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

## ABC Newsletter

## Issue 27, February 2021

## From the Editor



**Sky Marsen, News Editor**

Dear ABC Colleagues,

I hope 2021 has started well for you and that it will be a better year than 2020 for all of us!

As this is our first issue of the year, I take the opportunity to remind you of some relevant matters.

First, I congratulate our 2020 ABC Award winners. A full list can be found [here](#).

Second, please take note of our conferences coming up:

[ABC Southwestern U.S. Regional Conference](#), March 17-20, Virtual,

[ABC Europe, Africa and Middle East Regional Conference](#), August 26-28, Vienna, Austria, Deadline for abstracts, 26 February. Submit at <https://www.wu.ac.at/en/2020abcvienna/call-for-papers/submission>

[ABC Annual International Conference](#), October 18-23. Deadline for abstracts: 12 April. Submit at <https://www.businesscommunication.org/e/sx/eid=36>

Last but not least, I'd like to remind you of the fabulous contributions to our [YouTube Channel](#). These include lectures on cutting edge topics, such as virtual teams, consulting tips, and framing in discourse, as well as inspiring interviews with Past Presidents of ABC.

I hope this year will be happy, productive and safe for all of you!

Sky

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# From the President



**Geert Jacobs, ABC President**

Dear ABC friends,

Happy New Year and Happy Lunar New Year!

I have one hope for all of us: that we'll be able to really meet up, face-to-face, some time this year. This won't happen at our ABC Southwestern US Regional Conference next month, which was scheduled to take place at the lovely Moody Gardens in Galveston, Texas, but which has moved fully online. But we do have hopes for the ABC Europe, Africa, and Middle East Regional Conference in the stunning city of Vienna, Austria, end of August, and for our 86th Annual International conference in October. It's too early to tell at this point. What we do know is that our Annual International conference will have a virtual component. So we can all start planning. The question is whether we can also go on-site, thus making it a hybrid event. Our conference planners are doing all they can, together with our HQ staff. We'll keep you up to date.

In deciding on how to organize our conferences, we see our members' safety and health as an absolute priority. At the same time, we understand that face-to-face meetings are perhaps even more essential to ABC than to many other professional organizations. Our virtual Annual International Conference was a huge success and it's clear that an on-line component to our conferences is here to stay, but let's face it: we all missed the informal networking during coffee breaks, the chatting

and laughter over breakfast, lunch and dinner, and I don't think a lot of us were able to make new friends. That's why we are doing all we can to get back to our old-school, in-person meetings.

I believe that our new members and young colleagues, just like our students, have been hit the most by all this. For those of us who have been in ABC for a while, the online conferencing has worked well: we've all been pleased to see how much fun it is to bump into old friends and interact with them in the virtual space. But it's a lot more difficult to get to talk to people online when you're a newcomer. And our newcomers, young and all, are the future of ABC. We don't want to lose them; we can't afford to miss out on a full generation of emerging talent and innovative ideas. So that's why we work hard to get our big family together as soon as it can.

See you around!

Geert Jacobs, ABC President

## From the Executive Director



**Jim Dubinsky, ABC Executive Director**

Dear ABC Colleagues,

As this 2021 year moves forward, I, too, want to offer my note of hope. Last year, we managed to hold our first entirely virtual international conference, providing a wide range of options for live or pre-recorded sessions, and over 400 members attended. We did not let the constraints of COVID-19 keep us from gathering. That event also had one huge advantage: full and on-demand access to our presenters' innovative teaching and research approaches in

BComm. Anyone participating could, for the first time, watch/participate in every session that interested them.

Because all sessions were recorded, I also want to mention or remind those who attended (and even those who did not): **Almost all (over 90%) of the sessions will remain available, on-demand**, until this October

@ <https://abcvirtual2020.pathable.co/>. If you did not attend but would like access to the conference materials, you can see sessions and “chat” by “registering” [here](#):

This year, we expect more exciting opportunities for our members. I list just a few below, focusing on opportunities to learn more about

- Critical topics in business education
- New ways for schools/institutions to participate as members
- Our conferences (supplementing what Geert has explained with details about our partnership with GABC).

