mayfield, both on the faculty at Texas A&M International University, as our new co-editors. As of January 1, 2018, they will take over the helm of *IJBC* from Robyn Walker, who has served ABC for eight years and has done so brilliantly. Robyn, Jackie, and Milton will join us in Dublin, so if you see them, please offer your thanks and congratulations.

**Finances.** ABC is in perhaps its strongest financial shape ever. We have well over 19 months of operating funds in reserve, and this past year, despite all of the initiatives for and investments in you, our members, *we ended in the black*. Over the past few years, we have been investing in our organization, primarily to recruit new members and support those we have with grants and awards. The results are encouraging; our membership numbers are up, and we have been attracting more and more graduate students to our conferences

**Web Editor.** Our current Web Editor's term will end this year. I will be sharing a call for a new web editor just after the Board meeting. Look for this advertisement in late October. If you might be interested, please feel free to send an initial email to me with any questions you have regarding the position now or look for me in Ireland.

**Diversity Initiatives.** As you may have noticed, ABC has been making a more explicit effort to become even more inclusive; we want to meet the needs of all of our members. Critical to that effort was the establishment of a new committee, chaired

organization. One important step is to gather information. Recently, ABC shared a survey asking for your input. If you did see the request or did not have time to participate, do not worry. We will provide another opportunity to share ideas in the very near future. And, if you are in Dublin, please consider attending the Diversity Roundtables.

Finally, as always, ABC's "door" is open. Feel free to call or email Marilyn or me if you have questions or need assistance.

In service,  
Jim

## ABC News

### ABC Annual Conference October 17-22

While waiting for the conference here are some images to whet your appetite.



Visiting Malahide Castle with the Saturday, October 21 excursion? The food offerings are d-e-l-i-c-i-o-u-s! Check out these savory offerings at Avoca, on the castle grounds.



Heading to Dublin Center City? Connolly Rail Station is the rail hub. Walk about the area or pick up the nearby Luas (light rail tram). When you check in for conference registration, you will receive a travel Leap card. Swipe the card when you get on and off the train. Add card value (by credit card or Euro) in the train station.

The Leap Card is valid throughout the Dublin/Dun Laoghaire area for bus, train, and tram travel. It is easy to reload at the train station. You may turn in both used and unused Leap Cards at the conference closing. These cards will be donated to our silent auction partner.



Traveling to the West of Ireland? In Galway, the



One-day excursions to Galway or other areas of the Republic of Ireland or Northern Ireland can be explored from Dublin. Check out [Darby O'Gill Day Tours](#). Trips offered include the dramatic Cliffs of Mohler in the West of Ireland with a trip to Doolin; Wicklow Mountains including the ancient monastic settlement of Glendalough and shopping at Avoca; and Giant's Causeway (UNESCO World Heritage Site) in Northern Ireland, UK. The family-friendly day trips include coffee/tea and wi-fi.



Jean Bush-Bacelis & Gail Cruise, our conference organizers, hope you take time to "catch" some fresh air. Remember to bring along layers, good walking shoes, and rain gear.

## **ABC Conference Proceedings ISSN**

Thank you to those who submitted and reviewed proceedings for the upcoming conference. The proceedings are a wonderful and lasting way to share our scholarship. Please consider submitting your contribution to our proceedings for the 2018 conference in Miami. Full details will be disseminated in spring 2018.

The scholarship shared in the proceedings is easy to reference using our ISSN number, 2472-0658. ABC Web Editor Alfredo Deambrosi has posted proceedings dating back to 1979 on [our webpage](#). The 2017 proceedings will be posted

If you have any questions regarding the proceedings, please contact Leigh Ann Whittle, Proceedings Editor, at [leighannwhittle1@gmail.com](mailto:leighannwhittle1@gmail.com).

## Silent Auction at Annual Conference



For the fifth consecutive year, ABC will partner with a nonprofit organization in the city that is hosting us. This year our partner in Dublin is [Suas](#), an organization that creates "Development Education Programmes that are driven to educate, engage and inspire children."

In Ireland, one in ten children has serious literacy difficulties. In designated disadvantaged schools (DEIS), this figure can increase to one in three. Studies show children who do not learn to read, write, and communicate effectively at the primary level are more likely to leave school early, be unemployed or in lowskilled jobs, and have poorer emotional and physical health. They are more likely to end up in poverty and in prison. The impact is powerful and cumulative: Children do not achieve their full human potential, leading to an overall diminishment of society.

through 2018 and are for national chains). In addition, you can donate directly to the C. R. Anderson Foundation and/or Suas by visiting the [Silent Auction](#) home page. Actual goods can be delivered to the conference/silent auction site at the Royal Marine Hotel.

