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**Fostering Excellence in Business Communication**

The Association for Business Communication (ABC) Newsletter

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**ABC Newsletter**  
**Issue 16, Spring 2018**

## From the Editor



## Welcome to the Spring 2018 issue

Dear ABC Colleagues,

Thank you for sending me your news. In this issue, you will find information on upcoming conferences and events, member achievements and book publications, as well as messages from the Executive Team on ABC governance.

First, I'd like to remind you of important award deadlines coming up:

The [Outstanding Teacher-Scholar Award in Memory of Meada Gibbs](#) recognizes an individual who has made a significant contribution to business communication teaching methodology and concepts during the three years preceding the presentation of the award. Deadline for nominations is June 15.

The [Distinguished Publication on Business Communication Award](#) recognizes an outstanding article, essay, or book that has made a significant contribution to the discipline and was authored by a member of the Association. Deadline for nominations is June 15.

The [Outstanding Article in IJBC Award](#) recognizes an article that has made a significant contribution to scholarship. Deadline for nominations is June 15.

The [Outstanding Article in BPCQ Award](#) recognizes an article that has made a significant contribution to pedagogy. Deadline for nominations is June 15.

The [Outstanding Dissertation Award](#) recognizes excellence in doctoral research. Deadline for nominations is June 20.

The [Kitty O. Locker Outstanding Researcher Award](#) recognizes and encourages an

individual who has made significant contributions to business communication research. Deadline for nominations is June 20.

The [Award of Merit in Memory of Francis W. Weeks](#) recognizes contributions to the profession and to outstanding advancement in the discipline of business communication through a singular accomplishment or a series of accomplishments. Deadline for nominations is July 1.

The [Distinction in the Practice of Diversity and Inclusion Award](#) celebrates and recognizes practices that foster community outreach and diversity/inclusion. Deadline for nominations is July 31.

For more information on submission procedures, please check the [Awards](#) page.

I look forward to receiving items for the Summer issue scheduled in June. And don't forget to visit our social media sites, [Facebook](#) [Twitter](#) and [LinkedIn](#) for news updates.

Sky Marsen  
ABC News Editor

## From the President



**Lisa Gueldenzoph Snyder**

In my January newsletter message, I outlined three goals that we are using to guide our efforts this year. They include...

- #1 - Enhancing the resources that we make available to ABC's members
- #2 - Improving ABC's brand and exposure by reaching a wider breadth of prospective members
- #3 - Increasing ABC's membership.

When I shared these goals during my in-coming president's address at our conference in Ireland last October, I mentioned that I was hesitant to publicly share these mostly "measurable" goals with a room full of academics — especially goals that are in many ways subject to variables beyond our control. But all three are critically important to the future success of our organization.

If we truly want to meet the needs of new professionals and promote Business Communication as a necessary discipline, we need to be deliberate in our attempts to extend what we perceive as the current limits of what we think we can do. We need to be innovative. We need to go beyond commonly accepted boundaries. We need to stretch the parameters and think creatively, perhaps by considering initiatives that we previously thought were not possible.

We need your help to do that. Many of you have answered the call to serve on committees and ad hoc teams. Others have suggested initiatives to help us reach our goals. But I know there are many more ABC members who have ideas to share. I am eager to hear from you about how we can continually improve what we do to support professional business communication.

Please contact me at [gueldenzoph@att.net](mailto:gueldenzoph@att.net) with your thoughts about how we can reach our goals to enhance member resources, improve our brand and exposure, and increase membership. And anything else, for that matter -- I am always just an email away!

Thank you!

Lisa Gueldenzoph Snyder  
ABC President  
[gueldenzoph@att.net](mailto:gueldenzoph@att.net)

## From the Executive Director



Jim Dubinsky

Dear ABC Members,

I'm writing today to welcome some new faces to ABC's leadership team and to say thank you to some familiar ones who have finished their "tours of duty."