**Equity & Inclusion:** This month, two of our US regions will be putting on a symposium. Kathryn Rybka and Patty Harms, (Midwestern and Southeastern US Vice Presidents) are hosting MW/SE Business Communication Symposium #1: Unconscious Bias on Friday, February 19 from 12:00 pm EST to 2:15 pm EST.

This symposium is another example of ABC, demonstrating that we care deeply about diversity, equity, and inclusion. Our Committee on Diversity and Inclusion, led by Jacqui Lowman, has continued to provide strong leadership in this area. You can learn more about where we stand by visiting our website <https://www.businesscommunication.org/page/2020-statement-for-social-justice>. We have a few other initiatives beginning and a few more continuing. Expect to hear more from Jacqui or our Executive Committee (EC) soon.

**Institutional Membership (NEW Benefit).** As of 1 March, ABC will be offering Institutional Memberships. A college or university department or an association may join ABC as an *Institutional Member* with one "Point of Contact" (often the department chair).

Each institutional member is treated as a full member of ABC with individual privileges and their own unique member ID# and password. All institutional members receive online journal access, including access to past issues; gain access to the members-only section of the website, and enjoy a reduced rate for

our annual conference. This membership level has all of the membership benefits of individual membership and the following additional benefits:

- Substantial discounts for promoting the department at the annual international conference via advertising in the conference program
- Free job announcements on ABC's job board
- One free student membership and two discounted student memberships

Institutional membership packages are available in groups of five, ten, or fifteen individual members. We highly recommend that these members be limited to faculty and not include students, primarily because student member fees are relatively low. It is less expensive for students to enroll separately.

**2021 Conferences.** For our 86th annual international conference, we will be partnering with GABC (Global Advances in Business Communication). The conferences will be fully integrated, but with GABC's addition, we have made it possible for participants to submit two presentations, one on the ABC "side" and one on the GABC "side": GABC has six dedicated tracks. Find the submission link [here](#). For additional questions regarding GABC, contact Gail Cruise at [gcrui@isenberg.umass.edu](mailto:gcrui@isenberg.umass.edu) or our conference co-chairs at [ABCConference2021@gmail.com](mailto:ABCConference2021@gmail.com).

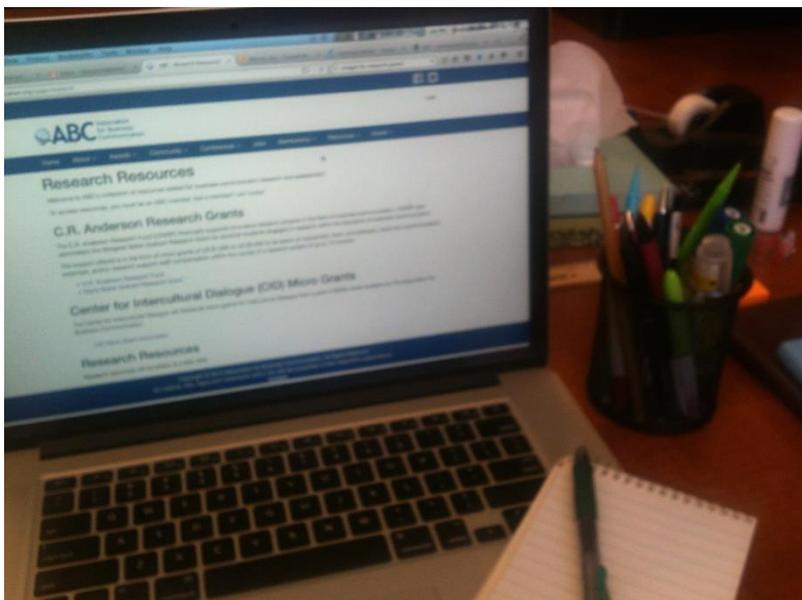
As Geert explains, our goal is to remain flexible as long as we reasonably can. We balance the hope for some form of face-to-face (F2F) component for our ABC regional event in Vienna and our 86<sup>th</sup> annual international conference. We expect to make a final decision by 1 April (a month later than we initially reported due to the positive outcomes of the vaccines and everyone's desire to see people in person, even if we still have to practice some healthy social distancing protocols).

