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Fostering Excellence in Business Communication

The Association for Business Communication (ABC) Newsletter

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ABC Newsletter

Issue 15, Winter 2018

From the Editor



Welcome to the Winter 2018 Issue

Dear ABC Colleagues,

Happy New Year! I hope the new year is happy and productive for all of you. Below are some important ABC dates coming up for your calendars.

Conferences

[The 83rd ABC Annual Conference](#) will be held on October 24-27 in Miami, Florida. The theme is "Celebrating diversity and culture in business communication". Conference co-chairs are Becky Morrison and Susan Schanne.

Mentor/Blind Peer Review Proposals and Workshops Proposals due: February 26

Final Proposals Due: April 30

[The Southwestern US / FBD Conference](#) will be held on **March 7-10** in Albuquerque, New Mexico. Conference Chair is **Kelly Grant** and Proceedings Chair is **Laura Valenti**.

[The Midwestern-Southeastern US Conference](#) will be held on **April 12-14** in Cincinnati, Ohio. Conference Chair is **Kathryn Rybka**. **Proposals due by January 29** Categories include:

- Communication and Technology
- Executive/Managerial Communication
- Global Communication Strategies

- Innovative Pedagogy

[The Europe, Africa and Middle East Conference](#) will be held on **July 11-13** in Madrid, Spain (University of Alcalá). Contact person: Mercedes Diez Prados. **Proposals due by Feb. 11.** The theme is "The ethics of/in business communication."

Some suggested topics include:

- Persuasion/manipulation in business discourse
- Discursive practices of corporate identity
- Leadership and management communication
- Greenwashing and pinkwashing
- Crisis communication

[Corporate Communications International](#) Conference (CCI) will be held on **May 29 - June 1** at Baruch College, CUNY, New York. **Proposals due by January 31.** Conference Chair is Michael B. Goodman. CCI offers special rates to ABC members. Topics include:

- Reputation, image and identity management
- Crisis, risk, and change management
- Corporate communication policy and strategy
- Corporate governance, policy, and practice
- Corporate responsibility

Information on the **ABC Asia-Pacific Conference** will be released soon.

Award Nominations

These two awards receive nominations on an ongoing basis. Please send materials to Jim Dubinsky, ABC Executive Director, dubinsky@vt.edu

[Ambassador Travel Award](#)

[Distinguished Member Award](#)

I hope you will consider attending one or more of our conferences and applying for one of these awards or nominating a colleague.

Thank you for your sending me your news. I look forward to receiving items for the Spring issue. And don't forget

to visit our social media sites, [Facebook](#) [Twitter](#) and [LinkedIn](#) for news updates.

From the President



Lisa Gueldenzoph Snyder

I am truly honored and sincerely humbled to serve as the 2018 President of the Association for Business Communication. I am honored by your confidence in my ability to lead the organization, and I am humbled by the significant responsibility required of the position.

ABC has a strong leadership team among the members who serve as executive committee officers, regional vice presidents, directors at large, and committee and special interest group chairs. We have talented editors, reviewers, conference coordinators, and committee members who volunteer their time and energy to support ABC's efforts. And we have a dedicated executive director and energetic office manager who provide support and guidance year after year. I am grateful to everyone who works to help ABC reach its goals!

While we always have many things to do to maintain ABC's strategic plan, I have three specific objectives that I plan to use to guide the organization's success in 2018:

- 1 - Enhance the resources that we make available to ABC's members
- 2 - Improve ABC's brand and exposure by reaching a wider breadth of prospective members
- 3 - Increase ABC's membership

While our Marketing and Membership Committee and our regional vice presidents have been working on these goals for some time, each committee this year will be charged with relevant tasks to support these efforts as well. If you are not currently serving on a committee and would like to become more involved with ABC, please let us know soon. Contact First Vice President Marcel Robles (Marcel.Robles@eku.edu) to let her know which of our many committees you would like to support.

In addition to committee work, we need *every* member's help to identify new opportunities about the resources we provide and the audiences we recruit for potential members. To that end, please share your thoughts throughout the year about how we can reach our goals to enhance member resources, improve our brand and exposure, and increase membership. Contact me anytime at gueldenzoph@att.net with your ideas — I am eager to hear from you about how we can continually improve what we do to support professional business communication.

Thank you!

Lisa Gueldenzoph Snyder
ABC President

IJBC News

Jackie Mayfield and Milton Mayfield are the new Editors of the *International Journal of Business Communication*. Jackie and Milton are professors of Management in the Division of International Business and Technology Studies at Texas A & M International University's A. R. Sanchez, Jr. School of Business. We wish them all the best in their term, and we thank Robyn Walker, the outgoing Editor, for her leadership over the last few years.