Joining ABC in leadership positions on the Board are:

- **Geert Jacobs**, Professor of English Business Communication in the Department of Linguistics at Ghent University in Belgium, is now serving as our **Second Vice President**. Geert is a familiar face to many in our organization and to the Board, as he served two terms as Regional Vice President of Europe, Africa, and Middle East.
- **Judith Ainsworth**, Assistant Professor of Business Communication at the Fox School of Business at Temple University (USA), is now serving as **Regional Vice President of East United States**.
- **Abram Anders**, Associate Professor of Business Communication at the University of Minnesota Duluth (USA), is now serving as a **Director at Large**.
- **Laurie Stokes Bott**, Director of Business Communication at Utah Valley University (USA), is now serving as a **Director at Large**.
- **Rudi Palmieri**, Director of MSc Strategic Communication at the University of Liverpool (UK), is now serving as a **Director at Large**.

You can read their bios online at <https://www.businesscommunication.org/page/officers>

Leaving the Board after years of dedicated service are:

- **Bertha Du-Babcock**, Associate Professor at the City University of Hong Kong. Bertha was, most recently, **ABC's Past President**, and she served two terms as Regional Vice President of Asia Pacific.
- **Michael Goodman**, Professor and Director, MA in Corporate Communication at Baruch College, City College of New York (USA), served two terms as **Regional Vice President of our Eastern United States**.
- **Jean Bush-Bacelis**, Professor Emerita at Eastern Michigan University (USA), served as a **Director at Large**.
- **Valerie Creelman**, Associate Professor at Saint Mary's University (Canada), served as a **Director at Large**.
- **Jeanette Heidewald**, Senior Lecturer at Indiana University (USA) served as a **Director at Large**.
- **Brigitte Planken**, Associate Professor at Nimegen University (Netherlands), served as a **Director at Large**.

At the ABC headquarters level, the Board of Directors recently appointed **Stephanie Smith**, an assistant professor of Communication at Virginia Tech (USA), to the restructured position of **Technology Coordinator** (previously Web Editor).

Stephanie is filling a position previously held by **Alfredo Deambrosi**, who left the academic world to pursue a position as a technical communicator for a California company. We will miss Alfredo, who provided tireless and outstanding service to ABC for three years as its Web Editor. We wish Alfredo well in his new position.

To learn more about ABC's officers and staff, please visit our [website](#)

Finally, when you run into these individuals, thank them for their service and, if you are interested in serving in any of these positions yourself, please ask them questions about their experience. So much of the good work that happens at ABC is the result of members stepping up to fill key positions of leadership.

## Annual International Conference 2018

The deadline for paper proposals for the [annual conference](#) is April 30. In addition to papers, panels and workshops, the conference will host a roundtable organized by the Research Committee and a panel organized by the Graduate Studies Committee.

## Research Roundtable

The aims of the research roundtable are to:

- Provide a forum for communicating research in business communication
- Exchange ideas on research projects, theories and methods
- Share expertise
- Ask questions on a 'sticky' problem
- Form research collaborations, and
- Keep abreast with developments in the field.

Presenters will describe their project in five minutes, and will then break into thematic groups for further discussion. To participate in this roundtable, please submit an abstract of 250 words to the Chair of the Research Committee, Sky Marsen, at [skymarsen@gmail.com](mailto:skymarsen@gmail.com), by **April 30**, overviewing your project and indicating its research scope and contribution.

## Graduate Studies Panel

The theme of the panel organized by the Graduate Studies Committee is “Emerging Trends in Business and Professional Communication.” It hopes to highlight the contributions of graduate students to business and professional communication scholarship. Within the context of business and professional communication, possible topics could relate to the following:

- innovative pedagogy
- digital communication
- social media
- visual communication
- interpersonal communication
- team communication
- crisis communication
- globalization

These topics can be approached via a wide variety of theoretical lenses and methodological approaches. Those chosen to participate in the panel will automatically receive the Graduate Student Travel Scholarship from ABC, which typically offers \$400 to offset the cost of attending the conference.

Submit a 500-word abstract to [this form](#) by April 3, 2018. Abstracts must include institutional

affiliation, email address, program of study, and mailing address. You will receive a decision about your abstract by April 10, 2018.