Whatever we decide, we have been working to plan an event that will allow everyone to participate fully, regardless of which means of participation they might choose (virtual or F2F). And, of course, we'll continue to hold a potent mix of My Favorite Assignments, How do you Teach Diversity and Inclusion? sessions, and make our ABC Connect room available even more to support additional mentoring activities.

Jim Dubinsky  
ABC Executive Director

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# Annual Conference News



While last year was certainly a year of change, this year is sure to be one of transition; figuring out what has permanently changed, figuring out when we can go back to life as we knew it.

Even in this time of transition, we are now accepting submissions to the 86<sup>th</sup> Annual International Conference, to be held from October 18 - 23, 2021. Like last year, this conference will host a well-developed virtual program, with the hopes of including a face-to-face experience. The Call for Proposals is at <https://www.businesscommunication.org/p/cm/ld/fid=1114>

In addition, we will host favorites such as poster presentations, How Do You Teach Diversity and Inclusion? and My Favorite Assignment.

## **Some important dates:**

Submissions are open now and close on **April 12, 2021**.

Workshop submissions close: **February 26, 2021**.

For those seeking early approval, submissions are **due March 5, 2021**.

If you are interested in serving as a proposal reviewer, please complete the reviewer form here, <https://www.businesscommunication.org/p/cm/ld/fid=1082>.

Each reviewer will receive 3 – 5 proposals of 750 to 1,000 words. Your review helps presenters as they prepare their proposals for proceedings.

We look forward to seeing you in October!

Susan Schanne and Ryan Fuller  
2021 Conference Co-Chairs

[ABCConference2021@gmail.com](mailto:ABCConference2021@gmail.com)

## Conference Proceedings



The 2020 Proceedings are now available on our website. <https://www.businesscommunication.org/page/conference-proceedings>

With your permission, proposal submissions for the 2021 Annual Conference will become a part of conference proceedings. Please be sure to proofread your submission carefully. The proceedings offer a much wider distribution of your scholarship and create a permanent legacy that can be shared. All proceedings are published on the ABC website.

Additionally, we are also seeking members for the Proceedings Editorial Board. As a Proceedings Editorial Board member, you will have the opportunity to review a small number of conference proposals and ensure their suitability for inclusion in the conference proceedings.

Submissions are distributed electronically. You will receive several weeks for review and instructions on how to complete your review.

You must be a current ABC member in order to participate, and your renewable term extends for three years.

Please contact Leigh Ann Whittle at [leighannwhittle1@gmail.com](mailto:leighannwhittle1@gmail.com) with any questions or expressions of interest.

## Graduate Studies Committee

The Graduate Studies Committee invites graduate students to submit proposals for the Graduate Studies Sponsored Panel at our upcoming Annual Conference, which will take place October 18 to October 23, 2021 in San Diego and online. Graduate students will find a welcoming group of researchers, teachers, professionals, and fellow graduate students at the conference.

ABC is dedicated to graduate student development and provides numerous benefits to graduate student members. These benefits include waivers of all the base conference registration fees for those who register early (workshops and excursions are optional extras). Membership is encouraged, but not required for the Marty Baker Graham Research Grant to help graduate students complete a dissertation, an annual Outstanding Dissertation award, and connections for the job search process.

The theme of the panel is “Emerging Trends in Business and Professional Communication.” Graduate students are often engaged in boundary-pushing and field-expanding work. This panel hopes to highlight those 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

\* other topics of related interest

We are especially interested in proposals that focus on digital issues. 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 Grant from ABC, which typically offers \$400 to offset the cost of attending the conference. (The travel grant is contingent on attending and participating in an in-person conference.) If you will be a graduate student at the time of the conference, please submit a proposal for the Graduate Student Panel!

