



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

ABC Newsletter

Issue 22, October 2019

From the President



Marcel Robles, ABC President

Have you made your travel plans for Detroit to **A**ttend the ABC conference, **B**roaden your knowledge, and learn about **C**urrent research and best practices in our field?

An **A**rray of presentations await you: rhetoric, innovative teaching, assessment, intercultural and global communication, consulting and training, digital and visual communication, employment issues, diversity and inclusion, verbal and non-verbal communication, technology, and so much more. You will have opportunities to **B**uild relationships and **C**ollaborate on research.

The **A**nnual Conference also provides an opportunity for face-to-face **B**oard meetings and **C**ommittee and SIG meetings. What an opportunity to **A**ssess, **B**elong, and **C**ongregate! See you next month in the Motor City!

From the Executive Director



Jim Dubinsky, ABC Executive Director

Dear ABC Members,

My note will be brief this month. If you're not yet registered, there is still time. We have a vibrant program that highlights the diverse nature of our members' scholarship and teaching and mirrors the true beauty of the city hosting us. Read about the emergence of this truly quintessential American city from the ashes: "[Detroit's Big Comeback](#)," published late last year on NPR.

Building Community, One Conference at a Time. During our meeting, we will add a space called ABC Connect to highlight ABC's community-orientation. Read the piece on ABC Connect in the newsletter to learn more. Simply put, we want everyone in ABC to feel welcome and to recognize how much added value exists when you network with your colleagues.

Initiatives in the Works. Other initiatives in the works include a book series we are planning, with an initial volume perhaps by 2021. We also have been working to build partnerships with a range of organizations, nationally and internationally. Take a look at [our website](#) to see which organizations now affiliate with us. If you have suggestions for organizations we should consider, please send me an email.

Help us Recover ABC's History. Finally, I ask you to dig deep in your bookshelves and file cabinets. One of our major foci has been to recover ABC's history. If you take time to poke around [our website](#), you will see that we now have [proceedings](#) online going back to 2003 (with a few older ones as well). We also have [conference programs](#) going back to 1999. If you are a long-time

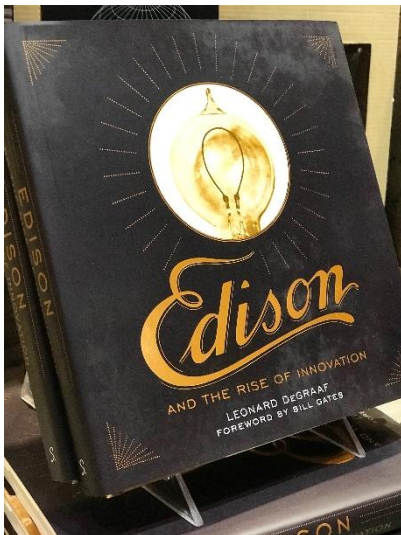
member and might have copies of proceedings or conference programs, please share them with us by sending them to ABC's HQ. We will digitize them. We'll even reimburse your postage!

Finally, ABC depends on its members to spread the word and share the work. If you have an interest in serving on a [committee](#) or as an [officer](#), please look at our website to learn more about opportunities.

See you in Detroit!

Jim

2019 Annual Conference



Join the post-conference excursion to The Henry Ford Museum of American Innovation. Aside from being a world-class museum, they have a gift shop with something for everyone.

Photo Marilyn Buerkens

We look forward to seeing all who will attend the 84th Annual International Conference in Detroit, MI in October. Over 320 members and guests are already registered, and there are still some openings for the excursion to The Henry Ford Museum of American Innovation on Saturday, Oct 26. To learn more about this world-class museum visit <https://www.thehenryford.org/>



Grab some change and ride the PeopleMover (shown here). or the Q-Line, for easy and inexpensive ways to travel about downtown Detroit. These public transit options are fully accessible.

Photo Marilyn Buerkens

If you haven't registered for the conference or the excursions yet, please do so soon. There are a limited number of seats on the bus to The Henry Ford Museum of American Innovation so we encourage you to sign up promptly. To sign up for this excursion AFTER you have registered, log in, and from your profile page, click Transactions, then click conference registration. Select "My Options" to add your selection. Follow the prompts to pay.

See you in Detroit soon!

