

# ABC Newsletter

## Issue 18, Fall 2018

### From the Editor



### Welcome to the September 2018 Issue

Dear ABC Colleagues:

I hope those of you in the northern hemisphere have started your semester successfully, and those of you in the southern hemisphere have had a successful semester and are getting ready to wrap up for the summer. I want to thank those of you who completed the survey on digital media use. The results will be very useful in planning the way forward.

You may have noticed we have a new system for sending newsletter items. The rationale behind this is to use our website and its functions more extensively. You can also submit your items when it is convenient to you, rather than wait for my call. To visit the newsletter from the ABC website, click [Newsletter](#) from the Publication tab. From there, you can submit news and find past newsletter issues. If you have any feedback on this new system, please let me know.

This Issue contains news on the annual conference and strategic planning, as well as member recognition, teaching and research opportunities, and new books. Thank you for your contributions, and congratulations to those of you who have achieved milestones in the last quarter. I look forward to seeing many of you

at the annual conference in Miami next month, and leave you with a reminder of some ABC conferences coming up next year:

- Southwest U.S., March 13-16, Houston, Texas.
- Asia Pacific, July 8-12, Wellington, New Zealand.
- 84<sup>th</sup> Annual International, October 23-26, Detroit, Michigan.

Sky Marsen  
ABC News Editor

## From the President



**Lisa Gueldenzoph Snyder**

The academic year just began, but it is already going quickly! Very soon, we will be gathering in Miami, Florida, USA, for our 2018 annual conference. I look forward to learning from the engaging presentations, enjoying our social gatherings, reconnecting with dear friends, and meeting new members.

***If you are a veteran ABC member who frequently attends conferences,*** I encourage you to make a point of meeting new people and especially reaching out to first-time attendees. They are new to ABC and may be new to academia as well. While they likely will be impressed by how enthusiastically we greet our long-time ABC friends, they may feel like they don't quite belong yet. Please take note of anyone standing alone at receptions and breaks, and embrace them as part of the ABC family. ABC conferences often feel like family reunions to me, and as such, our new conference attendees are like new relatives. They don't know who's who or where to go or what to do. We have all been in that situation. By helping new

people feel welcome, you can make a significant difference in their ABC experience.

***And if Miami will be one of your first ABC conferences,*** please let us know what we can do to help you get the most out of the experience. The conference program will include information about the Executive Committee, Board of Directors, committee chairs, special interest groups, and the ABC staff. We want to meet you, and we want to help you get involved. Let us know what you are interested in, and we'll make good use of your expertise! We need "all hands on deck" as we continue to push forward on our goals to enhance our resources, continuously improve our brand, and increase our membership. We truly need you!

To meet those goals, we are working on many initiatives, some of which are explained below. You will be learning about others in the coming months. We have a LOT going on! I am *very grateful* to the many people involved in our committees for the work they are doing to support ABC! I am confident that ABC has a bright future ahead if we continue to work together to encourage new members, embrace new ideas, and support Business Communication.

**Thank you!**

Lisa Gueldenzoph Snyder  
2018 ABC President  
[gueldenzoph@att.net](mailto:gueldenzoph@att.net)

## From The Executive Director



**Jim Dubinsky**

Dear ABC Members:

I'm writing to give you a heads-up, offer some advice, introduce members of the ABC support team, ask for your help, provide a road map for the future, and end with some thanks.

**Heads-up.** Because I get to see all of the work that goes on behind the scenes, I know that this year's conference in Miami will be a fascinating mix of presentations that highlight our discipline's diverse and vibrant nature.

**Advice for those attending ABC 2018 in Miami:** *Download the Guidebook app* when it comes available in near mid-October. You'll be glad you did – because you can plan ahead while remaining open.

**Support Team.** Stephanie Smith, ABC's Communications and Technology Coordinator, and Andy Cavanaugh, our Associate Technology Coordinator, are working behind the scenes with Marilyn Buerkens, ABC's incredible business manager, to make our virtual spaces as lively and useful as possible. Look for them at this year's event and introduce yourselves.

**Help keep ABC Sustainable.** Please support the Silent Auction. *This year the entire focus is on raising money to help our graduate students.* I don't have to tell you how expensive travel is today or how universities are cutting back on support. All of us remember the life of graduate school—I had four children when I earned my PhD, so any support, however small, was always welcome. Help keep ABC sustainable; support members who are the future of the discipline. Even if you are not attending the conference, you may like to share a gift certificate or other silent auction contribution.