## Pre-Conference Workshops

One full-day and five three-hour optional pre-conference workshops will be offered on Wednesday, October 24th. Updates will be posted on the [conference page](#).

**Peter Cardon** (University of Southern California) will host a workshop, **Developing Your Research with Purpose and Impact**, which will help participants take a concrete research idea and make major progress in developing it, planning the data collection, and strategizing the manuscript preparation for a high-impact publication. Specifically, this high-intensity, hands-on, interactive workshop will involve solidifying a reputation for purposeful research; developing high-potential research ideas that matter; and aligning methodologies with research goals and available resources. This workshop is facilitated by the winner of the ABC Outstanding Researcher Award in 2017 and has the support of the Research Committee.

**Judy Jones Tisdale** (University of North Carolina- Chapel Hill), **Jana Seijts** (Ivey Business School, Western University, Canada), and David Collins (TRACOM Group) will host the workshop **Earn Accreditation in SOCIAL STYLE® to Cultivate Students or Clients' Strategic Communication Skills** and allow participants to work through their own self-perception profile and actively engage in an in-depth learning experience about SOCIAL STYLE® content and how to leverage it when teaching in the undergraduate or MBA classroom. Participants will receive assignment samples, a book, and a certificate of accreditation at the end of the workshop.

**Paula Lentz** (University of Wisconsin) and **Kathryn Rentz** (University of Cincinnati) are organizing the workshop **Equity, Diversity, Inclusiveness: Preparing Students for Critical Conversations in Today's Workplace**, which will help participants explore how business communication instructors can help students understand and prepare for the critical workplace conversations around issues of diversity and inclusiveness. Participants will take away ideas for creating a classroom environment that models engagement students may encounter in companies with a strong equity, diversity, and inclusiveness culture.

**Michael Mandel** (University of Arizona) will provide a three-hour interactive workshop entitled **Get On Your Feet: Using Technology Tools to Evolve Beyond the Canned Elevator Pitch**, where participants will learn to help students cultivate their professional

persona and communicate it through interconnected online platforms. By the end of this session, participants will create their own versions of the professional video and digital profile. Participants will gain tools and ideas for implementing similar assignments at their institutions.

**Lolita Paff** (Penn State Berks) is organizing **Engaging Classroom Interaction: Strategies & Best Practices To Promote Learning**. This workshop explores questioning and responding techniques, class climate, and policies and instructional practices that promote both the quantity and quality of student interaction to advance learning. The goal is an interactive session that provides participants with greater insights into classroom interaction, plenty of practical strategies, and questions that merit further consideration.

**David Victor** (Eastern Michigan University) will provide a practical approach to traditional business case methodology with the added element of dealing with cross-cultural issues in his workshop **Cross-Cultural Business Vignettes and Cases: A Methodology to Enhance Real World Analysis**. Workshop participants learn how to utilize brief case study vignettes that also exemplify cross-cultural behavior, and they come away with strategies to engage learners in an open-ended analysis that provides multiple culturally appropriate solutions.

Additionally, we will be offering an all-day session to be facilitated by **Carol Carter** of LifeBound. This session, **Mastering High Impact Coaching Skills: Facilitation, Collaboration and Co-creation with Students so they are Employment Ready and Promotion Worthy**, will help attendees to grow into inclusive leaders who can harmoniously and diplomatically resolve conflict, self-direct with initiative, and provide an immediate contribution to the evolving workforce.

## Call for Annual Conference 2019 Co-Chairs

Please consider applying to serve as one of the conference co-chairs for the 84th Annual International Conference, which will be held in Detroit, MI, from October 23 to October 26, 2019. If you have colleague or a good friend who is also a member of ABC, you may apply as a team.