Clive Muir and Dirk Remley, Conference Co-chairs

Something Exciting: ABC Connect

ABC is always striving to be even more welcoming. Whatever your niches or interests are in business and professional communication, ABC has a place for you. You have found a home with us. We are continually looking for ways to get to know you better so that your needs and interests can be better served.

We are delighted to announce that at the ABC 2019 Detroit Conference, a room called ABC Connect will be available for you to become acquainted, build relationships, network, mentor, and visit with others.

Who should take advantage of this room? Anyone and everyone! The room will be staffed with seasoned members eager to help you learn the ropes, make connections, and so much more. We want to help you to make connections for research and professional development; but also, on a fundamental level, ABC Connect volunteers are eager to listen, and help you feel more at home and among friends at a big conference. Please stop by ABC Connect in Detroit to make new friends and discover new opportunities.

ABC Western Region Conference



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The registration for the ABC Western region Baja cruise conference on March 1-5, 2020 is now underway. If you have not submitted a proposal for the Western ABC Conference but are interested in attending the conference, please register by October 15 to secure early bird discounted registration fees: <https://www.businesscommunication.org/page/2020-abc-western-u.s.-conference#Registration>.

The main reasons for a cruise conference are to unplug ourselves to hold deeper and more meaningful conversations about our work in the business communication discipline and to build a stronger Western ABC community.” A teaser for those who are attending: We are bringing a virtual reality demo to teach diversity in the classroom onboard the ship. Yes, we will be using VR glasses to learn about Virtual and Augmented Reality for education and training and much more!

ABC Asia-Pacific Conference 2019

The 2019 Asia-Pacific Regional Conference was held in Wellington, New Zealand, in July. The conference was a collaboration between ABC and the World Communication Association. This was the first collaboration between the two organizations and turned out to be a great success! We had participants from all over the world including the United States, Europe, Kazakhstan, China and Australia. ABC President Marcel Robles and Executive Director Jim Dubinsky attended as did Regional Vice President Yunxia Zhu, ABC Detroit Annual International Conference Co-Chair Clive Muir, and ABC News Editor Sky Marsen.



Jim Dubinsky introducing a speaker at the Asia-Pacific Regional Conference



ABC Member Mandy Lacy presenting at the ABC Asia-Pacific Regional Conference



Conference participants including Yunxia Zhu, Sky Marsen, and Clive Muir



Conference participants outside a traditional Maori *Marae* (Meeting Ground) on a cold July day

ABC-SW 2019 Conference Proceedings Now Available

ABC-Southwestern United States is excited to share that the 2019 regional conference proceedings are now available for viewing on the ABC website. Visit <https://bit.ly/2kNj7BS> to view this year's fantastic program of presentations, as well as the 2019 Federation of Business Disciplines Distinguished Paper Award winner.

The Workplace Writing SIG Is On for 4Cs Milwaukee

The Workplace Writing SIG is pleased to announce that we've been approved, for the second year in a row, to be on the program for the Conference on College Composition and Communication (4Cs)! We had a great show of interest for our first meeting, last year, in Pittsburgh and we expect even more attendees this year. Please plan to be one of them! The conference will be held in March of 2020, and our SIG will meet on Thursday, March 26, from 6:30-7:30.

Also, Marcy Orwig, Paula Lentz, and Kristen Getchell will be giving a SIG-sponsored panel presentation on "Workplace Spaces and Places: A Common Voice, Language, and Practice." Their session is on Thursday as well.

If you're interested in helping us keep this great momentum going, join our Google group. Just email Kathy at Kathryn.rentz@uc.edu or Geoff Clegg at geoffrey.clegg@gmail.com to be added.

Western ABC Bulletin

The Western ABC Bulletin is in the process of planning their next issue for spring 2020. Please contact the editor directly (oswal@uw.edu) if you want to contribute to the spring issue of the Bulletin.

The Bulletin publishes medium-length articles pitched at a mixed audience of business and professional communication academics and professionals. Pedagogical pieces are also welcome.

Our editorial team works with authors closely in the development of the manuscripts and if you have an idea, now is the time to discuss it with them.

Western ABC bulletin (<https://abcwest.org/>) Fall 2019 issue will be online early in October.

Save That Link

To easily find a link to the ABC page you are on, or any other ABC page, add and save the link to your very own "My Links". Log in and Find My Links under your name. Add or remove your personalized links whenever you want. It's nice to reach your committee's community page or other ABC address in a quick click.

Need a hand? Email abcoffice@businesscommunication.org