**ABC is Growing.** ABC has been investing in itself for the last seven years with many initiatives. One of the most important has been the support we've provided for our graduate students. The result? More graduate students have been attending, and our membership has been growing (almost 23% since 2012 when these initiatives began).

**Thanks.** I'm offering an early *thank you* to our Miami conference co-chairs, Susan Schanne and Becky Morrison, who, with some wise counsel from last year's co-chair, Jean Bush-Bacelis, have planned this wonderful event.

I look forward to seeing many of you in Miami. Please follow ABC on Facebook or Twitter. More important: please visit the website, update your profile, and poke around. We're in the process of adding more material you may find useful. Just one example: we now have almost all past issues of our [Proceedings](#) and easy to cite.

In service,  
Jim Dubinsky

## ABC Annual Conference Miami October 24-27



Wait! Summer can't be over already, can it! If you are joining us in Miami at the 83<sup>rd</sup> Annual International Conference this October, it doesn't have to be. Mojitos on South Beach, ice cream and Cuban coffee in Little Havana, tacos at an outdoor restaurant at the Wynward Walls.

And oh yeah – a LOT of really great presentations and pre-conference workshops! There is still time to sign up for the pre-conference workshops, register for the conference, and pick out a little something to donate to the silent auction. Visit the [conference page](#).

Schedules are being finalized and programs are being put together. We are looking forward to seeing each of you in Miami, where we know you will learn a new thing or two, see friends and colleagues, and enjoy a very warm welcome from you conference organizers.

See you in Miami!

## Strategic Planning Update

ABC is getting ready to draw up the new Strategic Plan for 2020-2025, and of course we need your creative ideas for it. Please plan on attending one or both of the strategic planning sessions in Miami on Friday afternoon or Saturday morning to share your thoughts with us. Also, feel free to e-mail either [geert.jacobs@ugent.be](mailto:geert.jacobs@ugent.be) or [marcel.robles@eku.edu](mailto:marcel.robles@eku.edu) with your input and feedback on strategic planning for ABC's future.

Meanwhile, the planning process is picking up steam. In July we held a well-attended strategic planning session at the Regional Conference in Alcala, Spain. At the outset of the session Dorien Van de Mieroop (Leuven, Belgium) was invited to provide her perspective on the state of our business communication discipline and the role that ABC can play in strengthening it.

In Dorien's view, ABC is concerned with real-life issues; and it is set to study at a deep level with a wide spectrum. This wideness shouldn't be a problem if we look for people around us with shared interests and collaborate with them, bridge the gap between disciplines, combine micro and macro levels. Dorien noted that ABC constitutes a meeting place where various disciplines intersect. It was argued that a lot in the audience do not self-identify with business communication exclusively, and that hence we should set up research groups to exchange methodologies as well as initiating collaboration with teaching materials and ideas.

Marcel Robles, First Vice President  
Geert Jacobs, Second Vice President

## Silent Auction

### Donations Wanted

Please consider donating items for the Silent Auction, which will be held during the Annual conference in Miami: gift certificates/cards, jewelry, books, art work, tickets to sporting events, condo rentals, among other items. As long as it will fit in a suitcase and has value, we can use it. Please consider donating any items that may be of value to your colleagues. You may access the donation site [here](#). Be sure to include a picture of the item, if possible. Also, try to estimate its value. Let us know if you have questions.

Clive Muir and Dirk Remley  
Miami Silent Auction Co-Chairs and  
2019 ABC Detroit Conference Co-Chairs

## Asia-Pacific Regional Conference



Opening ceremony by Her Majesty Permaisuri Johor (Queen of Johor - center), with organizers and plenary speakers (Yunxia Zhu and Misa Fujio second and third, back row from the right)

This year's Asia-Pacific conference was held in conjunction with the 11th Language for Specific Purposes International Conference and 10th Global Advances in Business Communication Conference, on 25-27 June 2018 in Le Grandeur Palm Resort Johor Malaysia. The theme was "Empowering Future Talents through Language and Communication."

Nine members from five countries, Australia, Japan, Hong Kong, Malaysia and New Zealand, attended the conference and presented papers. Regional members also exchanged ideas and networked with scholars from around the world. It was a great cross-cultural experience - and a lot of fun!

Especially worth mentioning are the plenary speeches, which were well-received. Vice President Associate Professor Yunxia Zhu from University of Queensland delivered her speech "Cross-cultural competence for global managers." In her talk, she proposed a positive intercultural communication model based on three dimensions: situated, reflexive and generative, for training global talents. To operationalize this model, she developed a communication matrix for teaching, which was based on relatedness (with other cultures) and future orientation.