The role of *conference co-chair* is a critical one for ABC. Co-Chairs are responsible for (1) creating a Call for papers (CFP); (2) promoting the conference with the assistance of ABC's HQ team, which includes the Executive Director, Business Manager, and Technology Coordinator (formely the Web Editor); (3) coordinating the evaluation proposals submitted

using ABC's powerful (and easy to learn) event software; (4) visiting the conference site with the ABC HQ team - usually in May or early June of the conference year; (5) coordinating the creation of the program: organizing the presenters into sessions and creating the program text; (6) supervising the implementation of the conference program onsite; and (7) completing a post-conference survey and evaluation.

To enhance the value of knowledge gained via experience, we're now asking one of the co-chairs to stay on as a member of the Conference Planning committee for the following year to help guide/assist the two, newly appointed chairs. The tasks involved remain the same, but this person does not make the pre-conference visit. What this means is that the two co-chairs selected will also have one of the co-chairs from this year's conference in Miami, FL, as a team member.

For your work, you receive the following:

1. Undying appreciation of the entire ABC community
2. Travel and lodging costs for both pre-conference visit and conference, and
3. A stipend of \$1000 paid post conference.

To apply, please logon to our website and upload a short, one-page letter of application and a copy of your CV using this URL:

<<https://tinyurl.com/yagyw4g8>>

If you have questions, please email either [Marilyn Buerkens](#) (ABC Business Manager) or [Jim Dubinsky](#) (ABC's Executive Director). We would be happy to arrange a phone call or video/Zoom call. You may, of course, also contact previous conference chairs/co-chairs.

## **BPCQ News**

**Melinda Knight**, Editor of *Business and Professional Communication Quarterly* announced that the journal was picked up by Clarivate Analytics's Emerging Sources Citation Index (ESCI) for inclusion, beginning with the first issue of last year. Clarivate decided to do this without any prompting or formal submission from ABC or Sage, and apparently only two or three journals have been selected for inclusion this way. This is wonderful news for *BPCQ* authors, and it also reflects the excellent work of the journal's Editorial Review Board and ad-hoc reviewers.

## Special Issue of BPCQ on Disability and Accessibility

The March 2018 issue is the first of its kind in the history of our organization where disability is center-staged in our field. Those of us who teach a significant number of students with disabilities and also those of us who directly or indirectly field inquiries from customers with disabilities already know first-hand that addressing the needs relating to disability is not only essential from a legal viewpoint, but it should also become central to our work with this population forming more than 15% of our user base.

While the focus of the issue is on the teaching and pedagogy, the research inside its covers has something for everyone—teachers, scholars, and practitioners—because all the authors make some connections with the theory of our field and the practice in our workplaces. The articles presented here don't only underscore the relevance of considering disability in the workplace, they also show us how questions of disability and accessibility can be integrated in our business and professional communication work, both in our classes and in our research and practice.

## IJBC News

*The International Journal of Business Communication* is pleased to announce publication of the first part of a special issue about financial communication this upcoming April. Many thanks go out for the hard work and effort contributed by the three special issue guest editors. Below are their short biographies.

[Rudi Palmieri](#) is Senior Lecturer in Strategic Communication at the University of Liverpool where he leads the MSc programme in Strategic Communication. His research focuses on the role of argumentation in strategic communication, with a peculiar interest in the discursive dynamics of financial communication. He is one of the main organizers of the International Conference on “Discourse Approaches to Financial Communication.”

[Daniel Perrin](#) is Professor of Applied Linguistics, Director at Zurich University of Applied Sciences, President of the International Association of Applied Linguistics AILA, and Editor of the *International Journal of Applied Linguistics* and the *de Gruyter Handbook of Applied Linguistics* series. His areas of research are media linguistics, methodology of applied linguistics, text production research, and analysis of language use in professional communication.

[Marlies Whitehouse](#) is Research Associate at Zurich University of Applied Sciences and Treasurer of the International Association of Applied Linguistics AILA. She investigates text production and text reception with focus on inter-cultural, cross-domain, and intra-lingual aspects at the intersections of financial journalism, organizational communication, and financial analysis. She has more than 20 years of professional experience in the financial sector.

## **SAGE Access**

The procedure to log into SAGE in order to access our journals has changed, so here are the current instructions.