Jackie Mayfield and Milton Mayfield

Proposals for Special Issues

IJBC is seeking proposals for special issues on topics relevant to business communication. Past issues have focused on a language or linguistic approach to business communication, the use of discourse in Asian business communication contexts, strategic communication, social collaboration, and leadership communication. Please contact Jackie or Milton Mayfield at jmayfield@tamiu.edu for information and instructions on writing a proposal. Proposals must be approved by the Publications Board of the Association for Business Communication.

Global Advances in Business Communication Journal

The [sixth issue of the *Global Advances in Business Communication Journal*](#) has just been published.

The *GABC Journal* publishes original research on interdisciplinary business practices which shape and are shaped by the changing nature and level of global business communication:

- International and cross-cultural business communication and negotiations
- Global aspects of integrated marketing communications (IMC)
- Communication aspects of international law and global business ethics
- Languages and business communication
- E-Semantics (a term coined here to mean cross-cultural, language-based international issues associated with new media, search terms, string searches, web design, web site user friendliness, and Internet and electronic advertising)

The journal is co-hosted by **Eastern Michigan University**, the **University of Antwerp** and the **Technological University of Malaysia**. In 2015, it expanded this to include the **ITESM in Mexico** and in 2016 to include **Delhi College of Business in India**.

Member Profiles

Carolyn Boccella Bagin



Carolyn Boccella Bagin

Carolyn Boccella Bagin was the recipient of the ABC Award for Excellence in Communication Consulting in 2016.

Carolyn makes difficult information clear and easy to read. Sometimes that means building a correspondence system, redesigning a single form, restructuring several documents, or revamping a manual. She developed some of the most high-profile, plain-language documents in the U.S. In fact, you already know one: the *Social Security Statement* that 125 million workers receive every year. Plus, she developed innovative IRS business forms, corporate privacy notices, and federal bankruptcy forms.

What makes information clear? Streamlined language, organization, and design. Simplified processes. Based on those principles, Bagin founded the [Center for Clear Communication](#) in 1992 and has long worked in a wide range of industries to help clients effectively communicate with their customers, managers, and staffs. She's worked with NCAA, GE Capital, Blue Cross and Blue Shield of Louisiana, American Express, NOAA, The Home Depot, Chrysler, and ABA, and others.

International organizations have recognized her work, including ClearMark awards for simplifying federal bankruptcy forms and for *Giving Someone Power of Attorney for Your Health Care: A Guide with an Easy-to-Use, Legal Form for All Adults*; and Outstanding Service to the Horace Mann League for *School Performance in Context: The Iceberg Effect — An International Look at the Often-Overlooked Education Indicators*.

Augustine Pang



Augustine Pang

Augustine Pang was the recipient of the ABC Kitty O. Locker Outstanding Researcher Award in 2016.

Augustine is Professor of Corporate Communication (Practice) at the Lee Kong Chian School of Business, Singapore Management University. He is also an Honorary Fellow at Hong Kong Polytechnic University, and a member of the prestigious Arthur W. Page Society (US). He specializes in crisis management and communication; image management and repair; media management, and corporate communication management.

Besides contributing book chapters to leading communication books like the *Handbook of International Crisis Communication* (2016, Wiley-Blackwell) and *Handbook of Research on Crisis Leadership in Organizations* (2013, Edward Elgar), he has published in prestigious peer-reviewed journals such as *Corporate Communication: An International Journal*, *Journal of Public Relations Research*, *Public Relations Review*, *Journal of Business and Technical Communication*, amongst others. In 2015, he was recognized for a highly commended paper published in *Corporate Communication: An International Journal*, 2014.

Research and Teaching Collaboration

Virtual Business Professional Project (USC)

The Virtual Business Professional project (VBP) has opened an application period for the Spring 2018 VBP project round (March 5- to April 16, 2018). VBP is a virtual consulting project co-sponsored by IBM and the Department of Business Communication at the Marshall School of Business at USC. It is open to upper level undergraduate and graduate students enrolled in a business communication course. Students from across the globe work in virtual teams and collaborate on a consulting project that examines, analyzes, and makes recommendations how to align and enhance a company's online social media presence using corporate reputation management framework.