Misa Fujio from Toyo University, Japan, delivered the speech "An increasing wave of Elighnization in Japan and its impact on in-house power relations." In her talk, Misa disclosed the progress towards globalization in Japan, specifically empowering future talents through language and communication both at the corporate and the tertiary education level.

In addition, Yunxia and Misa also led a plenary panel to discuss situated learning through internship and industry links for students to achieve real-world learning experience.

Past ABC President Associate Professor Bertha Du-Babcock also attended the conference, representing both the region and ABC.

## **New Workplace Writing SIG**

Earlier in the year, the CCCC Subcommittee of the Marketing & Membership Committee (Kathryn Rentz—chair, Geoffrey Clegg, Crystal Shelnut, Katherine V. Wills, and William Christopher Brown) wrote and submitted a SIG proposal to the Conference on College Composition and Communication (CCCC): "A Proposal for a New Special Interest Group at CCCC Devoted to Workplace Writing." The SIG will be organized and maintained by faculty with memberships in both CCCC and ABC, but will be open to CCCC members who are not also members of ABC

The CCCC Program Chair, Vershawn Ashanti Young (personal communications, 29 August 2018), recently informed us that our SIG was accepted. Young noted,

"More than 1,500 proposals for individual, concurrent, and roundtable sessions went through the peer-review process" (V.A. Young, personal communications, 29 August 2018). The CCCC Subcommittee appreciated learning that our SIG passed such a competitive review process.

A meeting is planned at the 13-16 March 2019 CCCC Convention in Pittsburgh, Pennsylvania. The subcommittee looks forward to sharing more information as we develop our connections with the CCCC. Any ABC members attending the CCCC or working/residing near the Pittsburgh area are welcome to join us on Thursday, 14 March from 6:30-7:30 P.M. as we inaugurate our first meeting.

If you'd like to participate in planning this inaugural meeting or have questions about the SIG, please contact Geoffrey Clegg (geoffrey.clegg@gmail.com) or Kathryn Rentz (rentzkc@ucmail.uc.edu) for more information.

## **MLA Liaison Committee**

Each year, the Modern Language Association (MLA) Liaison Committee creates a CFP and presides over a guaranteed panel at the MLA. For the 2019 MLA Convention in Chicago (03–06 January), the MLA Liaison Committee's panel will focus on "Representing Business Communication in Literature across Genres (Dedicated to Kitty O. Locker, 1948-2005)." This panel has been accepted for inclusion in this year's presidential theme, Textual Transactions. The panel includes the following:

1. From First Folio to First Principles: A Role for Shakespeare in an Undergraduate Management Course, Wayne Smith (California State U, Northridge)
  2. 'Interest and Revenge': Amorous Fiction and Speculative Commerce in Eighteenth-Century England, Nikki Graves (Emory U)
  3. 'I Prefer Not To': Using Short Fiction in a Business Communication Classroom, Sarah Moore (U of Texas, Dallas)
- Presiding William Christopher Brown (Midland C)

## Member Awards



Mark Cistulli

**Mark Cistulli**, Associate Professor at Central Connecticut State University, was awarded a **Connecticut State Colleges and Universities Board of Regents Faculty Award**. Dr Cistulli has received exceptionally positive feedback from his students for incorporating his own work experience into his teaching. This approach has helped students to see the role of communication and psychology theories in their own work experiences. His assignments connect directly to the students' future work in the business world while also building their writing and speaking skills. The Board of Regents Faculty Award is one of the highest honors bestowed upon a faculty member from a system of 17 colleges and universities and 85,000 enrolled students.



Kathy Rentz

**Kathy Rentz** was surprised and honored to win the **English Department's teaching award for tenured faculty at the University of Cincinnati** this past spring. "I've got some pretty awesome students," Kathy says. "They know how to keep an old lady in the game! Plus, teaching workplace writing is the best gig in the world!"

## Teaching and Research Opportunities

### Virtual Business Professional Project



The Virtual Business Professional project (VBP) will be accepting applications for the Spring 2019 (February 25 – April 8, 2019) VBP project round.

VBP is a virtual collaboration 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 company's online social media presence using corporate reputation management framework.

To learn more about the project, please visit the [project page](#).

To apply for the Spring 2019 VBP project, please e-mail Professor [Jolanta Aritz](#).