In order that active (paid) members continue full journal electronic access, please follow the steps below to establish log in credentials for *Business and Professional Communication Quarterly* and *International Journal of Business Communication*.

First, login to <https://www.businesscommunication.org> and retrieve your ABC User ID from your profile page.

Register the email address associated with your ABC account here: <https://journals.sagepub.com/action/registration>

After registering and verifying your email (you will be sent a link to your email to click on), you need to sign in to <http://journals.sagepub.com/> and 'activate' your Member ID (onetime process).

To Activate, click on My Tools, go down to My Account, select Society Member Access. Choose Association for Business Communication from the Society drop down menu, put in your Member ID, and hit Activate. You should receive a success message. When you access the journals via the ABC website, please enter your Sage login.

## **Graduate School of Management St. Petersburg University Conference**

The Graduate School of Management and the Department of Languages for Academic and Business Communication are inviting you to participate in the track "Language and Communication for Cross-Disciplinary Integration," GSOM Emerging Markets Conference -

2018: Business and Government Perspectives.

The conference will take place at the Graduate School of Management of St. Petersburg State University, Russia, on October 4 - 6, 2018. The track provides a platform for cross-disciplinary collaboration in the area of language, communication, and subject-specific disciplines.

Suggested topics include (but are not limited to) the following:

- Cross-disciplinary integration in business school: language, communication and subject-specific knowledge.
- Communicative competence agenda: multi- and interdisciplinary solutions.
- Communicative competence agenda: business and academia collaboration.
- Developing students' communication skills: shaping the focus of teaching.

Submission of papers: March 1 - May 1

Notification of authors: June 15 - June 25

Early Bird registration deadline: June 15 - August 1

Registration deadline: September 20

For more information, contact the track chairs, [Elena Orlova](#) and [Tatiana Martynova](#).

## **Biz Comm Students Host Popcorn and Soda Blast**



### **Lajuan Davis**

Business communication students in the College of Business and Global Affairs (CBGA) at The University of Tennessee at Martin in Martin, TN, recently hosted a Popcorn Blast in the lobby of the business building. The students completed this event as part of an on-going research study that tests the effectiveness of using social media to advertise events. The

students were enrolled in the INFS 255 (Business English) class instructed by Lajuan Davis (pictured). The assignment “Social Media Popcorn Blast” was authored by Lajuan Davis and featured in My Favorite Assignment (2016), *Business and Professional Communication Quarterly* (79) 3, pp. 385–387.

Olivia Johnston (left below) and Laura Silva (center) served free popcorn and soda while classmate Becky Davis (right below) tallied the 250+ participants who enjoyed the refreshments.



### **Upton Sinclair Award**



**Carol J. Carter**

**Carol Carter**, GlobalMindEd, is a winner of the [Upton Sinclair Award](#), which honors individual contributions to education.

Carol J. Carter was the first female Assistant Vice President at Prentice Hall at the age of 26, and by 30, the first female internal Vice President when the company was bought by Pearson. On the side, she wrote a book called *Majoring in the Rest of Your Life: Career Secrets for College Students*, published by Farrar, Straus and Giroux.

A year later, she co-authored the "Keys to Success" series, a handbook for college freshmen on what the world of work requires and expects. In 2001, she left corporate America after 17 years and bootstrapped her own company, "LifeBound," providing resources for fifth grade through the bridge into college. Her work with LifeBound took her all over the world, working with K-12 international schools on almost every continent. She volunteer taught for two years in the Federal Prison system and spent five years in the Denver Housing projects, where she saw first-hand how our educational system breaks down for low-income populations.

In 2010, Carol went through treatments for lymphoma and realized she was meant to serve the world in a larger way. She founded GlobalMindED with her own investments to create a diverse talent pipeline for women, minorities, and first generation to college students who don't have the networks and experiences that their middle/upper middle class peers have. Carol was grateful to accept this national award on behalf of the populations that GlobalMindED is dedicated to serving including women, minorities, and first- generation students. She will accept this award on April 19th in Beverly Hills, CA.