To submit a proposal, submit a 500-word abstract **by March 22, 2021** [here](#). Beyond your title and abstract, the form will ask for your name, institutional affiliation, email address, and a description of your presentation in 60 words or fewer that will be included in the program if your proposal is selected. You will receive a decision about your abstract by April 19, 2021.

## Western ABC Bulletin

We are calling for submissions for the Spring 2021 issue of the Western ABC Bulletin. The Bulletin is the publication of the Western Region Association for Business Communication which publishes research, as well as, pedagogical articles. Its readership is national with some international interest presently (See recent issues at [abcwest.org](http://abcwest.org)). Contributions can come from the fields of business, marketing, management strategy, business communication, professional communication along with work from intersectional fields, such as Disability Studies, Science and Technology Studies etc. That might have bearings on business and workplace communication. The authors are scholars, teachers, and practitioners, some of whom also do interdisciplinary research.

Submissions can vary in length from short news items and classroom assignments-related articles of under 1,000 words. Longer articles of up to 3,000 words are recommended for reporting results of research studies; in-depth pedagogical pieces; business cases related to workplace communication; interviews with professionals, researchers, and teachers; and business and professional communication trends in technology, workplace processes, and career development. The publication is flexible about the paper length as long as you consult with the editor before submitting your manuscript.

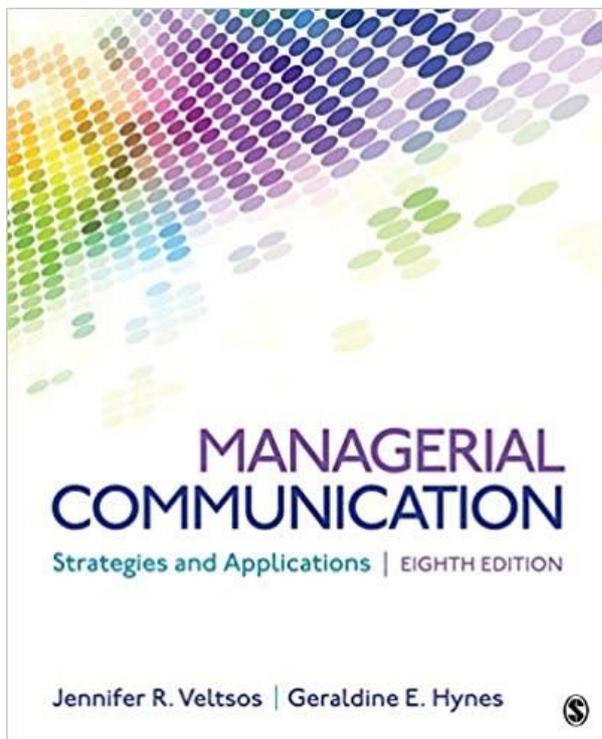
The Bulletin is particularly looking for submissions about the 2020 ABC virtual

Conference at this time. We also call for commentaries from our readers about how they are faring with the effects of this pandemic which now has been with us for over a year. We hope that you share your perspectives for the special feature on this topic in the spring 2021 Bulletin.

All inquiries are welcome and we are glad to mentor graduate students and emerging authors through the development process for their manuscript. Send your preliminary ideas and inquiries to the editor at [oswal@u.washington.edu](mailto:oswal@u.washington.edu).

## New Books

**Managerial Communication: Strategies and Applications, 8th Ed..**  
By Jennifer R. Veltsos and Geraldine E. Hynes, Sage 2021.



The [book](#) equips students with the communication strategies and skills that today's managers need. It provides a holistic overview of managerial communication supported with a solid research base, and focuses on competencies leading to organizational success. The Eighth Edition features new and expanded coverage of timely topics, including remote working, virtual presentations, cultural sensitivity, and crisis communication.