### Popular Culture Association of Australia and New Zealand



The media, entertainment, advertising and product design permeate our lives. All these are based on business models and are transmitted through business communication processes. The [Popular Culture Association of Australia and New Zealand](#) (PopCAANZ) is devoted to the scholarly understanding of everyday cultures. The Association is concerned with the study of the social practices and the cultural meanings that are produced and circulated through the practices of

everyday life, as a product of consumption and as an integral component of the dynamic forces that shape societies.

As the Chair of the Business Area of the Association, I invite you to participate in the annual conference which will be held in Melbourne, Australia, July 3-5, 2019. PopCAANZ is the regional branch of the Popular Culture Association and celebrates its 10th anniversary in 2019 - so the conference promises to be a festive birthday one!

If you are working on any projects that involve the business communication practices of the media, advertising and marketing, or the entertainment industry, please consider sharing it with us at the conference and/or by submitting an article at the journal of the Association, the [Journal of Asia Pacific Pop Culture](#).

Please contact [Sky Marsen](#), Chair of Business Area, if you have any questions or to submit an abstract.

## Teaching Mentor Program

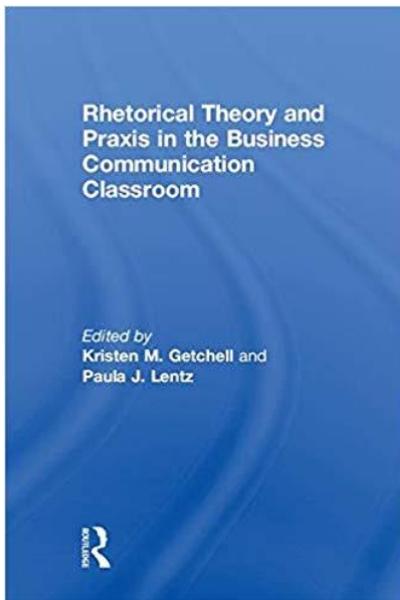
The Teaching Committee has developed a Mentor Program and are running a pilot now. A talented group of members has agreed to serve as mentors and five matches have already been established. Contact Andrew Quagliata, Chair of the Mentor Program, at [AQ43@cornell.edu](mailto:AQ43@cornell.edu) if you are interested in learning more.

## Business Communication Quarterly Request

ABC is searching for some past issues of Business Communication Quarterly, 1980, volume 1; 1981, volume 4; 1990, volume 4. If you have these issues and want to share them with ABC, please contact Marilyn Buerkens at [abcoffice@businesscommunication.org](mailto:abcoffice@businesscommunication.org)

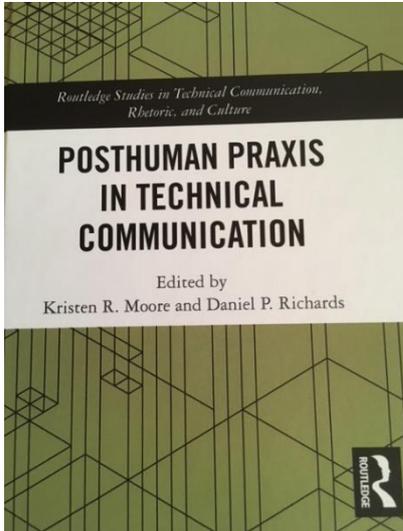
## Member Books

[\*Rhetorical Theory and Praxis in the Business Communication Classroom\*](#), Edited by Kristen Getchell and Paula Lentz, Routledge.



The book is a collection of essays written by many of ABC's Rhetoric SIG members on a variety of topics of interest to business communication instructors: competency-based assessment and its connection to the rhetorical canon, rhetorical grammar, genre awareness in business communication theory, dress codes as organizational ethos, white papers and rhetorical delivery, the role of big data in message strategy, social media and memory, the role of the self in business writing, invention in community-based projects, and the connection between rhetorical theory and entrepreneurship.

[Posthuman Praxis in Technical Communication](#), Edited by Kristen R. Moore and Daniel P. Richards, Routledge.



This anthology, part of the Routledge series in technical communication, rhetoric, and culture, brings together contemporary theoretical discussions about new materialisms and posthumanism—granting agency to things—and the practical, everyday work of technical communicators, broadly conceived as those in business and other organizational settings. A chapter by ABC member **Deborah Andrews** presents her research on the effects of the physical environment of two new academic “innovation spaces” on collaborative communication aimed at technical and scientific innovation.