### **Teaching Award for Susan Schanne**

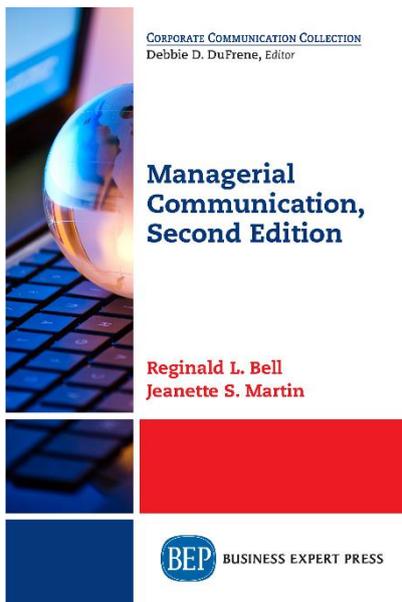
**Susan Schanne** was awarded the 2017 Part-Time Lecturers Distinguished Teaching Award by the Department of Management, Eastern Michigan University. The award is the highest honor presented to an individual part-time lecturer, based on a record of distinguished professional achievement. Susan has taught for Eastern Michigan University (EMU) for 20+ years, runs the writing center at the College of Business, and conducts workshops for faculty, student groups, and staff on APA citation methodology, business writing, résumés, and interviewing.

In her classes, she uses a scaffolding approach to large writing assignments to incorporate critical business writing skills that can be transferred to the work site. She has worked multiple years as ABC silent auction co-chair and is currently a co-chair for 83rd International Conference in Miami, Florida, USA. Susan has won other awards from the athletic department where she was nominated by the students themselves.

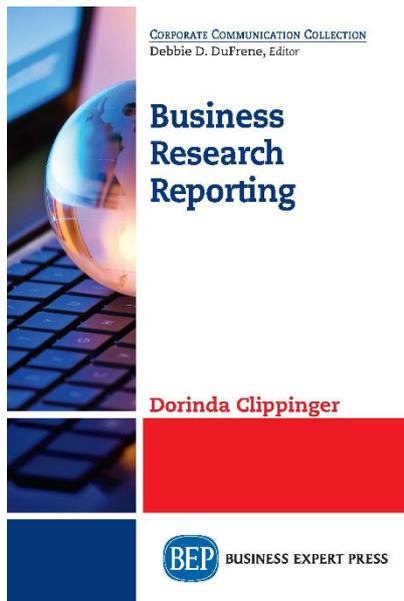
## Member Books

### ABC Members Author Recently Published Books

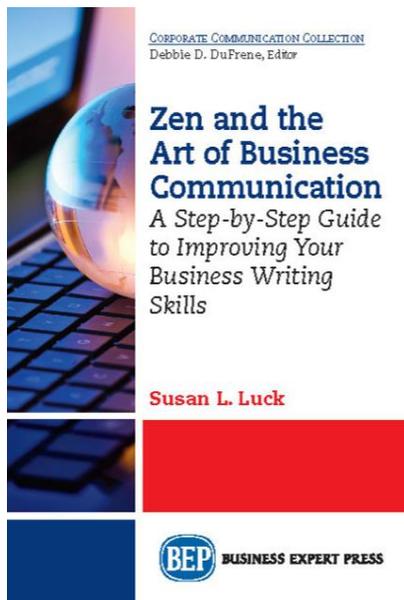
A number of ABC members have recently published books with publisher **Business Expert Press** in their Corporate Communication Collection. The collection with nearly 40 titles is headed by ABC member **Debbie DuFrene**. The complementary array of books reflects various aspects of the business communication discipline and diverse topics of interest to advanced level students as well as executive practitioners.