The C. R. Anderson Foundation, ABC's 501(c)3 affiliate, will be the official entity holding the auction, and the money from the gifts you donate will be divided equally between Suas, a registered Irish charity, and our own fund to support graduate students. Any gift you make will be tax deductible in the U.S. to the extent allowable by law.

For questions, please contact the silent auction co-chairs, Becky Morrison at [morriss7@miamioh.edu](mailto:morrisr7@miamioh.edu), or Susan Schanne at [sschanne@emich.edu](mailto:sschanne@emich.edu)

## ABC Socious Website

As a network of business communication professionals, the members of ABC connect with one another at conferences. But members can also continue those conversations and collaborations online throughout the year.

Did you know that on the ABC website, you can:

- Get an email alert when someone posts to your favorite forum?
- Get an email alert when someone responds to your post?
- Post to a forum from your email?
- Share files within any of your committees or special interest groups?

The user-friendly website makes these actions easy, but you can also get [step-by-step directions here](#) (ABC member login required).

## Conference

The Association for Business Communication Southwestern Region, in partnership with the Federation of Business Disciplines, is holding [its yearly conference](#) in Albuquerque, New Mexico, USA from March 7–10, 2018.

We invite you to submit a proposal for a presentation on your research or a best practice in teaching you would like to share. Full papers will be considered for the Richard D. Irwin Distinguished Paper Award. Deadline for proposals is **October 1**.

This is a great opportunity for you to work on interdisciplinary research with colleagues as it relates to communication because of the variety of disciplines FBD represents, noting that interdisciplinary research is part of the 2013 AACSB standards.

This “conference within a conference” opportunity allows you to attend all ABC sessions, as well as sessions of the other eight affiliated business discipline organizations for ***one low registration price***. While there, you can connect with colleagues old and new, and attend stimulating sessions.

## Tim Clipson Retires



Long-time ABC member and professor at Stephen F. Austin State University, Tim Clipson, recently retired from full-time teaching. His 40-year career included designing and teaching various business

in the ABC Southwest U.S. region as well as at the national and international levels.

Several of Tim's numerous articles have been published in *BPCQ*. In addition to teaching awards he has received from his university and from the ABC Southwest U.S. region, he was the 2016 recipient of the ABC Meada Gibbs Outstanding Teacher-Scholar Award. Tim looks forward to delivering his presentation in Dublin this year.

Tim is a sought-after consultant and speaker, and retirement is allowing him flexibility and time to enjoy those opportunities. In his role as professor emeritus, he remains connected to university life while enjoying more time to indulge his love of sailing and spending time with those he loves.

## Member News

### University of Texas Project on Conflict Resolution

ABC member Allison Alford recommends [this conference](#) on conflict resolution, which may interest some ABC members. It is an interdisciplinary conference and they "invite papers on any relevant topic, such as apologies, advocacy, civic conflict and disputes, dispute resolution, emotions, peace, negotiation, reconciliation, mediation, dialogue, public deliberation, restorative justice, conflict management, environmental disputes, and ethics."

### Tagalog Translation by ABC member

Montreal's *Charter of Citizen Rights and Responsibilities*. The translation which was done by postdoctoral student Henrison Hsieh under Archibald's supervision follows upon a number of other translations including the Italian version published in cooperation with another ABC colleague, Giuliana Garzone from the University of Milan. As Lionel Perez, member of the City's Executive Committee put it during the ceremony held in the presence of Montreal's Philippine community at City Hall on June 13th, Archibald is "not only an ambassador for the *Charter*, but also an ambassador for the City". The Tagalog edition as well as six other translations done under Archibald's supervision may be found on the [City of Montreal's website](#).



## Beta Tester Opportunity for New Writing Assessment Application

Heidi Schultz and Mike Meredith are professors of management and corporate communication at the University of North Carolina's Kenan-Flagler Business School, and are looking for beta testers for a new writing assessment application called GradeOn!. They are using it for a research project that quantifies student writing improvement. They like the software because it combines the best of qualitatively-based, human-conducted assessment and quantitatively-based, software-conducted assessment.

faster, easier, and more consistent. The software allows instructors to create and share customized rubrics, quantifies improvement allowing instructors to validate students' progress, and automatically identifies areas for improvement by tracking writing trends for each student.

They used the software in their classes last year, analyzed writing improvement, and will be presenting those results at this year's conference in Dublin in October.

They would like to extend the research and invite beta testers to join them. By participating, you'll streamline the grading process, your students will get metrics-based reports that show them where their writing has opportunities to improve, you will be contributing to important research in our field, and we'll be asking you to provide feedback to help improve the software.

If you're interested in participating, please contact Heidi at [heidi@onixnet.us](mailto:heidi@onixnet.us) or [Heidi\\_Schultz@unc.edu](mailto:Heidi_Schultz@unc.edu).

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