This six-week assignment gives students a real-world experience using communication and collaboration technologies employed in today's corporate environment. Using the IBM Connections platform, students plan and hold virtual meetings, co-author and collaboratively revise documents, use project management tools, and write a formal report. Spring 2017 VBP included 415 students, 75 teams from 9 institutions and 5 countries, and 12 client companies.

The project also includes a research component investigating technology in teams, intercultural communication, and leadership.

To learn more about the project, visit the [project website](#). To participate, contact Jolanta Aritz, at aritz@marshall.usc.edu.

James Archibald in the International Organization for Standardization (ISO)

The Standards Council of Canada, the Canadian arm of the International Organization for Standardization (ISO),

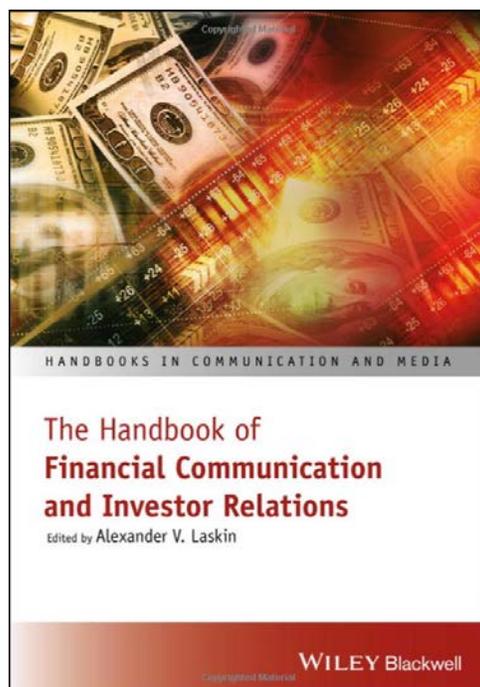
has appointed James Archibald to the ISO/TC 37 mirror committee on language and terminology. Archibald is ABC's former Vice President for Canada and currently a member of the Diversity Initiatives Committee and the ABC/MLA Liaison Committee. He teaches translation at McGill University.

The ISO committee's work focuses on the standardization of resources, technologies and services related to terminology, translation, interpreting and other language-based activities in today's multilingual information society. ISO/TC 37 has published internationally recognized standards on a variety of translation-related issues including terminology workflow and language coding, management of terminology resources and language resource management as well as translation related technologies.

Archibald joins other members from thirty-four different countries in North, Central and South America; Europe; Africa; Asia; and the Middle East. Committee members are currently working on the development of 24 new standards in translation and terminology management. The effect will be to improve multilingual communication in today's highly interdependent and interconnected world.

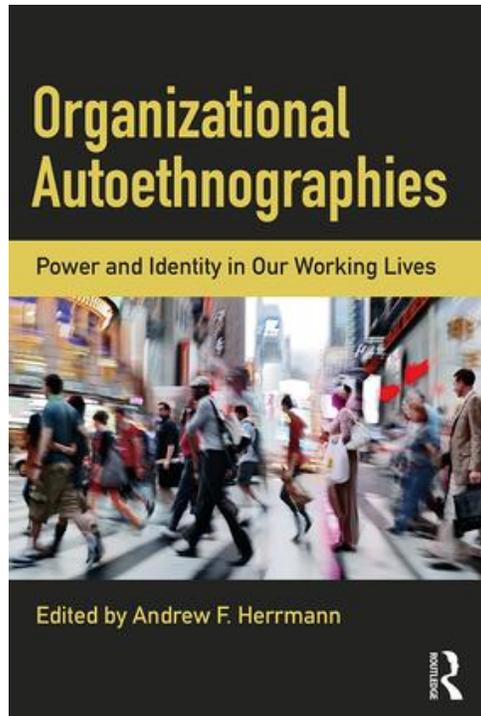
Member Books

The Handbook of Financial Communication and Investor Relations. Laskin, Alexander, V. (Ed). (2017). Wiley Blackwell. [Website](#).



The book offers a global look at the state-of-the-art thinking and practice in investor relations and financial communication. With its 550 pages, 45 chapters, and over 50 contributors, the *Handbook* provides readers with a comprehensive, up-to-date picture of investor relations and financial communication in North America and around the world.

Organizational Autoethnographies: Power and Identity in our Working Lives. Herrmann, A. F. (Ed.) (2017). Routledge. [Website](#).



Working at the intersection of organizational studies and autoethnography, this book explores the ability of autoethnographic and personal narrative approaches to generate important, innovative, and empowering understandings of difference, discourses, and identities, while attending to the various powerful dynamics that are at play in and around organizations.