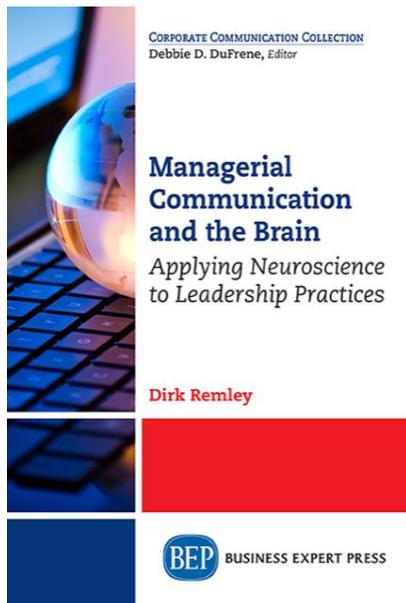
**Reginald Bell** and **Jeannette Martin** have co-authored *Managerial Communication, 2nd Edition* (2018), which explores what communication managers actually do in business across the planning, organizing, leading, and controlling functions—incorporating ideas from industry experts, popular culture, news events, and academic articles and books. Reginald is Professor of Business at Prairie View A&M University, and Jeannette is Professor Emeritus in the School of Business at University of Mississippi.



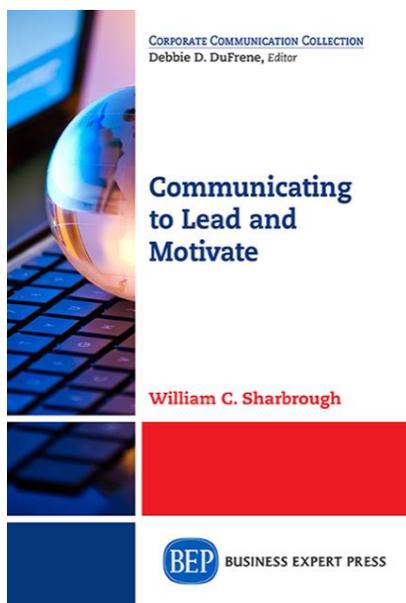
Dorinda Clippinger's third and most recent book with BEP is *Business Research Reporting* (2018). This book addresses the essential activities of locating, collecting, evaluating, analyzing, interpreting, and reporting business data. Dorinda is currently a consultant with Penworthy Learning Systems, which she founded.



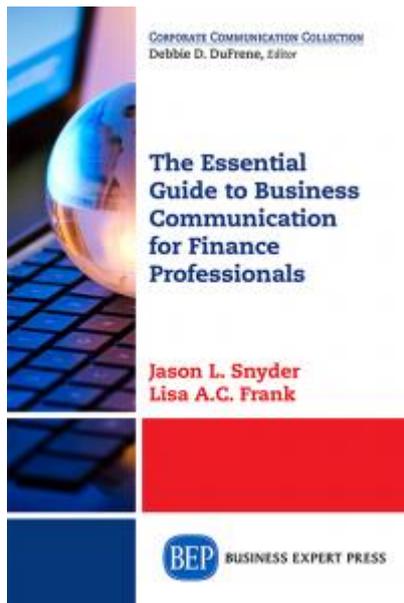
Susan Luck, Professor of Business at Pfeiffer University, recently published the book, *Zen and the Art of Business Communication: A Step-by-Step Guide to Improving Your Business Writing Skills* (2017). While incorporating many commonsense tips and real-life examples, the book delivers an orderly method for achieving clarity of thought and expression in writing.



**Dirk Remley** has published *Managerial Communication and the Brain: Applying Neuroscience to Leadership Practices* (2017). The book differs from most other business communication-related books in that it takes a neuroscientific approach to explaining how communication happens for those in leadership positions—communicating upward, across similar levels of leadership, and downward. Dirk is Professor of English at Kent State University.

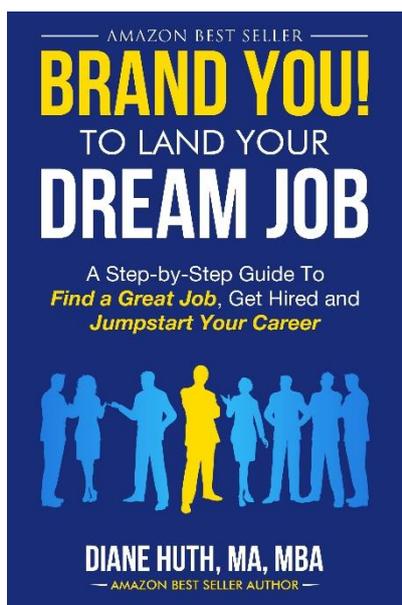


**William Sharbrough**, Professor of Management at the Citadel, recently published *Communicating to Lead and Motivate* (2017). The book applies leadership theory and research to communication in ways that are easily understood and can be applied to any situation where individuals find themselves in leadership positions.

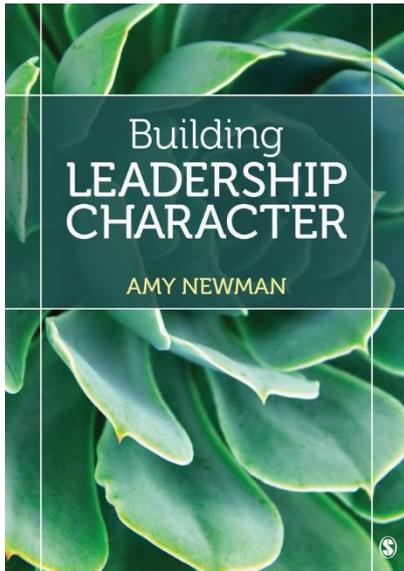


**Jason Snyder**, Associate Professor in the School of Business at Central Connecticut State University, recently published his second book with BEP. His latest book, co-authored with **Lisa Frank**, is entitled *The Essential Guide to Business Communication for Finance Professionals* (2017). The book offers advice and tips for approaching some of the most common business communication situations faced by today's finance professionals and presents tools for managing professional image and reputation.

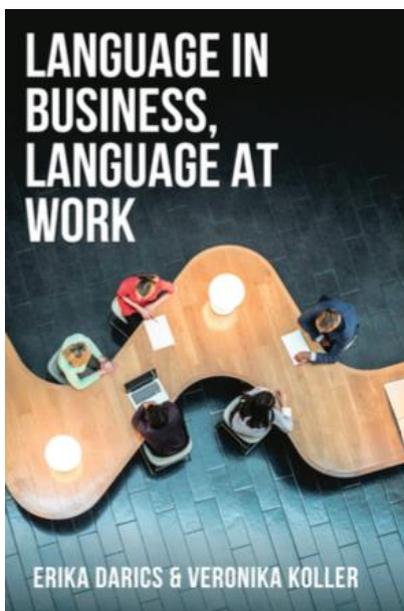
To learn more about these books and the Corporate Communication collection, or to request a desk copy for course adoption or library purchase, visit [Business Expert Press](https://www.bepress.com).



[Brand You!](#) by **Diane Huth** presents some tested strategies for navigating the job search process.



*Building Leadership Character* by **Amy Newman** uses a storytelling approach and real-world cases to explore dimensions of leadership character. Examples of companies communicating and miscommunicating illustrate how corporations and people respond to situations in difficult times and learn from mistakes. Each chapter examines a leadership character dimension such as accountability, integrity, authenticity, and courage.



**Erika Darics** and **Veronika Koller**, publication titled *Language in Business, Language at Work*, is based on the idea that it is not linguistic regulation and "do & don't" lists that will make better communicators, but rather the understanding of the building blocks of language—words, grammar, and meaning. Such understanding will allow communicators to use language creatively and flexibly to meet their goals in interactions in the workplace and in business.

# Managerial Communication

Strategies and Applications

SEVENTH EDITION



Geraldine E. Hynes  
Jennifer R. Veltsos



*Managerial Communication: Strategies and Applications* focuses on communication skills and strategies that managers need to be successful in today's workplace. In the seventh edition, author **Geraldine E. Hynes** and new co-author **Jennifer R. Veltsos** include new updates to reflect the modern workplace. The new edition adds a chapter on visual communication that explains how to design documents, memorable presentations, and impactful graphics. New coverage of virtual teams, virtual presentations, and online communication helps students avoid common pitfalls when using technology.

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